

FRAGRANCE AND PERSONAL CARE

Bulgari presents first-ever digital immersion experience to public in Dubai

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The Scentsorial project digitally interprets participants' biological responses to scent. Image credit: ARR/LVMH

By LUXURY DAILY NEWS SERVICE

Roman jeweler **Bulgari**, part of LVMH, is expanding the fragrance experience to all five senses and beyond.

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Through March 26 those who visit the Dubai Mall in the United Arab Emirates can immerse themselves in a highly personalized digital experience which tracks their reaction to scent.

The exclusive "Scentsorial project" is open to the public for the first time after debuting last fall at the Tax Free World Association World Exhibition and Conference in Cannes ([see story](#)).

New scents-sations

Scent quickly travels, by way of the olfactory bulb in the brain, to the limbic system where our memories and emotions are created and stored.

This helps to explain why certain fragrances evoke such strong and specific reactions. The Scentsorial project tracks those emotions and sensations by the way they light up the brain and other biological systems in response to Bulgari's Le Gemme Tygar fragrance.

Developed by LVMH master perfumer Jacques Cavallier, Le Gemme Tygar is a blend of grapefruit and ambrox notes.



The project will remain open to the public at the Dubai Mall through March 26. Image credit: LVMH

Visitors to the House of Bulgari, at the entrance of Bloomingdale's at the Dubai Mall, can participate in the project by placing a wearable device on their heads.

Once participants take in the scent of Le Gemme Tygar, the device tracks the heartbeats, brain waves and micromovements that their bodies give off in reaction to the thoughts and emotions evoked.

Each participant's unique digital imprint is made available to download and collect like a piece of art.

Bulgari has recently been experimenting with digital immersion and digital narratives fairly frequently.

In November, Turkish American media artist Refik Anadol collaborated for a second time with Bulgari, creating an immersive digital installation inspired by the jeweler's Serpenti collection.

Mr. Anadol is known for his unique approach to data narrative and for work which addresses the radical changes undertaken by consumers and marketers now that machines have become a dominant part of everyday life ([see story](#)).

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