

BVLGARI



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Securities and Exchange Commission
450 Fifth Street, N.W.
Washington, DC 20549

Rome, 8th July 2005

By International Courier UPS

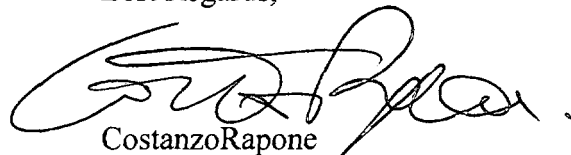
Bulgari File Number: **82-34836**

SUPPL

Please find enclosed for submission information required by Rule 12g3-2(b) the following documents:

- Press release for the communication of the transition of The Bvlgari Group to IFRS
- Presentation of the Bvlgari Group transition to IFRS

Best Regards,


Costanzo Rapone
Bulgari S.p.A.
General Counsel

PROCESSED
JUL 13 2005
J THOMPSON
FINANCIAL

de 7/11

BVLGARI GROUP

transition to IFRS

Restatement of FY 2004 and H1 2004
Financial Statements

Rome, 07 July 2005

DISCLAIMER

The information contained in this document is based on the International Financial reporting Standards as they are known and interpreted today.

International Financial Reporting Standards are subject to ongoing amendments by the International Accounting Standards board.

Further development of the interpretation of these standards could result in changes in the basis in accounting or presentation of certain items and accordingly this financial information is subject to possible change.

The presented accounting treatments and their impacts are under review by the Bulgari Group's auditors and will be audited with the first application – H1 2005 results - of the IFRS standards, for the accounting period ending June 30th 2005.

This presentation has only information purposes.

IFRS: State of the Art

IN ITALY, FOR LISTED COMPANIES IFRS are:

- mandatory from 2005 for the Consolidated Financial Statements
- elective in 2005 and mandatory from 2006 for Statutory Fin. Statem.

SELECTED OPTIONS

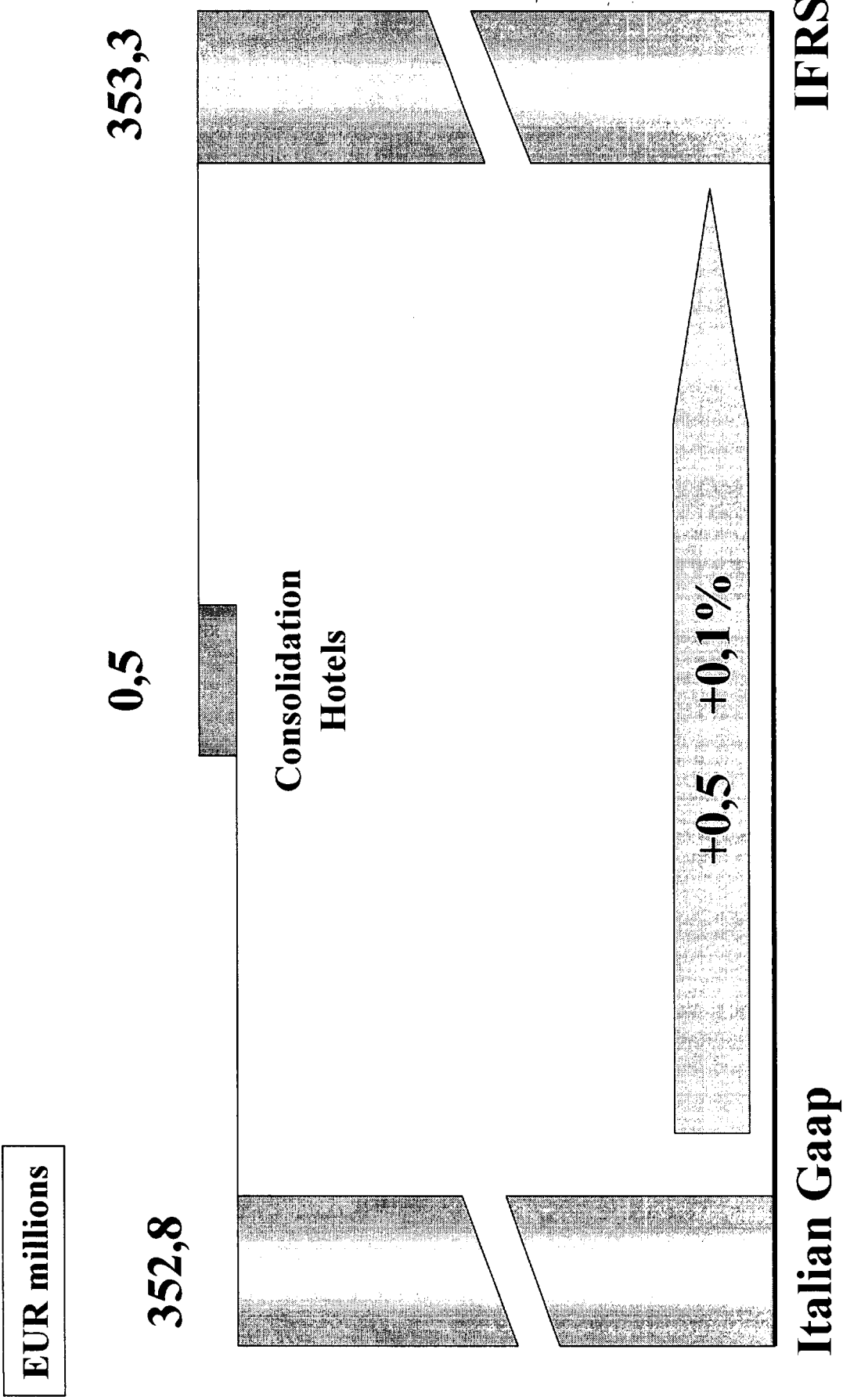
Bulgari will

- adopt IFRS for Consolidated Financial Statements starting from the First Semester 2005
- choose to present comparative information that does not comply with IAS 32 and IAS 39 in its first year of transition (2004), according to IFRS 1 (§36A)
- adopt IFRS for Statutory Financial Statements (Bulgari SpA) starting from 2006

