

BULOVA

BULOVA – Brand & History

BULOVA BRAND COPY POINTS

BULOVA BRAND

- Brand History
 - Founded by Joseph Bulova in 1875, Bulova remains an iconic brand at the forefront of today's timepiece industry – forever pursuing a profound history of firsts.
 - Bulova is a NYC institution for over 147 years, uninterrupted. They are currently located at the Empire State Building where all of the watches are created by the design team.
 - As a pioneer in the watch industry, Bulova can claim ownership of many "firsts" in innovation and American culture. Including the following firsts:
 - Changed the face of marketing with America's very first radio and TV commercials.
 - Created the first full line of women's watches.
 - Produced the first clock radio.
 - Bulova created CURV, the world's first-ever curved chronograph movement.
- Bold At Heart
 - A Bulova timepiece represents a bold heritage that builds on generations of audacity and an unwavering passion for excellence and creativity. The keys to success are on your wrist.
 - Bulova's History of Firsts includes watches that have secured a spot in the pantheon of bold horology, appealing to adventurous explorers, connoisseurs of style and luxury, and pursuers of precision and innovation.
 - Sophisticated design, breakthrough technology, and quality craftsmanship combine to produce timepieces that have captivated bold risk takers throughout the modern era.
 - Bulova has always been on a bold journey, aligning with trailblazers like Frank Sinatra, embracing new media like broadcast TV, being the official timekeeper for the 1939 World's Fair in New York—even going to the moon and back.
 - Whatever your dream, there's a Bulova timepiece that will embolden you to follow it. Show the world that you're bold at heart.
- Why Bulova
 - Today, Bulova is driven by the same core principles of craftsmanship, innovation, and technology that guided our visionary founder over 140 years ago. Much like Joseph Bulova himself, we set our own standards and create our own rules — breaking boundaries along the way to deliver the exceptional.

- Bulova is committed to advancing the art of watchmaking with extraordinary design, exclusive high-performance technology and enduring quality that upholds a tradition of excellence and meets the needs of today's global consumer.
- Bulova crafts with some of the finest movements and create movements proprietary to the brand
- Bulova is a leader in automatic and diamond timepieces in the \$150-\$1499 price segment