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## Bulgari debuts digitized olfactory experience at 2022 TFWA exhibition

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*Bulgari unveils its Scentsorial' project, fusing product trial and Web3 technologies in an experiential activation that allowed attendees to experience the maison's Le Gemme perfume in new ways. Image credit: Bulgari*

By LUXURY DAILY NEWS SERVICE

Roman jeweler **Bulgari** is teasing the debut of an immersive perfume project at the world's largest duty-free conference.

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The brand has exclusively unveiled its new "Scentsorial" project, fusing product trial and Web3 technologies with an experiential activation that allowed attendees to experience the maison's perfume in new ways. Bulgari joined luxury peers for the experiential activation's exclusive launch at global duty-free and travel retail industry authority Tax Free World Association (TFWA)'s World Exhibition & Conference, on Oct. 2 through Oct. 6 in Cannes, France.

"Luxury brands have always used new technologies to create emotions and inspire their public," said Ennio Piccirillo, Innovation & Transformation Director at Bulgari, in a [statement](#).

"With Scentsorial, we have mixed in a unique way ancient skills such as those of perfumery with skills born less than a year ago related to the world of Web3 and the internet of sense," Mr. Piccirillo said. "Following our predecessors' footsteps, we continue to create unique and memorable customer experiences."

### Brainwaves at Bulgari

Among 2023 novelties previewed at this week's global event, Bulgari's presented "Scentsorial," an experience that creates a unique collectible NFT from a person's brainwaves and heartbeat patterns upon testing the brand's perfume.

Users were able to view the science behind their perfume preferences, making a memorable moment last through a Web3 lens.

**#Bulgari** launched a unique immersive technology that takes guests into a world of olfactive emotions where they could experience the Maison's perfume masterpieces of as never before. [#BulgariParfums](#) [#NFT](#) [#TFWA](#)  
[pic.twitter.com/mnLUEJ9wn8](https://pic.twitter.com/mnLUEJ9wn8)

Bulgari (@Bulgariofficial) [October 6, 2022](#)

"There has always been a continuous search for: new materials, new machinery, new processing techniques, and new shapes," Mr. Piccirillo said.

"Today the research continues on the new frontiers of technology Artificial intelligence, internet of sense, generative art, web3 but always to offer our audience unique, exclusive and exciting experiences with the brand through the product."



*Bulgari's scent of choice was amberly citrus signature, Le Gemme Tygar. Image credit: Bulgari*

The maison plans to bring the experience to general market audiences in early 2023.

TFWA's World Exhibition & Conference event represents the largest professional body in the global duty-free & travel retail industry.

The association previously revealed that 78 percent of duty-free shoppers purchased from a brand that they do not typically buy, as part of its annual Watches and Jewelry Report ([see story](#)).

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