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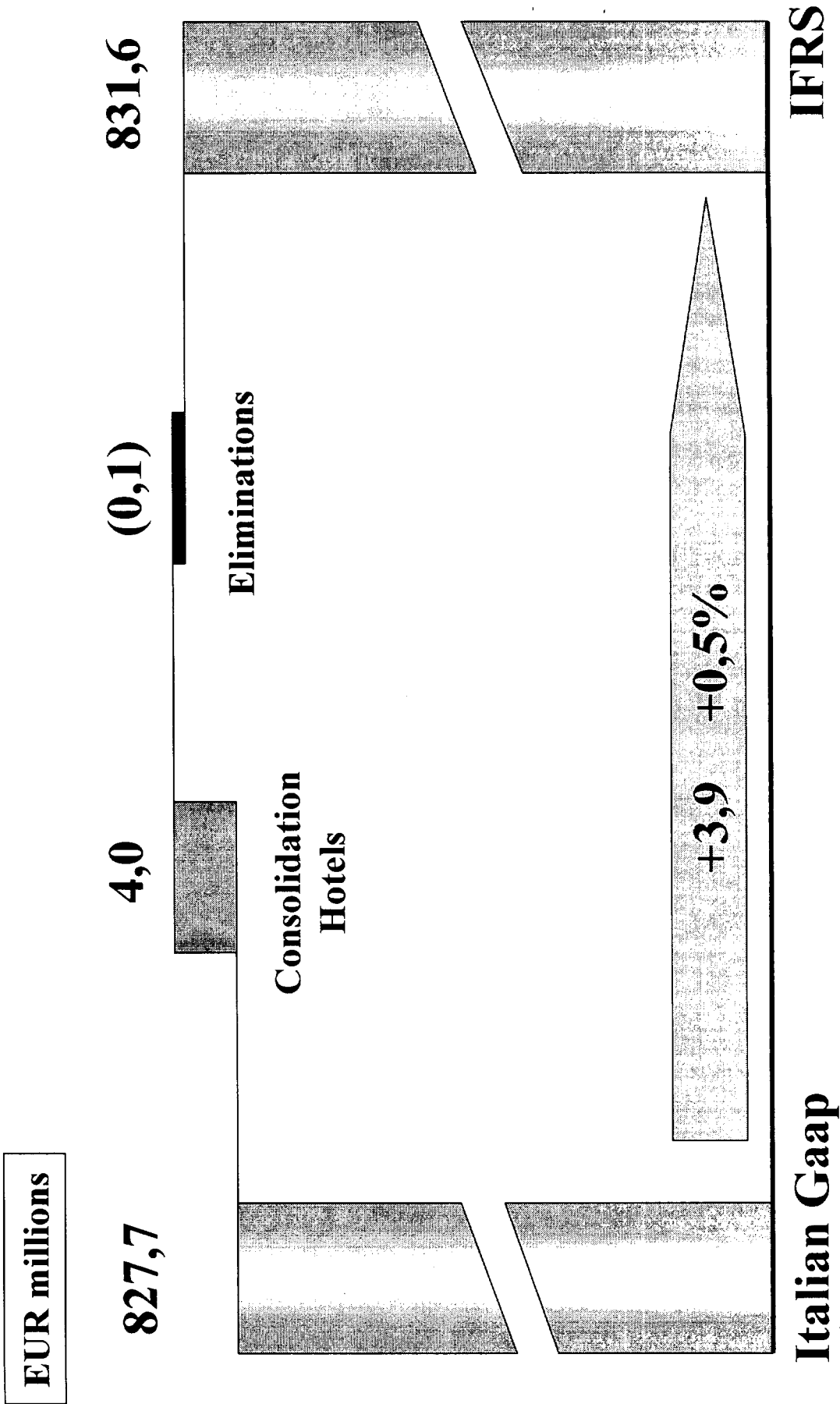
IFRS Transition Consolidated Financial statements Bulgari Group	H1 2004	FY 2004
Synthetic Reconciliation Graphs for Consolidated Profit and Loss	Pages 5, 7, 9	Pages 6, 8, 10
Synthetic Reconciliation Graphs for Indebtedness, Net Equity	Pages 11, 13	Pages 12, 14
Annex : Detailed Reconciliation Tables for Consolidated Profit and Loss Consolidated Balance Sheet Net Equity, Indebtedness	Pages 17, 18 Pages 22, 23 Pages 24, 25	Pages 19, 20 Pages 26, 27 Pages 28, 29

