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Bulgari

THE DESIGNER

Tom Ford

Nina Ricci

El tanga
The thong

PASHENCE
MARIE

• AMBER TUTTON

BY DANNY SHAW

• KERRY MANNIX

BY CRAIG BLOCK PHOTOGRAPHY

• ROSE CONNORS

BY MICHAEL ROSENBERG

• KESSI ROWLANDS

BY DANNY SHAW

• OLGA KWASNIEWSKI
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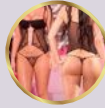
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TOM FORD

Se le ha bautizado como el salvador de Gucci, pues fue el responsable de sacarla de la quiebra total en la que se encontraba, y la convirtió en una empresa que hoy vale 4.3 billones de dólares.

He was baptized as the savior of Gucci, as he was responsible for getting out of the total bankruptcy in which he was, and turned it into a company that is worth 4.3 trillion dollars.



ació en el año 1961, en Austin, Tejas. Pasó gran parte de su infancia en México y se mudó a Nueva York para estudiar Historia del arte en la Universidad de Nueva

York. Allí descubrió su verdadera vocación: la moda.

Por esta razón el joven Tom decidió mudarse a París, donde estudió a fondo el mundo de la pasarela, y luego a Milán, donde entró a trabajar en la firma Gucci, lo cual haría realidad sus sueños como diseñador. Se le ha bautizado como el salvador de Gucci, pues fue el responsable de sacarla de la quiebra total en la que se encontraba, y la convirtió en una empresa que hoy vale 4.3 billones de dólares.

Ford llegó a Gucci como diseñador de ropa de mujer y fue ascendido poco tiempo después hasta director de diseño de la empresa, con lo que tenía bajo su responsabilidad la concepción de todos los productos de la marca, como ropa, perfumes, zapatos y accesorios, además de la imagen de la compañía, sus campañas publicitarias y el diseño de sus tiendas.

Gucci volvió definitivamente al éxito cuando Ford creó una extraordinaria colección Otoño-Invierno acompañada con



una deslumbrante campaña publicitaria muy moderna que inmediatamente obtuvo la aceptación del público a nivel mundial. A partir de este momento, nuevos clientes empezaron a elegir una vez más a Gucci: Madonna, Lady Di, Sharon Stone y Gwyneth Paltrow, entre muchos otros.

Después de salvar a esta enorme empresa italiana, quien adquirió la mayor parte de las acciones de Yves Saint Laurent, a Tom Ford le han designado un nuevo desafío:

dirigir esta prestigiosa empresa. El reto, consistente en devolverle a esta firma la fuerza, el poderío y el esplendor, que tanto tiempo la caracterizaron parece ser una meta que ya está alcanzando.

Abiertamente homosexual, Tom Ford se considera a sí mismo casado con su compañero de casi dos décadas, Richard Buckley, un periodista de moda y estilo que renunció a su puesto de editor en jefe de la revista "Vogue Hommes International". Ford ha mencionado en una entrevista que le gustaría tener hijos, pero que Buckley se opone a esa idea.



e was born in 1961, in Austin, Texas. He spent much of his childhood in Mexico and moved to New York to study Art

History at New York University. There he discovered his true vocation: fashion.

For this reason young Tom decided to move to Paris, where he studied the world of the catwalk, and then to Milan, where he entered the firm Gucci, which would make his dreams come true as a designer. He was baptized as the savior of Gucci, as he was responsible for getting out of the total bankruptcy in which he was, and turned it into a







company that is worth 4.3 trillion dollars.

Ford came to Gucci as designer of women's clothing and was promoted shortly thereafter as director of design of the company, which was under his responsibility the design of all brand products such as clothing, perfumes, shoes and accessories, As well as the image of the company, its advertising campaigns and the design of its stores.

Gucci definitely returned to success when Ford created an extraordinary Fall-Winter collection accompanied by a dazzling very modern advertising campaign that immediately gained global acceptance. From now on, new customers began to choose Gucci again: Madonna, Lady Di, Sharon Stone and Gwyneth Paltrow, among many others.

After saving this huge Italian company, who acquired most of the shares of Yves Saint Laurent, Tom Ford has been given a new challenge: to run this prestigious company. The challenge, which is to give back to this firm the strength, power and splendor that have characterized it so long seems to be a goal it is already achieving.

