



有道是“先敬罗衣后敬人”，男人与女人的不同之处，是对男人来说，品位比相貌更重要。男人的品位，是一种生活态度，更是一种无形的智慧和财富。男人应该学会在细节中提升品位。

如今“毛坯”男人早已过时，“精致”男人正当道。像碧玉一样精致耐看，焕发出优雅迷人的感性，光洁精致的外表，是男人魅力的体现。都说男人似铁，粗糙强悍，其实，也有的男人心细如针，温润如玉。这样的男人大多讲究外表、精细内心、注重细节，有生活的品位与情趣。

早在2006年，巴黎珠宝设计师RobinRotenier已经这样对时尚媒体说，“今年我们最畅销的商品是袖扣。”两年过去，这股奢华袖扣风依然盛行，甚至有越演越烈之势：一切珍贵的天然材质和人造材料在被用到女人的珠宝之上时，同时也被用在了男士的袖扣之上。贵金属、宝石、珍珠、象牙、赛璐珞……再加上这些袖扣有着精致的做工、别致的设计和顶级大牌的符号，因而售价不菲，却让无数崇尚雅痞的男士们着迷，首饰一般使用它们的同时，也将它们小心翼翼收藏。

“精致”男人不仅知道如何运用配饰来彰显个性魅力，更重要的是懂得哪些才是真正值得玩味的选择。有车、有房、有事业的男人，钥匙的数目也少不了。随便找个金属环串成一串吊在腰间，走起路来“哗哗”直响，那未免太不稳重——男人应该选择一款设计独特又品质出众的钥匙扣。钥匙扣也恰到好处的体现了“精致”男人的品位与内涵。

一种别致的饰品。一般来说，皮质如何、精钢是否优良、是否出自手工打磨等都是需要考虑的因素。

Experimenting was the code word for this year's cufflinks and men's accessories, as atypical materials used in the collection include celluloid, cotton resin and enamel inserts.

The adventurous creativity and expansion still remain faithful and true to the classicism of the Milan-based brand, which also features a series of evergreen cufflinks and money clips dressed in wonderful diamonds and colorful semi-precious stones. Elegant cufflink patterns elaborated around an aura of diamond pave disks as well as newly introduced white gold and diamond creations add preciousness and flair to the overall offering.



Bvlgari



Canali



Raymond Weils



Bvlgari

Modern Classics

新完美细节主义

文/Alex 图/Bvlgari

The recent additions to Bvlgari's Silver and Precious Gifts collection bring about a new wave of glamour to this exciting new season on the way.



prestigious location, and the final result perfectly represents the high quality and attention to detail that are hallmarks of Bvlgari style. This location simultaneously offers the jewellery, watch, and accessory collections the right profile in an exceptional space and a luxury shopping experience to our customers."

The Bvlgari Group is a major player on the global luxury market. In 2007, its sales totalled 1.091 billion euros. Bvlgari stores are located on the most prestigious shopping areas around the world and the brand has a network of selective distributors. As of June 30, 2008, the 252 existing Bvlgari boutiques included 155 directly owned by Bvlgari. The Bvlgari product portfolio ranges from jewellery and watches to accessories and fragrances. The Group is controlled by the Bvlgari family, which owns approximately 52% of its capital, with the remaining 48% being traded on the Milan Stock Exchange. ⓘ



At the same time, pink gold has rejuvenated the traditionally-oriented "Bvlgari Bvlgari" series, which now sparkles with the luminosity of the mother-of-pearl and the masculine appeal of the onyx. The classically-inspired 18K gold cufflinks, however, remain at the center stage of Bvlgari's gifts and accessories collection, portraying all the beauty and attention to detail that characterize these Italian-made jewellery pieces.

Bvlgari has started this autumn season with the right foot, celebrating the opening of its new Paris flagship store at the corner of Rue François 1er and Avenue George V. This is also the largest Bvlgari store in Europe, featuring 1500 square meters of retail space divided on two levels, boasting some 65 tons of fine marble crafted by 250 craftsmen and workers from 35 companies.

"I am very proud of this magnificent new store, which further consolidates the Bvlgari brand's presence and visibility in Paris, which has always been a key market for luxury goods and a city where we are returning to invest with great determination after opening our store on Place Vendôme in 2005", said Francesco Trapani, Chief Executive Officer of the Bvlgari Group commenting on this landmark event. "We spent three years searching for this