H1 2004 Profit and Loss – Net Revenues



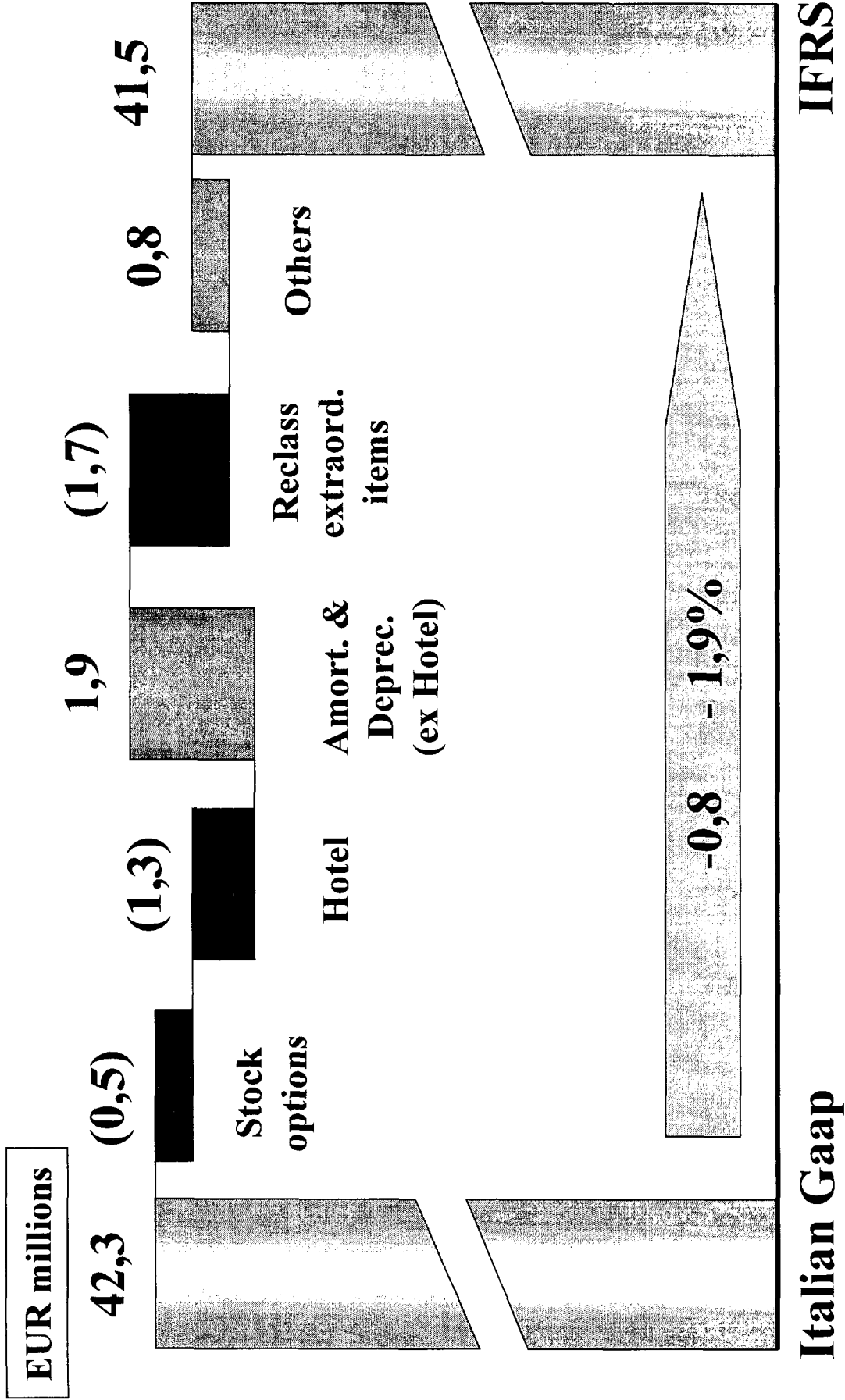
Unaudited figures

FY 2004 Profit and Loss – Net Revenues

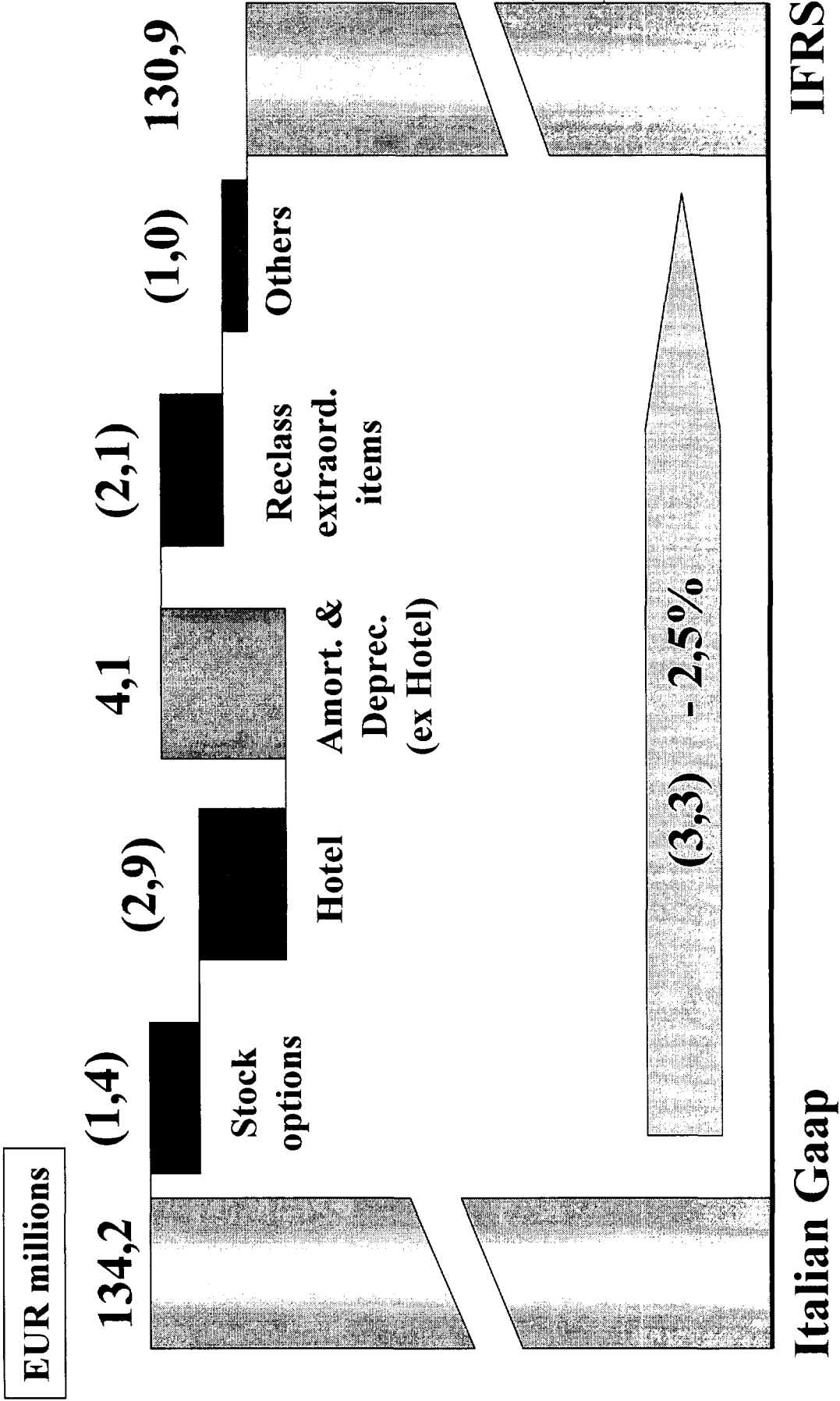


Unaudited figures

H1 2004 Profit and Loss – Op. profit

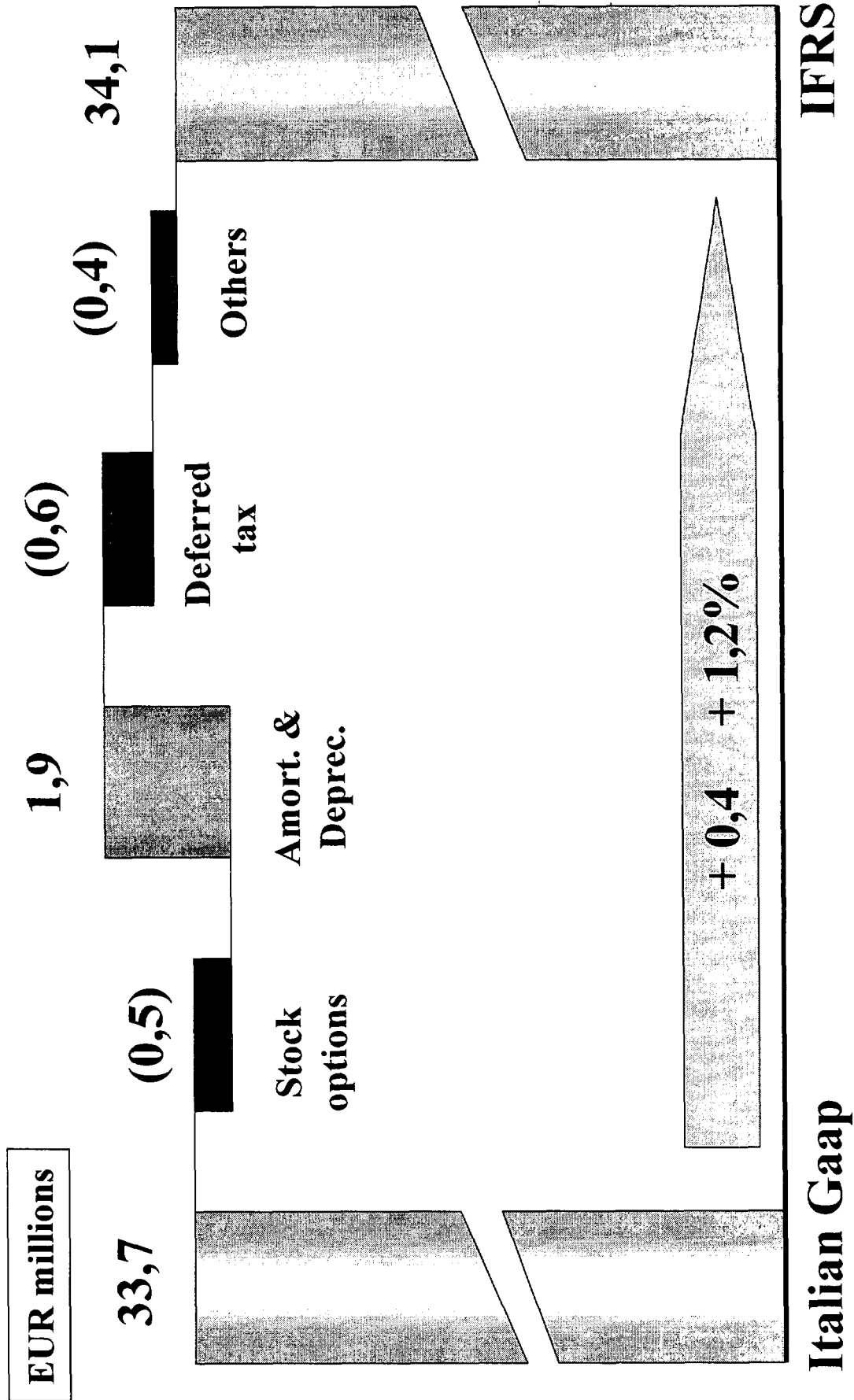


FY 2004 Profit and Loss – Op. profit



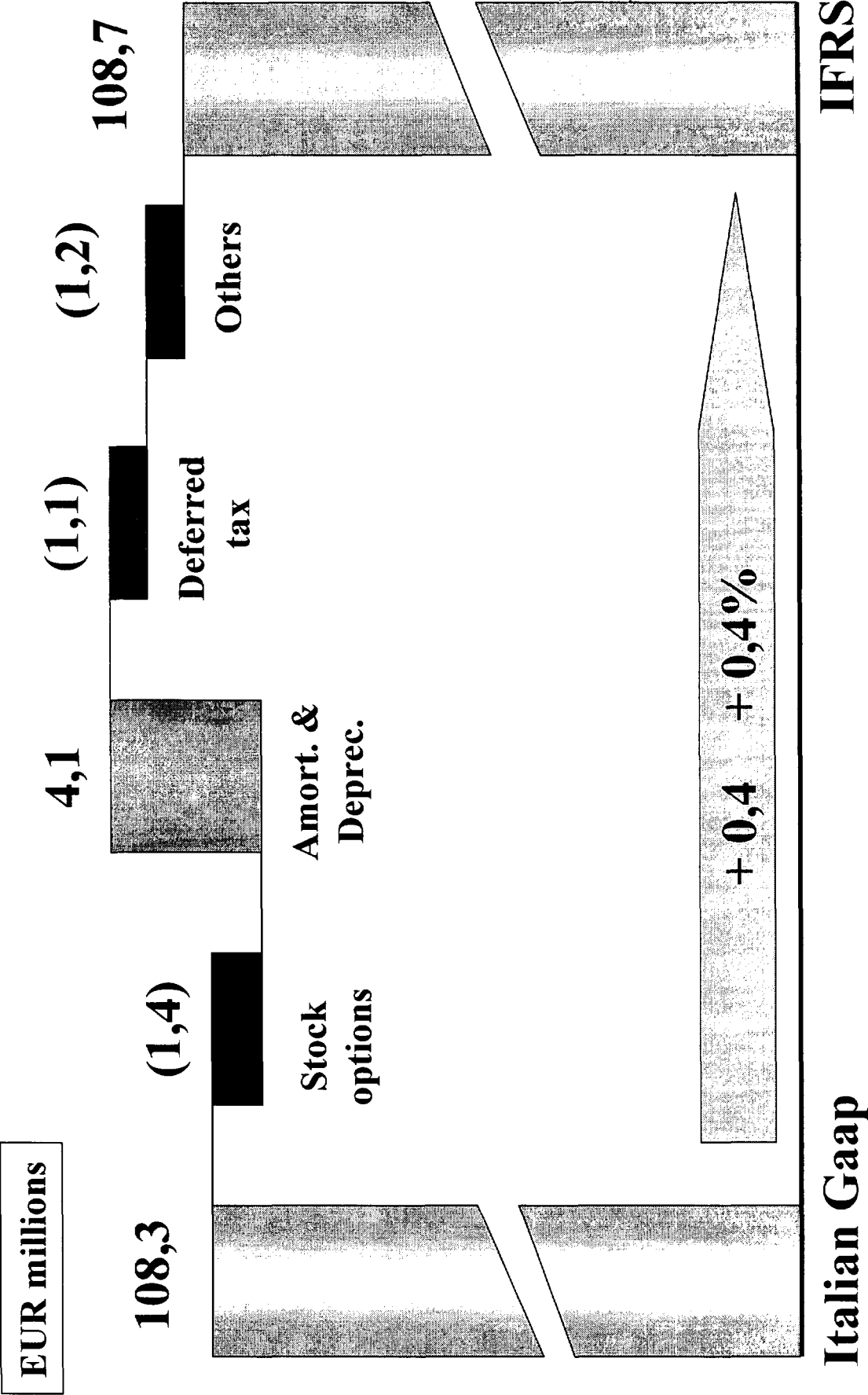
Unaudited figures

H1 2004 Profit and Loss – Net result



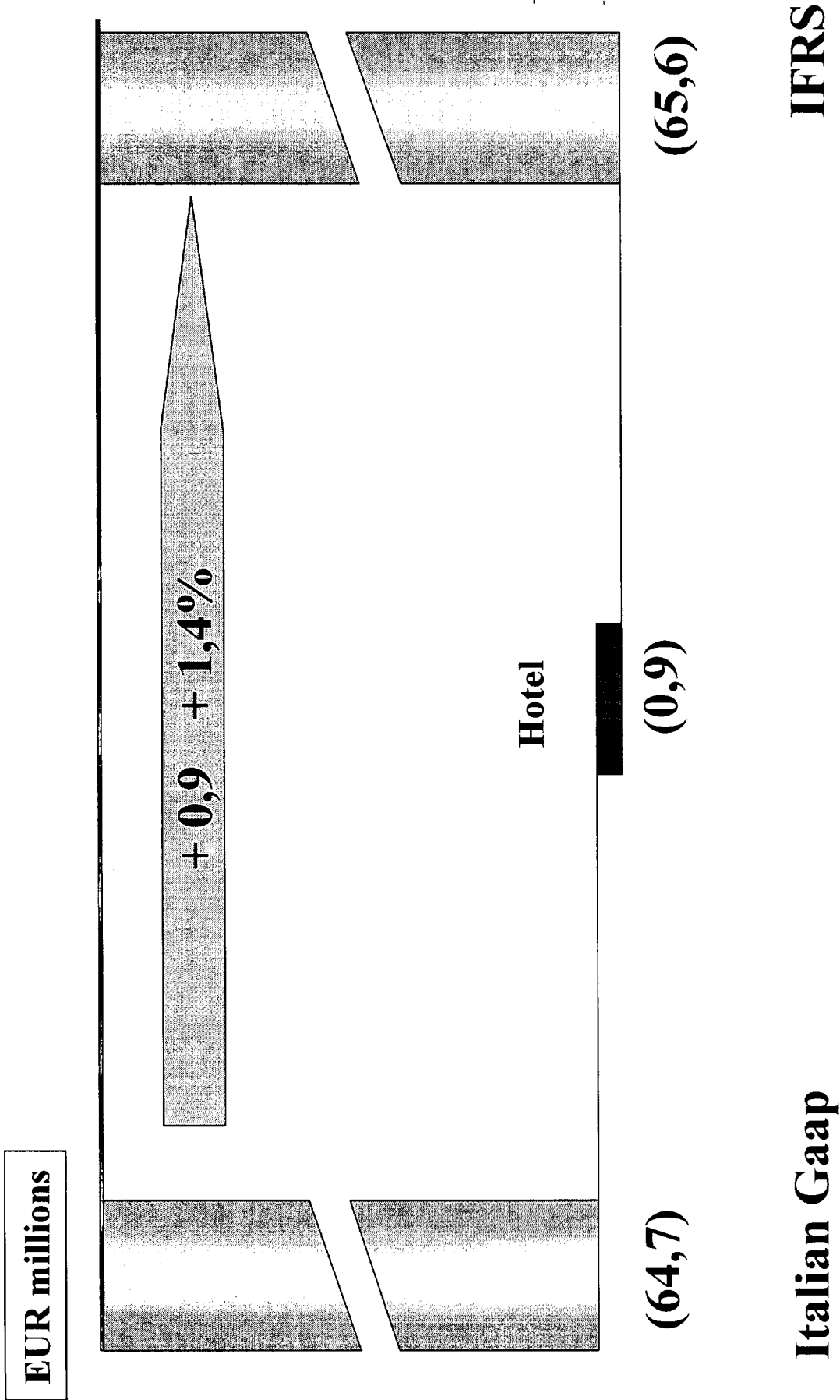
Unaudited figures

FY 2004 Profit and Loss – Net result



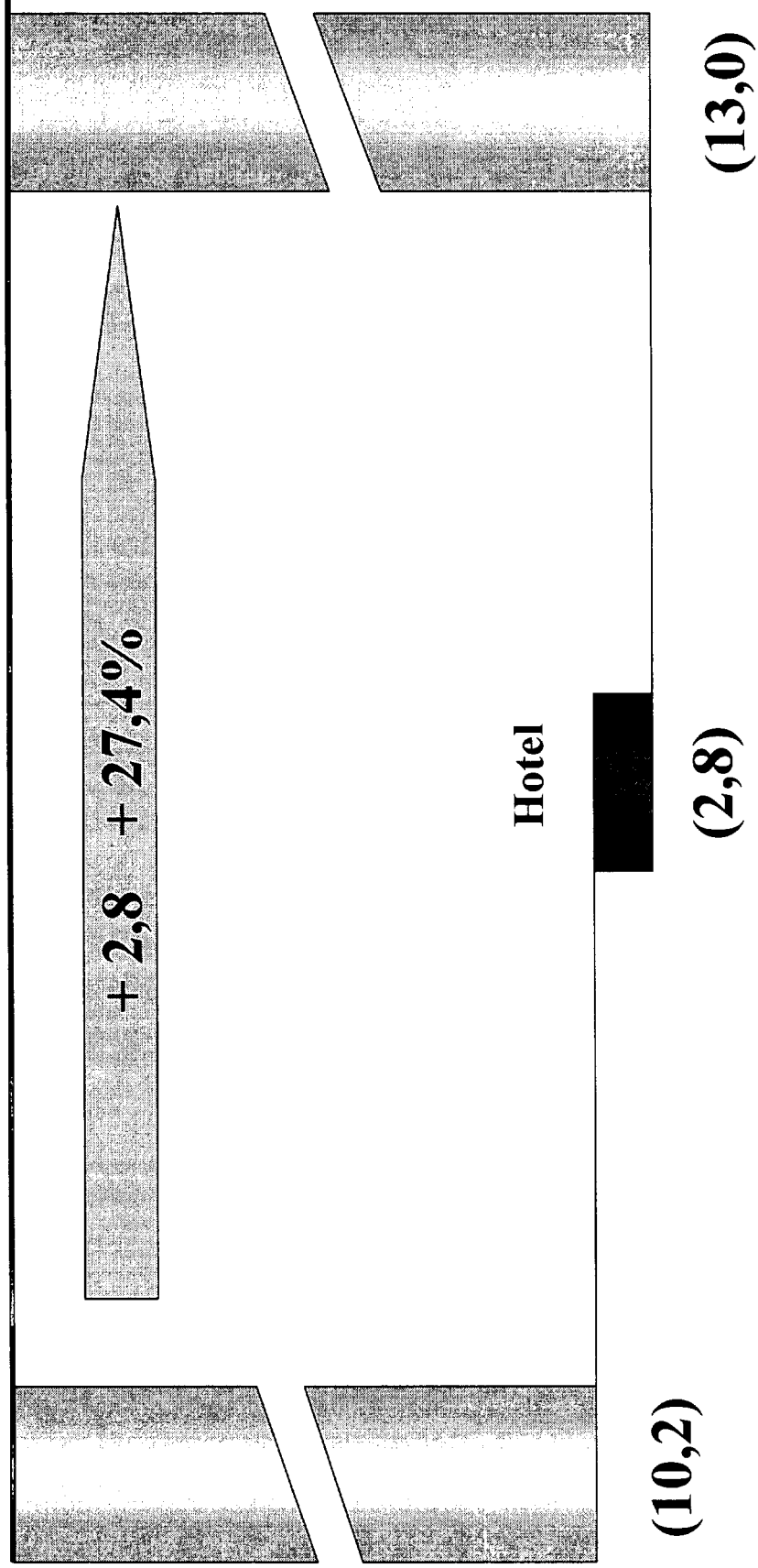
Unaudited figures

Jun. 2004 Indebtness



DEC 2004 Indebtedness

EUR millions



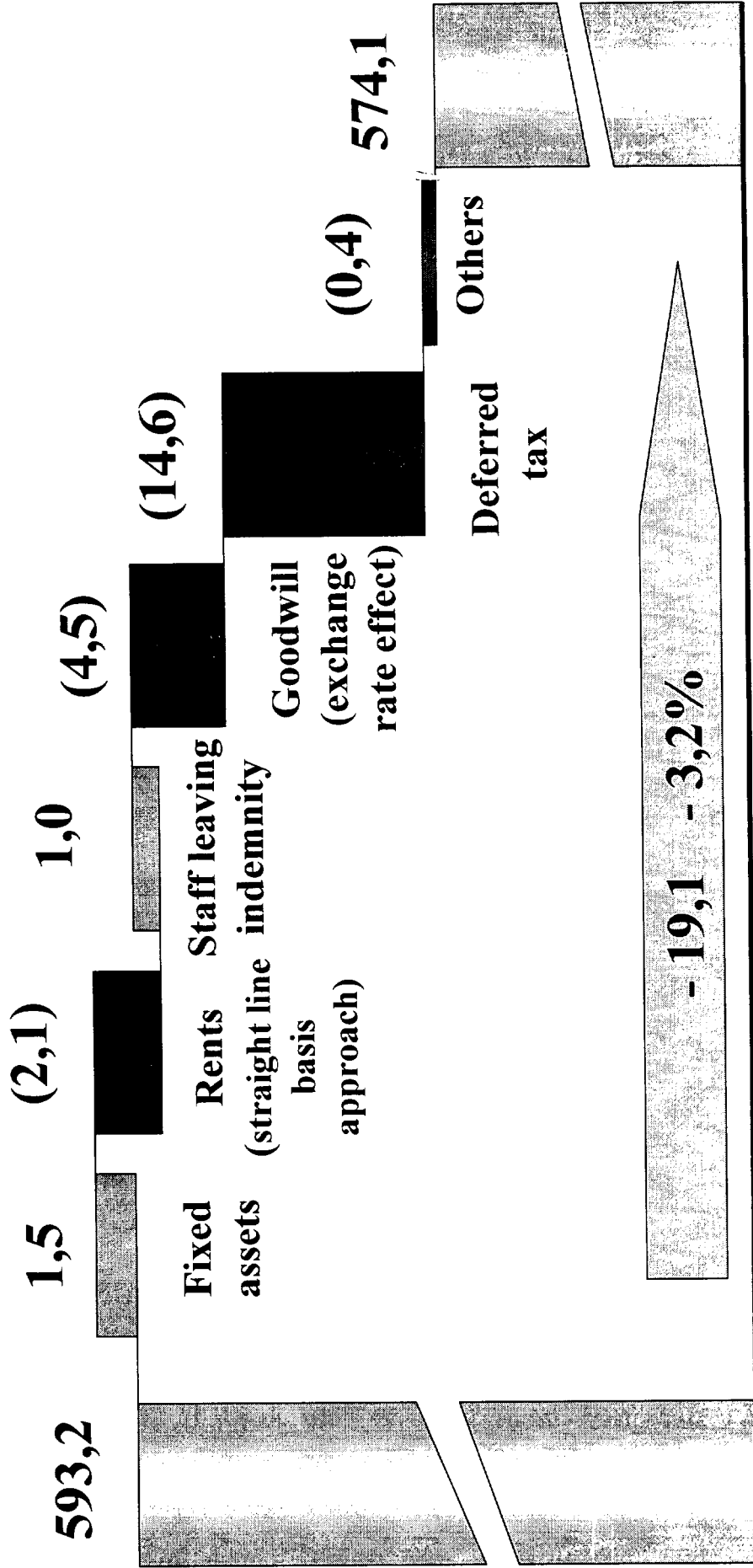
Italian Gaap

IFRS

Unaudited figures

Jun 2004 Net equity--Reconciliation

EUR millions



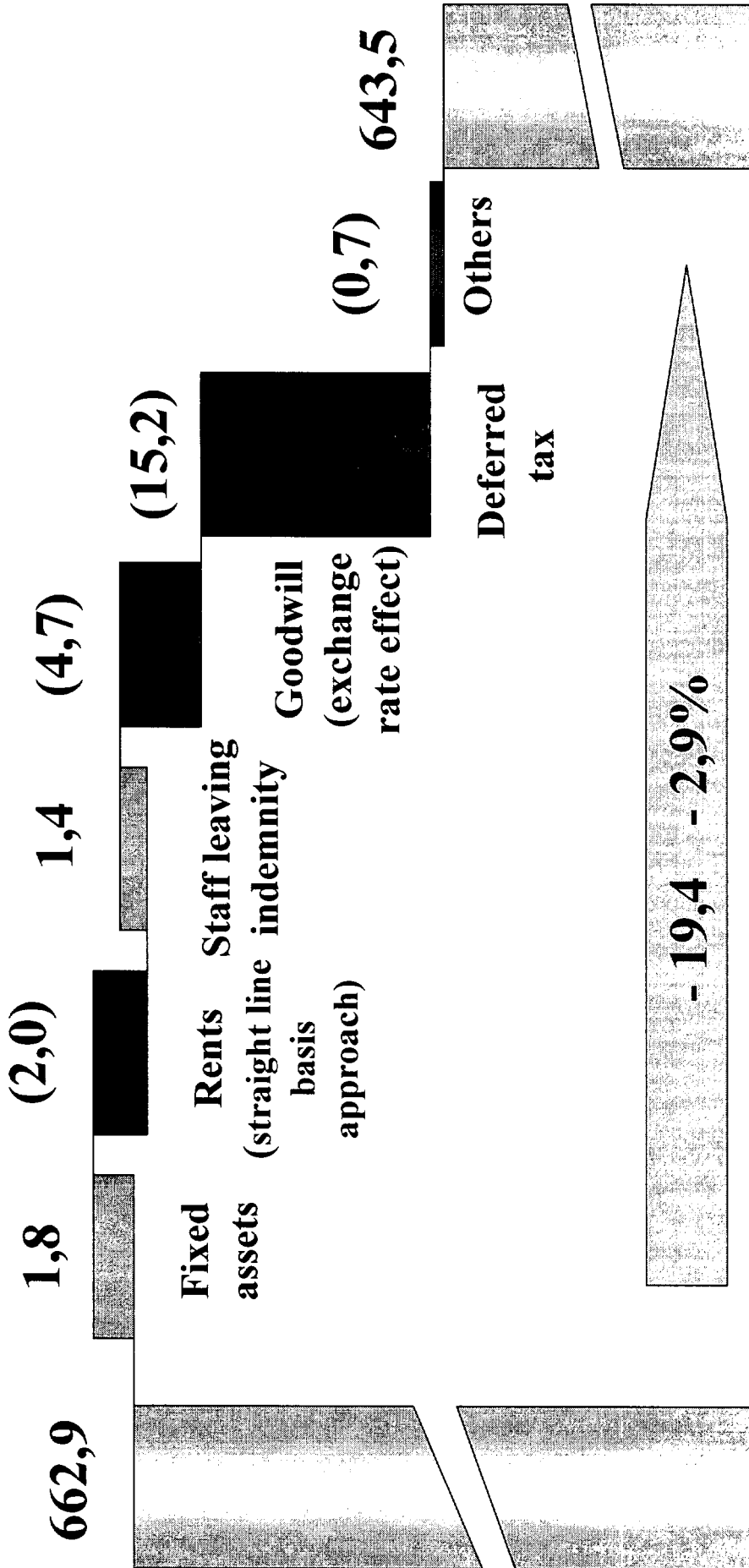
Italian Gaap

IFRS

Unaudited figures

DEC 2004 Net equity--Reconciliation

EUR millions



Italian Gaap

IFRS

Unaudited figures

ANNEX:
DETAILED RECONCILIATION TABLES

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ANNEX:

DETAILED RECONCILIATION TABLES

for