Openly homosexual, Tom Ford considers himself married to his nearly two-decade companion, Richard Buckley, a fashion and style journalist who stepped down as editor-in-chief of Vogue Hommes International magazine. Ford has mentioned in an interview that he would like to have children, but that Buckley opposes that idea.

PHOTOGRAPHY BY **DANNY SHAW**



AMBER TUTTTON

















NINA RICCI

La gran modista turinesa de soltera Marie Adelaida Nelli debió su entrada en el campo de la perfumería gracias a su hijo Robert Ricci, habido de su matrimonio con el florentino Luis Ricci, gracias al cual se instaló en Montecarlo y después en París donde se hizo modelista.

Fue en 1946 cuando Robert, ansioso de diversificar las actividades de la casa de su madre creó Coeur-joie y pidió a su amigo Marc Lalique que creara el frasco. Su segundo perfume J'Air du temps quedó como clásico como su frasco, obra de Lalique con las dos palomas que lo coronan símbolo de la paz y la eterna juventud.

Siguieron después Fille d'Eve (1952), Capricci (1961), Farouche (1974), Fieur de ileurs (1982) y Nina (1987) que Robert Ricci creó en honor de su madre fallecida en 1988 a la edad de 83 años.



The great Turin dress-maker of maiden Marie Adelaida Nelli owed his entrance in the field of perfumery thanks to his son Robert Ricci, from his marriage to the Florentine Luis Ricci, thanks to which he settled in Monte Carlo and then in Paris where he became modeler.

It was in 1946 that Robert, eager to diversify the activities of his mother's house, created Coeur-joie and asked his friend Marc Lalique to create the jar. His second perfume J'Air du temps was as classic as his bottle, Lalique's work with the two doves that crown him symbol of peace and eternal youth.

They followed after Fille d'Eve (1952), Capricci (1961), Farouche (1974), Fieur de ileurs (1982) and Nina (1987) that Robert Ricci created in honor of his deceased mother in 1988 at the age of 83 years.



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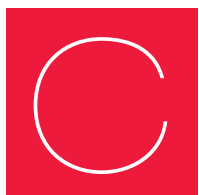
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EL TANGA | THE THONG



Comienza en una isla del Pacífico y halla su punto culminante más dramático en la España de la Inquisición, donde una bella mujer, Yolanda

Luccara, fue ejecutada en público por usar y promocionar la citada prenda. La investigación que ha conducido al descubrimiento de estos datos ha sido realizada por una periodista alemana interesada en la etnología del vestido.

Un documentado estudio etnológico en torno a una pieza de vestir, o mostrar, según perspectivas, ha desvelado un viejo enigma de modistas y profanos. La periodista alemana Anja Bergelson, que presentará una obra sobre tan espinosa cuestión, afirma en su libro que el tanga no procede de Brasil, sino de la isla chilena de Santa d'Or, y además cuenta con una protomártir: la española Yolanda Luccara, ejecutada en Madrid el 1 de abril de 1660 por lucir tan sugestiva prenda. La señora Bergelson ha revisado concienzudamente, durante dos meses, los documentos del pequeño archivo de Lacipo, capital de esta minúscula isla del Pacífico, situada entre las de Juan Fernández, al Sur, y las de San Félix y San Ambrosio, al Norte. Si los documentos no mienten, Santa d'Or era un lugar apacible cuando llegaron los españoles. Sus habitantes, que conservaban la prehistórica cultura de los concheros, pueblos que hacían de los moluscos su principal sustento y decorado, recurrían también a las conchas (tongos) para cubrir parcialmente el cuerpo femenino. Los pescadores isleños estaban al corriente, por lo demás, de una incidencia que se producía en tierra: también mediante conchas sus mujeres les informaban de lo que ocurría en el poblado. Y no sólo eso. Mientras regresaban a tierra los pescadores, sus esposas, desde la playa, les revelaban públicamente sus intenciones amorosas, o su estado físico, cubriendo sus zonas corporales más peculiares con caparazones de determinado color y especie, cada uno para un estado de ánimo e

La más minúscula de las prendas de vestir en público, tiene tras de sí una excitante historia

The miniscule of garments in public has behind it an exciting story

intención diferentes.

