



Giorgio and Gianni Bulgari.

ENIGMA

by Gianni Bulgari

ENIGMA is the brand of jewellery and watches created by Gianni Bulgari.

Recent corporate history reports three store openings that took place in quick succession between December 2005 and May 2007, along with some surprising jewellery collections bearing intriguing names such as “lips”, “faces”, “shell” and “lion”.

ENIGMA, born in Switzerland, created by an Italian as suggested by his surname, and cosmopolitan in inspiration, is a brand with an intricate and complex history, governed by a special mission: innovation.

Founded by Gianni Bulgari in 1989 in Neuchâtel, ENIGMA was originally the name of the company in charge of the production and distribution of the innovative timepieces designed by him, “BiTime” being an example.

“BiTime” was a jumping-hour model, but unlike any other. It was conceived more as a form of research into the



BiTime Eccentric South, 1989.

reading of time than as an illustration of mechanical virtuosity. Hence, the large, highly visible digital hour with its strong graphic appeal made it surprisingly easy to read the time. It represented “another perception of time”.

Twenty years later, ENIGMA resumes this fascination with the digital hour and pushes a little further the boundaries of another “perception of time”. It is no longer a case of a “jumping hour”, but instead of a “drifting hour”. It’s “Genius”.

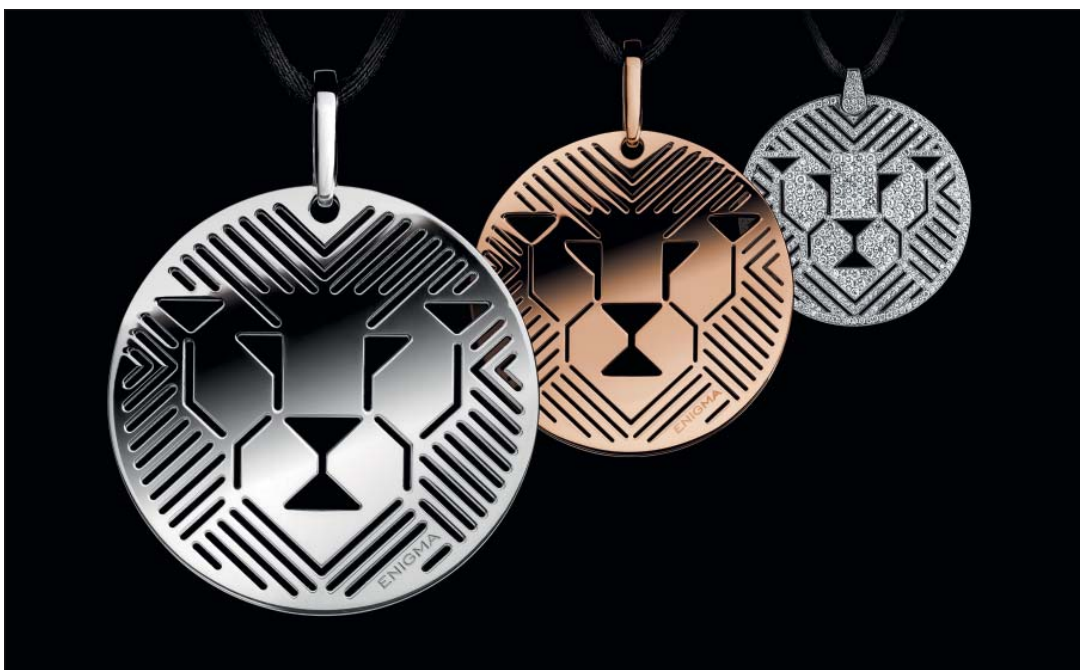
An ultra-light disc in avional with a 42° angle replaces the hour hand. This window “frames” the numerals while “drifting” from one hour to the other in a continuous progression. The minute and second hands perform their function like in any other traditional timepiece. “Genius” is the watch that changes its face with the passing of time.



Genius in steel.



Geneva, Rue du Rhône 84.



Leone pendants, in silver, pink gold and white gold with diamonds.



Choker Lips in white gold and diamonds.