

WATCHES AND JEWELRY

Bulgari introduces NFT with Octo Ultra watch

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The Octo Finissimo Ultra is the world's thinnest mechanical watch. Image courtesy of Polygon/Bulgari

By LUXURY DAILY NEWS SERVICE

Italian jeweler Bulgari is embracing digital innovation with its newest timepiece.

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Limited to 10 pieces, the Octo Finissimo Ultra offers a virtual tribute to watch design and engineering, including digital artwork, with a unique QR code. Bulgari collaborated with Temera, Luxochain and Polygon Studios on the project.

"This fabulous landmark that we are setting today with the Octo Finissimo Ultra is in fact for me and all the teams the fulfilment of a dream," said Jean-Christophe Babin, CEO of **Bulgari**, in a statement.

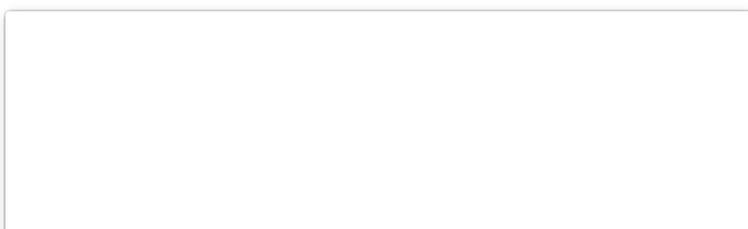
"One which now guarantees that Bulgari will forever be acknowledged as having written some of the finest chapters in Swiss watchmaking," he said. "And the fact that the maison is Italian makes us particularly proud."

Physical meets NFT

Only 1.8 mm thick, the Octo Finissimo Ultra is the world's thinnest mechanical watch. Its thinness is not its only unique feature, however.

Engraved on the barrel's ratchet-wheel is a QR code that, when scanned, allows the owner to access exclusive content about the watch, including interviews, making-of segments and a virtual 3D tour of the movement.

Each timepiece is also linked to an NFT, which contains a unique digital artwork. The NFT cannot be separated from the physical watch, which serves as a guarantee of authenticity along with a certificate of ownership for the Octo Ultra.



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A post shared by BVLGARI Official (@bulgari)

The Octo Finissimo Ultra bridges the physical and the digital

Both the digital and physical asset feature the signature of Fabrizio Buonamassa, executive director of product creation at Bulgari.

Bulgari is using smart contracts, including LVMH's Aura, to record ownership of both the watch and NFT.

The jeweler also joined Temera and Luxochain to apply for a patent, Bulgari Singularity, to record a blockchain contract with the watch's serial number and the piece's NFT.

"Tying property rights to proof of authenticity is a powerful way of demonstrating verifiable digital ownership and ensuring against counterfeiting," said Sandeep Nailwal, cofounder of Polygon, in a statement.

Bulgari is not the only LVMH house to experiment with digital assets.

Swiss watchmaker Hublot recently introduced the Big Bang Unico Ledger, a timepiece launched in collaboration with crypto and digital asset platform Ledger. The watch symbolizes a melding of high-end crypto technology and traditional craftsmanship ([see story](#)).

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