Pero en 1640 acertó a naufragar por aquellos andurriales el español Yáñez Iglesias, que se proponía dar la vuelta al mundo en un velero en el que también viajaba su hermosa mujer, la hispano-italiana Yolanda Luccara. El jefe de los concheros ofreció su ayuda al español, pero a cambio de que le concediera algo que pedirían las mujeres de la isla. Estas exigieron que se les diese el tejido de las velas de la nave. Yáñez se vio obligado a trocar la aventura de la vuelta al mundo por el prosaico negocio de vender telas al por menor. Las isleñas se repartieron el tejido, y a las pocas horas, allí donde antes lucían conchas, ahora lucían minúsculas prendas apenas mayores que los primitivos tongos anteriores a la colonización. La hermosa Yolanda, cautivada por aquel desfile de modelos, cedió a la tentación y se dotó de una prenda similar. Como pudo, Yáñez Iglesias regresó al continente y se estableció en Salvador en Brasil, donde montó un negocio de telas multicolores para la fabricación de tongos, o tangas, como les llamarían los brasileños. Aquel mismo año, Rembrandt y Velázquez

triunfaban en las cortes europeas con sus hermosas mujeres al natural o vestidas con ampulosos ropajes, respectivamente. Yáñez creyó llegado el momento de exportar su tongo-tanga a Europa, y se presentó en Madrid con su esposa. Yolanda decidió lucir la prenda ante un grupo de amigos. Enterada la Santa Inquisición, Yáñez y Yolanda hubieron de comparecer ante los jueces, que condenaron a ambos a ser ejecutados en la horca como personas inmorales y promotores de graves escándalos públicos. La sentencia se cumplió el 1 de abril de 1660, delante del Palacio Real. Todavía en 1710 escribiría un misionero español que llegó a Santa d'Or para evangelizar a los concheros que aquellas mujeres seguían empeñadas en lucir aquellos inmorales andrajos.



Begins on a Pacific island and finds its most dramatic culmination in Spain of the Inquisition, where a beautiful woman, Yolanda Luccara, was

executed in public for using and promoting the aforementioned pledge. The research that has led to the discovery of these data has been made by a German journalist interested in the ethnology of dress.

A documented ethnological study on a piece of dress, or show, according to perspectives, has revealed an old riddle of seamstresses and profane. The German journalist Anja Bergelson, who will present a book about such a thorny issue, states in her book that the thong comes not from Brazil but from the Chilean island of Santa d'Or, and also has a protomartyr: the Spanish Yolanda Luccara, Executed in Madrid on April 1, 1660 for looking so suggestive pledge. Mrs. Bergelson has carefully reviewed for two months the documents of the small archive of Lacipo, capital of this tiny Pacific island, located between those of Juan Fernandez in the South, and those of San Felix and San Ambrosio in the North.



If the documents do not lie, Santa d'Or was a peaceful place when the Spaniards arrived. Its inhabitants, who preserved the prehistoric culture of shellfish, towns that made mollusks their main sustenance and decoration, also resorted to shells (tongos) to partially cover the female body. In addition, the islanders were aware of an incident occurring on land: their shells also informed them of what was happening in the village and not only that. As they returned to shore the fishermen, their wives, from the beach, publicly revealed their love intentions, or their physical state, covering their most peculiar body areas with shells of a certain color and species, each for a different state of mind and intention.

But in 1640 the Spaniard Yáñez Iglesias, who planned to travel around the world on a sailboat in which his beautiful wife, the Spanish-Italian Yolanda Luccara, also traveled to the Andurrians. The chief of the concheros offered his help to the Spaniard, but in exchange for granting him something that the women of the island would ask. They demanded that they be given the fabric of the ship's sails. Yáñez was forced to change the adventure of the return to the world by the prosaic business of selling retail fabrics. The islanders divided the cloth, and within a few hours, where they once wore shells, they now wore tiny garments barely larger than the primitive tongos before colonization. The beautiful Yolanda, captivated by that parade of models, yielded to the temptation and endowed with a similar garment. As he could, Yáñez Iglesias returned to the continent and settled in Salvador in Brazil, where he set up a business of multicolored fabrics for the manufacture of tongos, or thongs, as the Brazilians would call them. That same year, Rembrandt and Velazquez triumphed in the European courts with their beautiful women in the natural or dressed in bombastic clothes, respectively. Yanez thought it was time to export his tongo-thong to Europe, and he showed up in Madrid with his wife. Yolanda decided to show the garment before a group of friends. When the Holy Inquisition heard that Yanez and Yolanda had to appear before the judges, who condemned both to being executed on the gallows as immoral persons and promoters of serious public scandals. The sentence was fulfilled the 1 of April of 1660, in front of the Royal Palace. As late as 1710, a Spanish missionary was to arrive in Santa d'Or to evangelize the concheros that these women were still engaged in wearing those immoral rags.