CONSOLIDATED PROFIT AND LOSS

H1 2004 & FY 2004

H1 2004 Profit and Loss – Reconciliation

<i>Eur millions</i>	<i>Italian Gaap</i>	<i>Variance</i>	<i>IFRS</i>
Revenues	352,8	0,5	353,3
Gross Margin	222,3	0,2	222,5
Personnel cost	59,0	0,6	59,6
Amortization & Depreciation	16,6	(1,9)	14,7
Other general expenses	61,4	2,3	63,7
Advertising and promotion	43,0	-	43,0
Total general expenses	180,0	1,0	181,0
OPERATING PROFIT	42,3	(0,8)	41,5
Non operating exp/inc min	5,0	(1,8)	3,2
Profit before tax	37,3	1,0	38,3
Taxes	3,6	0,6	4,2
NET PROFIT AFTER TAXES	33,7	0,4	34,1

Unaudited figures

H1 2004 Profit and loss – Reconciliation

<i>Eur millions</i>	Italian Gaap	IAS 1 Reclass	IAS 12 Taxes	IFRS 31 Hotels	IAS 38 Intang. assets	IFRS 3 Goodwill	IFRS 2 Stock options	Oth.	IFRS
Revenues	352,8			0,5					353,3
Gross Margin	222,3			0,2					222,5
Personnel cost	59,0						0,5	0,1	59,6
Amortization & Deprec.	16,6				(0,8)	(1,4)		0,3	14,7
Other general expenses	61,4	1,7		1,5	0,1			(1,0)	63,7
Advertising and prom.	43,0								43,0
Total general expenses	180,0	1,7	-	1,5	(0,7)	(1,4)	0,5	(0,6)	181,0
OPERATING PROFIT	42,3	(1,7)	-	(1,3)	0,7	1,4	(0,5)	0,6	41,5
