

ATÜ Duty Free and Bulgari open pop-up store at Istanbul Airport



Covering more than 90 square meters, the pop-up offers a comprehensive range of fine jewelry, watches and accessories including handbags and small leather goods

In cooperation with ATÜ Duty Free, the joint venture of TAV Airports, Unifree Duty Free and Gebr. Heinemann, BVLGARI has opened a pop-up store at Istanbul Airport. Made up of global luxury travelers, the joint venture addresses the airport's cosmopolitan audience. Covering more than 90 square meters, the pop-up offers a comprehensive range of fine jewelry, watches and accessories including handbags and small leather goods. The Roman jeweler's most coveted design, the Serpenti collection, is also on display.

Described as a luxury marketplace the retail space features mono-brand boutiques and new multi-brand concepts that bring "the ambience of international department stores to the airport while setting new standards in travel retail," reads the press release.

"We are very proud to now present the creations of our highly esteemed partner Bulgari at Istanbul Airport in two dedicated spaces. Travelers can discover high jewelry and iconic pieces, luxury watches and elegant leather accessories in the Bulgari Boutique and in the new pop-up store which are both situated in the 'Luxury Hill' area," says Ersan Arcan, CEO at ATÜ Duty Free.

Directly behind the security check, passengers enter an exclusive world of fashion & accessories and watches & jewelry. Since 2019, the Bulgari Boutique in Zone 5 has been exuding Italian glamor. The open, glittering façade, marble columns and a Murano glass chandelier reflect the characteristic Roman DNA of the Maison Bulgari.

The design of the pop-up in Zone 6 is characterized by the giant, individually placed letters of the brand's Roman logo: BVLGARI, which frame the store. Its color scheme "recalls the late afternoon sun from the eternal city of Rome." Displays and counters are finished in bright marble.



The design of the pop-up in Zone 6 is characterized by the giant, individually placed letters of the brand Roman logo: BVLGARI

"Together with Bulgari, we have created an inviting, surprising brand and shopping experience at a high level. The pop-up store perfectly complements the Bulgari Boutique as well as our entire exclusive brand world here in Istanbul. Its looks and offer make for an exceptional attraction for international passengers.

"We are delighted to continue the successful strategic partnership between Bulgari, ATÜ and Gebr. Heinemann and would like to thank all those involved for the excellent and trusting cooperation. The pop-up store is a great example of the powerful innovations it enables," says Jan Richter, Director Purchasing FAWJ at Gebr. Heinemann.

"Having complementary shopping experiences in Istanbul airport is key for Bulgari, allowing us to showcase our exceptional creations in the best possible environment and to warmly welcome our clients in different atmospheres.

"We are very proud of this contemporary pop up, the result of our closed tri-partite collaboration and a real symbol of our strong and valuable partnership built throughout the years," adds Gabriele Arlotta, Director of Bulgari Travel Retail Europe.

The joint venture of Gebr. Heinemann, Unifree Duty Free and ATÜ Duty Free operates a total retail area of 56,000 square meters at Istanbul Airport and is also responsible for the center management.

ATÜ Duty Free operates both stores, as well as over 20 other luxury boutiques at the airport.