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BULGARI

En 1905 la tienda se trasladó a una de las calles más emblemáticas y selectas de la capital italiana, la Via Condotti, en la que permanece actualmente como sucursal internacional más representativa

In 1905 the store moved to one of the most emblematic and select streets of the Italian capital, Via Condotti, where it remains today as the most representative international branch

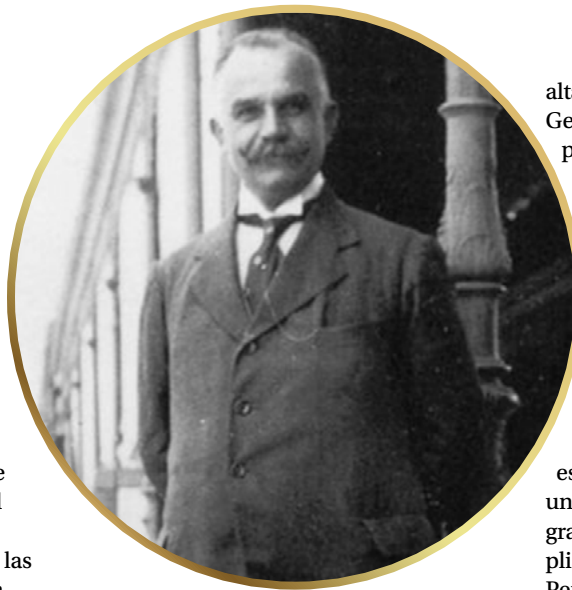


El orfebre griego Sotirio Bulgari se trasladó de su Grecia natal a la que fuera capital del Imperio Romano en 1879

y poco después, en 1884, inauguró junto a sus hijos la que sería la primera tienda Bvlgari en la Via Sistina de Roma. Roma, la ciudad eterna repleta de belleza y una de las capitales de la moda junto a Londres y París. Sin duda un enclave perfecto para una marca que se ha hecho con un lugar de honor en el segmento del lujo.

En 1905 la tienda se trasladó a una de las calles más emblemáticas y selectas de la capital italiana, la Via Condotti, en la que permanece actualmente como sucursal internacional más representativa. Los hijos de Sotirio se hicieron paulatinamente con las riendas del negocio y para mitades del s.XX la marca y sus creaciones - joyas y relojes- había desarrollado un marcado e inconfundible carácter inspirado en el clasicismo greco-romano y el Renacimiento Italiano.

Su elegancia y atractivo y la combinación armoniosa de colores y materiales hicieron



famosa la marca entre la jet set y las estrellas de cine. Los primeros relojes Bulgari datan de 1940, pero es en 1977 con la colección Bvlgari Bvlgari donde se logra el despégue definitivo en el segmento de los relojes de lujo. En 1982 se creó Bvlgari Time como empresa independiente dedicada en exclusiva a la creación de los relojes especiales de la marca.

En los años que siguieron Relojes Bvlgari ha ido integrando prestigiosas empresas de

alta relojería como Daniel Roth y Gerald Genta y en 2007 Bvlgari logra crear el primer calibre de manufactura propia, el BVL 465. La selecta marca se ha ido posicionando internacionalmente con sucursales en exclusivos enclaves de París, Nueva York, Ginebra, Monte Carlo o Tokio y es hoy una de las marcas de lujo con mayor factor de reconocimiento y la tercera marca de joyas más importante tras Cartier y Tiffany's.

El segmento de relojes de alta gama está en continuo crecimiento y ya supone un 30% de la facturación de la empresa. Su gran éxito y aceptación le ha llevado a ampliar su gama de productos creando Bulgari Perfumes, tiendas de accesorios como gafas y bufandas de gran calidad e incluso los Bulgari Hotels & Resorts en colaboración con Marriot International.

Desde 1995 la exclusiva marca cotiza en bolsa y desde 2011 se ha integrado en el grupo LVMH, el mayor holding del lujo del mundo. Sin duda una de las marcas de relojes de lujo y joyas más, fascinantes e innovadoras del mundo que despierta emociones en todos los segmentos en los que decide impregnar su "lujuria".

