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## **Bulgari to open 2,864 s/f store at 14 Newbury Street in Boston**

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Boston, MA Bulgari, the Roman high jeweler, master of colored gems, will be opening its first boutique in Boston at the historical building of 14 Newbury St. Following the renovations of the brand's historic Roman flagship and New York 5th Ave. flagship, an architectural concept by Peter Marino is being revealed in key locations across the globe, including Boston.

“This milestone marks a special moment for Bulgari, as it brings our Maison’s Roman roots and spirit of innovation to Boston, a very important city for the brand,” said Daniel Paltridge, president of North America. “We are pleased to open our boutique on Newbury Street in a manner that represents the contemporary Bulgari brand while simultaneously paying tribute to our rich, Roman heritage.”

Mediterranean and Roman elements imbue the new 2,864 s/f Boston boutique, evoking the spirit of the Eternal City. The concept features the use of marble and stone found in ancient Roman buildings.

Bois Jourdan marble on the entrance and star-patterned White Travertino Navona welcomes visitors and encompasses a key design element, the Condotti eight point star, in red porphyry. The signature eight-point star dates back to the first Bulgari shop in Rome opened by Sotirio Bulgari in 1884. The star is a unifying symbol found in all Bulgari boutiques, honoring Rome as the brand’s home. The marble used in the storefront and interior was imported from the Italian firm Damiani.

The architects for the new Bulgari Boston boutique were Studio Sclavi and Design Republic, and the general contractor was Forte Enterprises LLC.

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