

RETAIL

Bulgari opens terminal "temple" to spur product line awareness

November 4, 2016



Bulgari Rose Goldea and Serpenti collection

By STAFF REPORTS

Italian jewelry maker Bulgari is touching down at Paris' Charles de Gaulle airport with a fragrance-themed pop-up.

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Bulgari has set up its "Temple of the Jeweler" pop-up at Terminal 2E at the Charles de Gaulle airport, one of Europe's busiest transportation hubs. The month-long pop-up, open from Nov. 3 to Dec. 1, will take travelers on a journey of the senses, exploring Bulgari's jewelry and fragrance collections.

Bejeweled terminals

The Temple of the Jeweler, envisioned as a "temple of glamour," is accented by gold decor to capture the essence of the LVMH-owned maison.

At the heart of the pop-up is Bulgari's recently launched fragrance, Rose Goldea. Bulgari has also used the pop-up as an opportunity to showcase its iconic Serpenti jewelry collection.

In the marketing created for Rose Goldea's debut, Bulgari intertwined the Serpenti motif into its communications for the scent.

Connections to the Serpenti collection continue in Rose Goldea's bottle design. The rose gold-color glass bottle has a band of Serpenti scales wrapped around its neck, symbolizing eternal love ([see story](#)).



Bulgari's Temple of the Jeweler pop-up at Paris Charles de Gaulle

Also attracting attention for the pop-up is Bulgari's inclusion of its high-perfumery collection Le Gemme. These fragrances will be exclusive to the Paris Charles de Gaulle pop-up.

Tempting airport passersby even further, Bulgari's pop-up offers a gifting service. When perfumes or jewelry is purchased, Bulgari will wrap the items in ribboned coffrets.

An on-site artist will also be on hand on particular dates to illustrate cards with colorful Serpenti necklaces. Consumers who make a purchase will be invited to personalize these cards and Bulgari will be happy to mail the one-off piece of art worldwide.



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The watches and jewelry sector's global duty-free and travel retail market is valued at \$5.7 billion for 2015, according to a report by the Tax Free World Association earlier this year.

TFWA's research suggests that while the power of duty-free is substantial across categories, watch and jewelry brands can benefit directly from the exposure. The duty-free and travel retail channel opens up opportunities for this sector by creating a pathway to new consumers that otherwise would be unavailable ([see story](#)).

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