

FRAGRANCE AND PERSONAL CARE

Bulgari courts fliers with fragrance pop-up

April 12, 2019



Bulgari's Le Gemme Men pop-up. Image courtesy of Bulgari

By STAFF REPORTS

Italian jeweler Bulgari is popping up in Paris' Charles de Galle Airport to promote its latest men's scents with a travel concept.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Le Gemme Men is a trio of fragrances that take reference from gemstones, translating the ideas of jewelry to perfumes. The pop-up's displays and services center on travel, looking to seamlessly take consumers to other destinations.

Gemstone scents

Bulgari's Le Gemme Men collection is a celebration of musk with a global inspiration.

Opalon embodies white opal with white musk and neroli. While the stone comes from Australia, Bulgari intends the scent to bring to mind a Roman morning.

Red jasper is the idea behind the Yasep fragrance, which blends woody musk with sandalwood.

The iridescence of blue-green Brazilian falcon's eye has been turned into Falkar, a scent that includes oud and leather saffron to call to mind the Middle East.

[View this post on Instagram](#)

"FALKAR represents the sensuality, the strength and the history of the Middle East" Jacques Cavalier, Master Perfumer - Creator of Le Gemme masculine collection . . . #bulgariparfums #fragrances #LeGemme #Falkar #perfumes

A post shared by BVLGARI PARFUMS (@bulgariparfums) on Feb 28, 2019 at 12:10pm PST

Instagram post from Bulgari Parfums

Bulgari is paying homage to its Roman heritage in the pop-up with obelisk displays. These stone pillars were used to guide merchants to the Italian city.

A concierge will be on-hand to carry guests' bags to their gate, easing the shopping process while on the move. Bulgari will also have an artist available to personalize consumers' souvenirs.

The pop-up opened April 5, and will be up until May 2.

Bulgari has used other airport experiences to tout its perfumes.

The jeweler previously diving deep into culture, supporting a local launch with an interactive global campaign as consumers become more interested in heritage with travel.

Affluent travelers are looking for a more authentic experience when abroad, which means immersing themselves in the culture of their destination. As Bulgari launched a new perfume, the brand worked with a local designer for a worldwide social contest to tout the product in its Tel Aviv airport store in Israel ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.