

TRAVEL AND HOSPITALITY

Bulgari Hotels and Resorts adds to portfolio with upcoming Paris opening

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Bulgari's latest hotel will bring its total portfolio to eight properties. Image credit: Bulgari

By STAFF REPORTS

Italian jeweler Bulgari has announced it will open a new flagship location for its branded hotel chain in Paris in 2020.

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The new hotel will bring Bulgari Hotels and Resorts' portfolio up to eight properties by the time it opens, along with a number of other planned openings between now and then. The other hotel openings scheduled before the Paris location are all focused outside of Western Europe as Bulgari looks to expand its sphere of influence to previously untapped markets.

"We are particularly proud to have secured such an extraordinary location for the new Bulgari Hotel in Paris," said Jean Christophe Babin, CEO of Bulgari, Rome, in a statement. "The Paris Hotel, to be opened in 2020, will add the City of Lights to our collection and we are convinced that this new addition will represent an irresistible Roman jeweler hospitality experience in the Parisian upscale hotel market."

Triangle d'Or

Bulgari's hotel operation is significantly younger than its jewelry business. Bulgari Hotels and Resorts was founded in 2001 as a joint venture between Bulgari and Marriott International's Luxury Group and has only a few properties worldwide.

But Bulgari has been hard at work expanding its presence not just in its native Europe but around the world.

Last year, Bulgari opened two hotels, one in Beijing and one in Dubai. Situated on Dubai's manmade Jumeirah Island, the complex includes the resort, residences, beach club and Bulgari's first Marina and Yacht Club ([see story](#)).

This year, the brand will also add a hotel in Shanghai.

In 2020, Moscow and the newly-announced Paris hotel will also be added. Along with its three existing properties in Milan, London and Bali, this brings Bulgari's total up to eight locations around the world.



Bulgari Resort and Residences Dubai features a private beach. Image credit: Bulgari Hotels & Resorts

The new Paris hotel will be located at 30 Avenue George V, a Parisian street that joins with the Champs-lyses and Avenue Montaigne to form the borders of the Triangle d'Or, a fashionable district filled with luxury shopping and entertainment.

Bulgari's hotel is being designed by the Italian architectural firm Antonio Citterio Patricia Viel, along with Parisians architects Valode & Pistre.

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