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By [IndiaFashionIcon.com](https://indiafashionicon.com)

It was a night of serpentine splendour at the **Nita Mukesh Ambani Cultural Centre (NMACC)** in Mumbai's Bandra-Kurla Complex as **Italian luxury house Bvlgari** unveiled its travelling exhibition — '**Serpenti Infinito**'. The opening saw **actor and global brand ambassador Priyanka Chopra-Jonas** headline the evening, alongside a galaxy of guests from fashion, film, and business.

Dressed in a sculpted ivory gown, Chopra-Jonas exuded timeless elegance as she adorned the **Serpenti Maharani Secret Necklace**, a statement piece featuring a **109.27-carat rubellite**, turquoise inlays, and pavé-set diamonds. "When I wear Bvlgari, I feel a sense of power... each piece makes me feel like a different version of myself," she shared earlier at the press conference announcing the India debut of *Serpenti Infinito*.

? Where Art Meets Heritage

The **Serpenti Infinito exhibition**, after captivating Shanghai and Seoul, marks its **first-ever India showcase**—a monumental chapter for the brand. Spread across **three levels** of the Art House at NMACC, it intertwines **heritage jewellery, contemporary art, and mythology**, featuring **75 artworks by 23 international and Indian artists**.

The exhibition's first chapter, *Crafting Serpents in History*, explores the evolution of serpent symbolism across civilizations and eras. Curated by **Sean Anderson** with the Indian curation led by **Aparajita Jain of Nature Morte**, it celebrates India's artistic legacy where serpents have long slithered through mythology, folklore, and ritual.

"Over the ages, India has had thousands of artists inspired by the serpent. The motif even appears in Harappan seals," notes Jain, contextualising the symbol's deep cultural resonance.

? The Serpent Through Time

The **Serpenti** motif first debuted in **1948**, but it was **Elizabeth Taylor's** legendary appearance on the sets of *Cleopatra* (1963) wearing a Serpenti watch that cemented its mythic allure. That early **tubogas-style coil**, crowned with a diamond-studded serpent head and emerald eyes, became an enduring icon of power and seduction.

At NMACC, this heritage was reborn in the **Serpenti Hidden Eternity Necklace**—a breathtaking piece featuring twin diamond-encrusted serpents entwined around a brilliant blue sapphire, accented with rubellites and emeralds. Its hypnotic design subtly mirrors the ancient Indian **Nag-Pash Yantra**, an ink-on-paper work symbolising serpent deities, bridging Roman craftsmanship with Indian spirituality.

Nearby, **20th-century Bhuta Theyyam bronze masks and breastplates** from Kerala and Karnataka adorned with serpent motifs further deepened this artistic dialogue between mythology and ornamentation.

? A Symbol of Infinity

The exhibition is not just a showcase—it's a **journey through time, culture, and emotion**. From ancient seals to haute joaillerie, from **art to adornment**, the serpent emerges as a **universal muse**: powerful, mysterious, and eternal.

As **Nita Ambani, Isha Ambani, Samantha Ruth Prabhu**, and other luminaries graced the evening, Mumbai witnessed a rare convergence of **fashion, fine art, and philosophy**, with *Serpenti Infinito* coiling itself firmly into the city's cultural memory.

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