Las joyas diseñadas a principios de los

BVLGARI

10



años 20-30 se enmarcan en un estilo Art Decó con formas depuradas y una estilización geométrica, siempre combinadas con la utilización del platino. Los años 30 están marcados por creaciones más imponentes con motivos de diamantes de tallas variables combinadas con una piedra de color: zafiro, esmeralda o rubí. Algunas piezas eran “convertibles” y podían llevarse como collar y como pulsera, al igual que los broches, que podían transformarse en colgantes.

Obligada por las circunstancias de la Segunda Guerra Mundial, la casa Bulgari cambia el platino engastado con diamantes por el oro con una menor cantidad de piedras. El diseño se aligera y la inspiración se vuelve natural. Bulgari se aleja así de las estrictas reglas de la escuela francesa y crea un estilo único inspirado en el clasicismo grecorromano, el renacimiento italiano y la escuela romana de orfebrería del siglo XIX.

El boom económico de la posguerra permitió volver a las creaciones de metal blanco engastado con piedras preciosas y, sobre todo, diamantes. A finales de los años 50, Bulgari prefiere al diseño sofisticado unas formas más suaves. De hecho, se generaliza la utilización de cabujones de gran tamaño, que se convierten en su marca de fábrica. El estilo Bulgari se afirma también con sus formas de oro estructuradas, simétricas y compactas y el resultado colorista de sus múltiples combinaciones de piedras preciosas.

Las creaciones de los años setenta se distinguen por su diversidad. Se inspiran en los fuegos artificiales, el arte oriental con la utilización de motivos de serpientes, o incluso en el Pop Art con la colección “Stars and Stripes” aplaudida por Andy Warhol. En esta época, el oro amarillo es uno de los materiales privilegiados y la utilización de elementos ovalados engastados con cabujones rodeados de oro y diamantes se convierte en la marca de fábrica de Bulgari, así como la gruesa cadena de oro.

Los años ochenta se caracterizan por los volúmenes, los colores vivos, las formas sencillas y los motivos decorativos estilizados. En los años noventa, continúa la utilización del oro amarillo pero el estilo

Bulgari es menos estructurado que le ha hecho tener una vigencia sin precedentes.



The Greek goldsmith Sotirio Bulgari moved from his native Greece to the capital of the Roman Empire in 1879 and shortly afterwards, in 1884, he and his sons opened the first Bvlgari shop on Via Sistina in Rome. Rome, the eternal city full of beauty and one of the capitals of fashion next to London and Paris, undoubtedly a perfect enclave for a brand that has been made with a place of honor in the

luxury segment.

In 1905 the store moved to one of the most emblematic and select streets of the Italian capital, Via Condotti, where it remains today as the most representative international branch. The sons of Sotirio gradually became the business reins, and by the middle of the twentieth century the brand and its creations - jewels and watches - had developed a marked and unmistakable character inspired by Greek-Roman classics and the Italian Renaissance.

Its elegance and attractiveness and the harmonious combination of colors and materials made famous the mark between the jet set and the stars of cinema. The first Bulgari watches date back to 1940, but it is



BVL



jewelry in the world that stirs emotions in all the segments in which it decides to impregnate its "lujoria"

The jewels designed in the early 20-30s are framed in an Art Deco style with refined shapes and a geometric stylization, always combined with the use of platinum. The 1930s are marked by more impressive creations with varying diamond motifs combined with a colored stone: sapphire, emerald or ruby. Some pieces were "convertible" and could be worn as a necklace and as a bracelet, like brooches, which could be turned into pendants.

Obligated by the circumstances of World War II, the Bulgari house changes platinum set with diamonds for gold with fewer stones. The design is lightened and inspiration becomes natural. Bulgari thus departs from the strict rules of the French school and creates a unique style inspired by Greco-Roman classicism, the Italian Renaissance and the Roman school of goldwork of the nineteenth century.

The economic boom of the post-war allowed to return to the creations of white metal set with precious stones and, above all, diamonds. In the late 1950s, Bulgari prefers sophisticated design to softer shapes. In fact, the use of large cabochons, which become its trademark, is generalized. The Bulgari style is also affirmed with its structured, symmetrical and compact gold forms and the colorful result of its multiple combinations of precious stones.

