

FRAGRANCE AND PERSONAL CARE

## Bulgari introduces collection of personalized fragrances

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*Bulgari has released a collection of customizable fragrances, Allegra, an Italian word meaning joyous. Image credit: Bulgari*

By LUXURY DAILY NEWS SERVICE

LVMH-owned Italian jeweler Bulgari is continuing its journey through the perfume space with a new personalized collection of fragrances.

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Crafted by master perfumer Jacques Cavallier, the five new eau de parfums in the Allegra collection aim to express moments and emotions that embody the Italian lifestyle: the sun of the Mediterranean, Italian love, a sunset happy hour in Rome, Italian desserts and the Venetian holiday. Consumers can make selections on the brand's website, where they are prompted to answer questions that will match them with their "perfect" scent.

### Magnifying scent

The five Eau de Parfums in the core Allegra collection include: Fantasia Veneta, Rock'n Rome, Fiori d'Amore, Dolce Estasi and Riva Solare.

Fantasia Veneta celebrates the energy of the "Italian festa," spotlighting Indonesian patchouli, red peach and vanilla in its composition. Rock'n Rome is intended to emulate the feeling of drinking a cocktail at sunset in Rome, featuring a floral fruity aroma with notes of osmanthus and apricot.

Fiori d'Amore is a floral fragrance made to represent the feeling of Italian love, featuring notes of Turkish and Bulgarian red roses and raspberry. With Dolce Estasi, Bulgari aims to transport an individual to an Italian pasticceria with the notes centering on heliotrope, citrus and musk.

Riva Solare aims to replicate the environment of the Italian Riviera with notes of Calabrian bergamot, orange blossom, osmanthus and mandarin.

The five scents in the supplemental Magnifying Essences collection include: bergamot, rose, patchouli, vanilla and musk.

Each fragrance retails alone for \$230, and the customizable Magnifying fragrances retail alone for \$184.

In line with Bulgari's commitment to sustainability and as a tribute to the art of glass making, 96 percent of the

Bulgari Allegra Eau de Parfum bottle is made of glass.

The outer packaging on both the core fragrances and the Magnifying Essence fragrances is made with 100 percent responsible sourced paper. Eighty percent of the box is composed of material derived from recycled sources and regenerated material.

In the spring of 2020, LVMH offered a behind-the-scenes look at how Bulgari fragrances are created through a series of videos posted on Instagram. In the series, master perfumers discussed the art and science of making fragrances and demystifying some of the processes ([see story](#)).

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