

VERESCENCE

PRESS RELEASE

Verescence manufactures precious gems-like bottles for BVLGARI ALLEGRA

Paris, February 11th, 2021 – *The prestigious Italian house of Bvlgari called on Verescence's know-how, world leader in the manufacture and decoration of high-end glass bottles, to produce the bottles and the cap for its new High Perfumery collection: BVLGARI ALLEGRA.*



Launched in early February, the collection features five Eau de Parfums as tributes to Rome – *Rock'N'Rome, Fiori d'Amore, Dolce Estasi, Riva Solare, Fantasia Veneta*, and five Magnifying essences – *Bergamotte, Rose, Patchouli, Vanille, Musk*, to personalize and enhance each fragrance.

PRECIOUS BOTTLES MADE IN FRANCE

Echoing Bvlgari's heritage as a jeweler, the bottles are designed as true pieces of Fine Jewelry, combining a bold design and sumptuous colors. To produce the bottles, the Verescence Group relied on the synergy of know-how in glass and decoration of its

three French production sites: Verescence Mers-les-Bains, Verescence Somme and Verescence Orne.

THE EAU DE PARFUMS

With a glass cap, the 50ml and 100ml bottles embody the art of glass-making dear to Bvlgari. Inspired by a Roman amphora, the bottle stands out with its rounded lines reminiscent of the smooth surface of Bvlgari's iconic 'cabochon' gemstone cut, while the faceted cap and base nod to Roman columns. It required all the glass-making know-how of the Mers-les-Bains site to combine depth of the punt, sharpness of the engravings and beautiful distribution of glass. The design is sublimated by the quality of Verescence Extra-Flint glass, recognized for its transparency and brilliance.

"This is the result of a successful collaboration between Bvlgari and Verescence teams to achieve such a result. We are particularly proud of the bottle and cap designed and produced in a single operation, without cutting or polishing step, a sign of genuine technical prowess", commented Samuel Joachim, Director of Innovation at Verescence Group.

For the decoration, several cutting-edge processes have been combined. The chromatic combinations were made at Verescence Somme by a lacquering process using a stencil. Hot stamping was applied on a spherical surface to write the brand and perfume names.

The glass cap required two very complex gluing operations carried out thanks to the expertise of Verescence Orne: a plastic insert and a metal plate on lacquered glass. It has been designed to be fully recyclable, the different components can dissociate during recycling.

MAGNIFYING ESSENCES

The 40ml bottle contains precious, highly concentrated ingredients. To stand out, it is adorned with an opaque glossy white lacquer, with a porcelain effect, and its body is faceted. The name of the brand and the essences are written in gold hot stamping on the base of the bottle.



For press inquiries

Céline Le Marre, Marketing & Communications Manager
celine.lemarre@verescence.com

About Verescence

Verescence is the global leader in glass bottle manufacturing for the Perfumery and Cosmetics industry and has a production capacity of 500 million bottles per year. Verescence supplies its customers with glass through high quality, environmentally friendly and innovative solutions. The company has over 120 years of glass expertise and a unique geographical footprint (3 glass production sites and 4 decorations sites, three of which are in France), making it the partner of choice for the world's largest beauty market players.

For more information, please visit verescence.com

Follow Verescence on social media for our latest news