Non oper. exp/inc min	5,0	(1,7)		0,1				(0,2)	3,2
Profit before tax	37,3	-	-	(1,4)	0,7	1,4	(0,5)	0,8	38,3
Taxes	3,6			0,6					4,2
NET PROFIT	33,7	-	(0,6)	(1,4)	0,7	1,4	(0,5)	0,8	34,1

Unaudited figures

FY 2004 Profit and Loss – Reconciliation

<i>Eur millions</i>	<i>Italian Gaap</i>	<i>Variance</i>	<i>IFRS</i>
Revenues	827,7	3,9	831,6
Gross Margin	527,7	1,4	529,1
Personnel cost	128,5	1,5	130,0
Amortization & Depreciation	39,1	(3,9)	35,2
Other general expenses	129,5	7,1	136,6
Advertising and promotion	96,4	-	96,4
Total general expenses	393,5	4,7	398,2
OPERATING PROFIT	134,2	(3,3)	130,9
Non operating exp/inc min	13,0	(4,8)	8,2
Profit before tax	121,2	1,5	122,7
Taxes	12,9	1,1	14,0
NET PROFIT AFTER TAXES	108,3	0,4	108,7

Unaudited figures

FY 2004 Profit and loss – Reconciliation

<i>Eur millions</i>	Italian Gaap	IAS 1 Reclass	IAS 12 Taxes	IFRS 31 Hotels	IAS 38 Intang. assets	IFRS 3 Goodwill	IFRS 2 Stock options	Oth.	IFRS
Revenues	827,7			4,0				(0,1)	831,6
Gross Margin	527,7			1,4					529,1
Personnel cost	128,5						1,4	0,1	130,0
Amortization & Deprec.	39,1			0,2	(1,7)	(2,7)		0,3	35,2