The creations of the seventies are distinguished by their diversity. They are inspired by fireworks, oriental art with the use of snake motifs, or even Pop Art with the collection "Stars and Stripes" applauded by Andy Warhol. At this time, yellow gold is one of the privileged materials and the use of oval elements set with cabochons surrounded by gold and diamonds becomes the trademark of Bulgari, as well as the thick gold chain.

The eighties are characterized by volumes, vivid colors, simple shapes and stylized decorative motifs. In the 1990s, the use of yellow gold continues but the Bulgari style is less structured that has made it unprecedented.

in 1977 with the Bvlgari Bvlgari collection that the definitive momentum is achieved in the segment of luxury watches. In 1982 Bvlgari Time was created as an independent company dedicated exclusively to the creation of the special watches of the brand.

In the years that followed Watches Bulgari has been integrating prestigious high-end watch companies such as Daniel Roth and Gerald Genta and in 2007 Bvlgari manages to create the first caliber of its own manufacture, BVL 465. The select brand has been positioned internationally with branches in exclusive Enclaves of Paris, New York, Ginébra, Monte Carlo or Tokyo and is today one of the luxury brands with greater recognition factor and the third

most important jewelry brand behind Cartier and Tiffany's.

The segment of high-end watches is in continuous growth and already represents 30% of the turnover of the company. His great success and acceptance has led him to expand his range of products by creating Bulgari Perfumes, accessories stores such as glasses and scarves of great quality and even Bulgari Hotels & Resorts in collaboration with Marriot International.

Since 1995, the exclusive brand has been listed on the stock exchange and since 2011 has been integrated into the LVMH group, the world's largest luxury holding company. Undoubtedly one of the most fascinating and innovative luxury watch brands and

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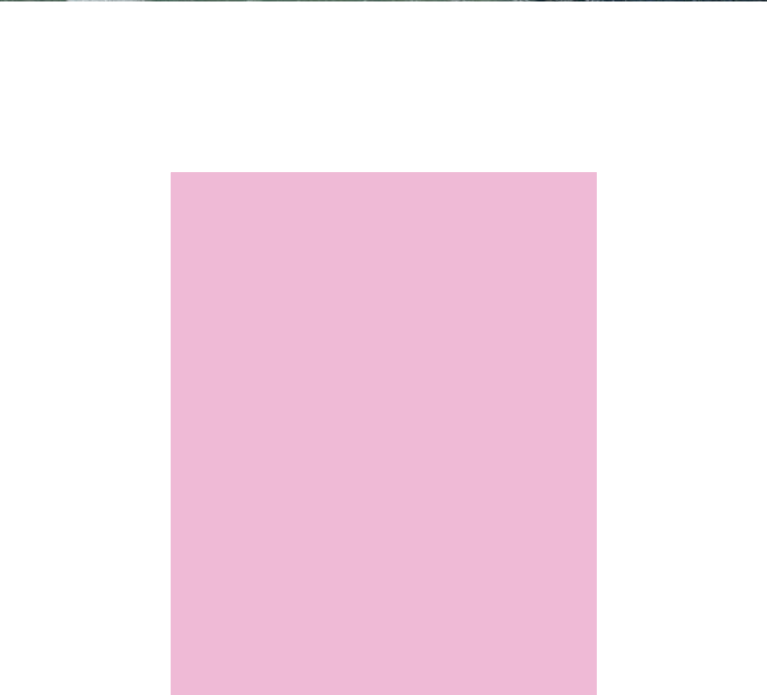
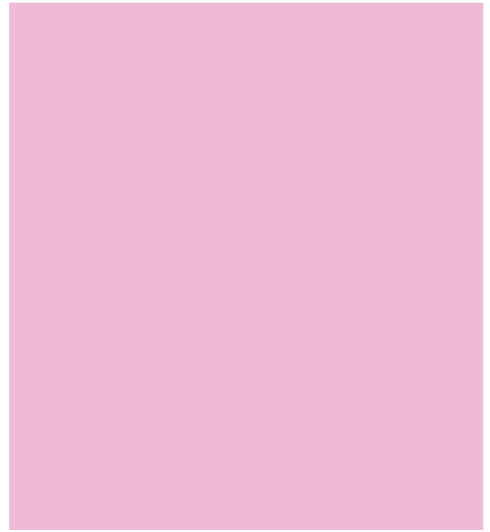




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