

JEWELRY

Bulgari highlights Roman heritage in renovated Parisian flagship

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The Bulgari flagship in Paris has reopened at Place Vendome 23. Image credit: Bulgari

By LUXURY DAILY NEWS SERVICE

Italian jeweler Bulgari has reopened its Paris flagship after embarking on a renovation that celebrates the maison's Roman heritage.

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Located at Place Vendome 23, Bulgari's Paris Temple was refreshed by architect Peter Marino. The reopening comes as luxury brands, particularly jewelers, look to welcome back more clients for in-store shopping with elevated service.

Roman inspirations

The flagship renovation features details directly from Rome, including two marble columns from the Eternal City's Via dei Condotti. Large windows fill the store with natural light, as does a Michelangelo-inspired skylight.

Bulgari describes the flagship as "the spiritual home of high jewelry."

The jeweler worked with Peter Marino on the renovation

The interior fuses together Parisian and Roman art and architecture, as well as heritage and modern Italian design codes. Warm orange accents, red Italian vases and marble details are seen throughout the space, while a faceted floating staircase is another standout feature.

The Vendome flagship is less than two miles from Bulgari's Paris hotel, which is scheduled to open later this year on Avenue George V. Other famed luxury brands with stores located in the square include Cartier, Van leef & Arpels, Piaget, Chopard and Chaumet.

Mr. Marino, the architect behind the project, has a reputation for working with luxury brands. He has worked with fellow LVMH labels Dior and Louis Vuitton, in addition to Bulgari's Fifth Avenue flagship ([see story](#)).