Other general expenses	129,5	2,1		4,1	0,9				136,6
Advertising and prom.	96,4								96,4
Total general expenses	393,5	2,1	-	4,3	(0,8)	(2,7)	1,4	0,4	398,2
OPERATING PROFIT	134,2	(2,1)		(2,9)	0,8	2,7	(1,4)	(0,4)	130,9
Non oper. exp/inc min	13,0	(2,1)		(2,2)				(0,5)	8,2
Profit before tax	121,2	-		(0,7)	0,8	2,7	(1,4)	0,1	122,7
Taxes	12,9								14,0
NET PROFIT	108,3	-	(1,1)	(0,7)	0,8	2,7	(1,4)	0,1	108,7

Unaudited figures

ANNEX:

DETAILED RECONCILIATION TABLES

for

CONSOLIDATED BALANCE SHEET

H1 2004 & FY 2004



June 2004 Bal. Sheet – Reconciliation

<i>Eur millions</i>	Italian Gaap	Variance	IFRS
Net trade receivables	123,6	0,3	123,9
Total other receivables	47,2	1,1	48,3
Net inventory	475,5	3,3	478,8
Trade payables	(140,5)	(1,7)	(142,2)
Other payables	(35,0)	(2,4)	(37,4)
Net working capital	470,8	0,6	471,4
Net fixed assets	177,5	(5,1)	172,4
Other L/T asset/liab.	9,6	(13,7)	(4,1)
Invested capital	657,9	(18,2)	639,7
Group equity	(587,3)	19,2	(568,1)
Minority interest equity	(5,9)	(0,1)	(6,0)
Total equity	(593,2)	19,1	(574,1)
Net Indebtedness	(64,7)	(0,9)	(65,6)

Unaudited figures

June 2004 Balance sheet – Reconciliation

<i>Eur millions</i>	Italian Gaap	IAS 1 Reclas.	IAS 38 Intang. assets	IFRS 3 Goodwill	IAS 12 Tax	IAS 19 Person benefit	IAS 17 Leasing	IFRS 31 Hotel	Other	IFRS
Net trade receivables	123,6							0,3		123,9
Total other receiv.	47,2							1,1		48,3
Net inventory	475,5	3,3						-		478,8
Trade payables	(140,5)						(1,7)			(142,2)
Other payables	(35,0)						(2,1)	(0,3)		(37,4)
Net working capital	470,8	3,3					(2,1)	(0,6)		471,4
Net fixed assets	177,5	(3,3)	1,2	(4,5)			0,3	1,9	(0,7)	172,4
Other L/T asset/liab.	9,6				(14,6)	1,0		-	(0,1)	(4,1)
Invested capital	657,9		1,2	(4,5)	(14,6)	1,0	(1,8)	1,3	(0,8)	639,7
Group equity	(587,3)		(1,2)	4,5	14,6	(1,0)	1,8	0,7	(0,2)	(568,1)
Minority interest equity	(5,9)								(0,1)	(6,0)
Total equity	(593,2)		(1,2)	4,5	14,6	(1,0)	1,8	0,7	(0,3)	(574,1)
Net Indebtedness	(64,7)							(2,0)	1,1	(65,6)

Unaudited figures

Jun. 2004 Net equity – Reconciliation

ITALIAN GAAP	593,2
Deferred tax	(14,6)
Goodwill (exchange rates effect)	(4,5)
Fixed assets	1,5
Staff leaving indemnity	1,0
Rents (straight line basis approach)	(2,1)
Other	(0,4)
	<hr/>
	(19,1)
IFRS	574,1

Unaudited figures

Jun. 2004 Indebtedness - Reconciliation

<i>EUR millions</i>	<i>Italian Gaap</i>	<i>Variance</i>	<i>IFRS</i>
Cash & bank (<i>Cons. Hotels</i>)	41,4	1,4	42,8
S/T bank loans	(34,2)	-	(34,2)
Other	1,8	-	1,8
S/T INDEBTEDNESS	9,0	1,4	10,4
L/T bank loans	(0,1)	-	(0,1)
Financial credits (<i>Elim. Hotels</i>)	1,2	(0,8)	0,4
Financial debts (<i>Cons. Hotels</i>)	(74,8)	(1,5)	(76,3)
L/T INDEBTEDNESS	(73,7)	(2,3)	(76,0)
NET INDEBTEDNESS	(64,7)	(0,9)	(65,6)

Unaudited figures

Dec. 2004 Bal. Sheet – Reconciliation

<i>Eur millions</i>	Italian Gaap	Variance	IFRS
Net trade receivables	160,6	0,2	160,8
Total other receivables	76,7	1,3	78,0
Net inventory	458,8	4,4	463,2
Trade payables	(151,5)	(1,6)	(153,1)
Other payables	(66,5)	(2,4)	(68,9)
Net working capital	478,1	1,9	480,0
Net fixed assets	195,6	(5,1)	190,5
Other L/T asset/liab.	(0,6)	(13,4)	(14,0)
Invested capital	673,1	(16,6)	656,5
Group equity	(656,2)	19,6	(636,6)
Minority interest equity	(6,7)	(0,2)	(6,9)
Total equity	(662,9)	19,4	(643,5)
Net Indebtedness	(10,2)	(2,8)	(13,0)

Unaudited figures

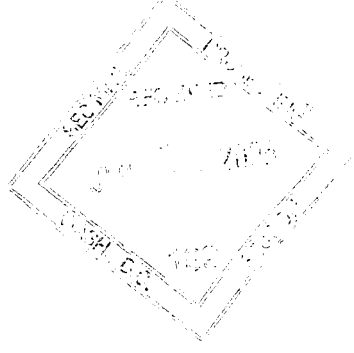
Dec. 2004 Balance sheet – Reconciliation

<i>EUR millions</i>	Italian Gaap	IAS 1 Reclas.	IAS 38 Intang. assets	IFRS 3 Goodwill	IAS 12 Tax	IAS 19 Person benefit	IAS 17 Leasing	IFRS 31 Hotel	Other	IFRS
Net trade receivables	160,6							0,2		160,8
Total other receiv.	76,7							1,3		78,0
Net inventory	458,8	4,1						0,3		463,2
Trade payables	(151,5)							(1,6)		(153,1)
Other payables	(66,5)					(2,0)		(0,5)	0,1	(68,9)
Net working capital	478,1	4,1				(2,0)		(0,3)	0,1	480,0
Net fixed assets	195,6	(4,1)	1,1	(4,7)			0,7	1,7	0,2	190,5
Other L/T asset/liab.	(0,6)				(15,2)	1,4		(0,3)	0,7	(14,0)
Invested capital	673,1		1,1	(4,7)	(15,2)	1,4	(1,3)	1,1	1,0	656,5
Group equity	(656,2)		(1,1)	4,7	15,2	(1,4)	1,3	0,5	0,4	(636,6)
Minority interest equity	(6,7)								(0,2)	(6,9)
Total equity	(662,9)		(1,1)	4,7	15,2	(1,4)	1,3	0,5	0,2	(643,5)
Net indebtedness	(10,2)							(1,6)	(1,2)	(13,0)

Unaudited figures

Dec. 2004 Net equity – Reconciliation

ITALIAN GAAP	662,9
Deferred tax	(15,2)
Goodwill (exchange rates effect)	(4,7)
Fixed assets	1,8
Staff leaving indemnity	1,4
Rents (straight line basis approach)	(2,0)
Other	(0,7)
	<u>(19,4)</u>
IFRS	643,5



Dec. 2004 Indebtedness - Reconciliation

<i>EUR millions</i>	<i>Italian Gaap</i>	<i>Variance</i>	<i>IFRS</i>
Cash & bank (Cons. Hotels)	72,2	0,4	72,6
S/T bank loans	(26,9)	-	(26,9)
Other	0,9	-	0,9
S/T INDEBTEDNESS	46,2	0,4	46,6
L/T bank loans	(0,1)	-	(0,1)
Financial credits (Elim. Hotels)	1,7	(1,1)	0,6
Financial debts (Cons. Hotels)	(58,0)	(2,1)	(60,1)
L/T INDEBTEDNESS	(56,4)	(3,2)	(59,6)
NET INDEBTEDNESS	(10,2)	(2,8)	(13,0)

Unaudited figures

Cautionary Statement

This presentation includes certain expectations related to the impact of the adoption of IFRS on our financial statements based on current knowledge and interpretation of IFRS.

Actual results of the adoption of IFRS may differ from those expectations.

Such information involve risks and uncertainties, including that the IFRS principles presently in force could not be the same as those adopted to prepare the 2005 financial statements - the 2005 financial statements will be subject to audit, and additional review and analysis could result in changes in how IFRS are applied to the financial statements.

In particular, the impact of regulatory decisions and changes in the regulatory environment could cause the Bulgari Group's actual results to differ materially from those presented.

End of presentation

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FILE NUMBER:
82-34836

Bulgari Group transition to IFRS for FY 2004 and H1 2004 Consolidated Financial Statements:

- **negligible impact on Profit and Loss**
- **very limited impact on Total Net Equity and Net Indebtness**

Rome, July 7th 2005 - **The Bulgari Group** restates its consolidated financial statements for the first semester 2004 (as of June 30th 2004) and the full year 2004 (as of December 31st 2004) under International Financial Reporting Standards (IFRS).

The **Bulgari Group** will adopt IFRS consolidated financial statements starting from the first semester 2005, i.e. for the accounting period ending June 30th 2005.

On the other hand, the parent company **Bulgari S.p.A.** will adopt IFRS for statutory financial statements starting from January 2006.

Effects of IFRS

The main differences between Italian GAAP and IFRS relative to the Bulgari Group first semester 2004 and full year 2004 consolidated financial results are highlighted below:

Consolidated Profit and Loss Statement

1. Stock options are now accounted as personnel costs;
2. Goodwill amortization reported under Italian GAAP is not applicable under IFRS – an annual impairment test is introduced;
3. Exceptional gain/loss (extraordinary items) reported under Italian GAAP as non-operating items are now reclassified as operating items.

Consolidated Balance Sheet

1. Deferred taxes are now calculated on undistributed profit of subsidiaries (taxes on future dividend distributions due to parent company);
2. Foreign exchange rate impact on goodwill related to acquisitions is now revalued at the foreign exchange rate of the closing period reporting date.

Impacts of IFRS

The impacts on the full fiscal 2004 and the first semester 2004 consolidated financial statements deriving from the application of the IFRS are very limited and can be summarized as follows:

- **Consolidated Profit and Loss Statement:**

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The impact of the IFRS application on the Profit and Loss accounts is negligible. Net profit after taxes both for the first semester 2004 and the full fiscal year 2004 increases by Eur 0.4m.

H1 2004 <i>Eur millions</i>	Italian GAAP	Variance*	IFRS*
Revenues	352.8	+0.5	353.3
Operating Profit	42.3	-0.8	41.5
Net Profit after taxes	33.7	+0.4	34.1

FY 2004 <i>Eur millions</i>	Italian GAAP	Variance*	IFRS*
Revenues	827.7	+3.9	831.6
Operating Profit	134.2	-3.3	130.9
Net Profit after taxes	108.3	+0.4	108.7

*Unaudited figures

- Consolidated Balance Sheet:

As a result of the IFRS application, Total Net Equity decreases by Eur 19.1m as of 30.06.2004 and roughly by the same amount (Eur 19.4m) for the full fiscal year 2004.

Net Indebtness increases by Eur 0.9m as of 30.06.2004 and by Eur 2.8m for the full fiscal year 2004.

As of 30.06.2004 <i>Eur millions</i>	Italian GAAP	Variance*	IFRS*
Invested capital	657.9	-18.2	639.7
Total Net Equity	593.2	-19.1	574.1
Net Indebtness	64.7	0.9	65.6

As of 31.12.2004 <i>Eur millions</i>	Italian GAAP	Variance*	IFRS*
Invested capital	673.1	-16.6	656.5
Total Net Equity	662.9	-19.4	643.5
Net Indebtness	10.2	2.8	13.0

*Unaudited figures

Selected options and notes

The Bulgari Group has chosen to present comparative information that does not comply with IAS 32 and IAS 39 in its first year of transition (2004), according to IFRS 1 (§36A).

International Financial Reporting Standards are subject to ongoing amendments by the International Accounting Standards Board.

Further development of the interpretation of these standards could result in changes in the basis in accounting or presentation of certain items and accordingly this financial information is subject to possible change.

The presented accounting treatments and their impacts are under review by the Bulgari Group's auditors and will be audited with the first application of the IFRS standards in occasion of the first semester 2005 results (for the accounting period ending June 30th 2005).

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This press release has only information purposes.

Details

Management will illustrate the restatement of the fiscal full year 2004 and first semester 2004 consolidated financial statements during a conference call at 6:00pm CET today.

The conference call can be accessed by dialling +39 071 286 18 48.

This document, together with a detailed annex, will be available on the IR Group's website at <http://production.investis.com/bulgari/frameset/> shortly before the conference call. A recording of the conference call will be available on the same web site a few hours later.

Timetable for future releases

The **Bulgari Group** will report its

- H1 2005 Revenues on July 27th 2005
- H1 2005 Results on September 26th 2005¹

under IFRS standards.

Bulgari is one of the global players on the luxury market. In 2004 the Group posted a turnover of 832 million Euro, a net profit of 109 million Euro (IFRS restated). With a market capitalization of about 2,785 million Euro (as of 07.06.2005), Bulgari relies on a distribution network of 194 stores in the most exclusive shopping areas in the world and on selected distributors. Bulgari has a product portfolio that ranges from jewels and watches to accessories and perfumes. The Group is controlled by the Bulgari family, holding about 52.0% of the share capital. The remaining 48.0% is floating on the Milan Stock Exchange.

For further information

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<http://production.investis.com/bulgari/frameset/>

4 tables follow

¹ Please note that the date for the H1 2005 Results release and conference call has been changed from Sep. 13th 2005 to September 26th in order to have enough time to prepare the H1 2005 Financial Statements IFRS compliant and for the auditors, to complete the audit – please refer to <http://production.investis.com/bulgari/calendar> for the updated calendar.

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H1 2004 Profit and Loss – Reconciliation

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<i>Eur millions</i>	<i>Italian Gaap</i>	<i>Variance</i>	<i>IFRS</i>
Revenues	352,8	0,5	353,3
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NET PROFIT AFTER TAXES	33,7	0,4	34,1

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Unaudited figures

FY 2004 Profit and Loss – Reconciliation

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<i>Eur millions</i>	<i>Italian Gaap</i>	<i>Variance</i>	<i>IFRS</i>
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Other general expenses	129,5	7,1	136,6
Advertising and promotion	96,4	-	96,4
Total general expenses	393,5	4,7	398,2
OPERATING PROFIT	134,2	(3,3)	130,9
Non operating exp/inc min	13,0	(4,8)	8,2
Profit before tax	121,2	1,5	122,7
Taxes	12,9	1,1	14,0
NET PROFIT AFTER TAXES	108,3	0,4	108,7

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Unaudited figures

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June 2004 Bal. Sheet – Reconciliation

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<i>Eur millions</i>	Italian Gaap	Variance	IFRS
Net trade receivables	123,6	0,3	123,9
Total other receivables	47,2	1,1	48,3
Net inventory	475,5	3,3	478,8
Trade payables	(140,5)	(1,7)	(142,2)
Other payables	(35,0)	(2,4)	(37,4)
Net working capital	470,8	0,6	471,4
Net fixed assets	177,5	(5,1)	172,4
Other L/T asset/liab.	9,6	(13,7)	(4,1)
Invested capital	657,9	(18,2)	639,7
Group equity	(587,3)	19,2	(568,1)
Minority interest equity	(5,9)	(0,1)	(6,0)
Total equity	(593,2)	19,1	(574,1)
Net indebtedness	(64,7)	(0,9)	(65,6)

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Unaudited figures

Dec. 2004 Bal. Sheet – Reconciliation

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<i>Eur millions</i>	Italian Gaap	Variance	IFRS
Net trade receivables	160,6	0,2	160,8
Total other receivables	76,7	1,3	78,0
Net inventory	458,8	4,4	463,2
Trade payables	(151,5)	(1,6)	(153,1)
Other payables	(66,5)	(2,4)	(68,9)
Net working capital	478,1	1,9	480,0
Net fixed assets	195,6	(5,1)	190,5
Other L/T asset/liab.	(0,6)	(13,4)	(14,0)
Invested capital	673,1	(16,6)	656,5
Group equity	(656,2)	19,6	(636,6)
Minority interest equity	(6,7)	(0,2)	(6,9)
Total equity	(662,9)	19,4	(643,5)
Net indebtedness	(10,2)	(2,8)	(13,0)

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Unaudited figures