

Bvlgari Parfums brings the magic of Italy to new London and Paris pop-ups



Bvlgari Parfums spotlights its latest Bvlgari Allegra Chill & Sole Eau de Parfum and Neroli Magnifying Essence fragrances at London Gatwick

Bvlgari Parfums has unveiled three pop-ups in Paris and London, including one at London Gatwick Airport, celebrating the launch of the brand's new Bvlgari Allegra Chill & Sole Eau de Parfum and Neroli Magnifying Essence fragrances.

At Paris's Galeries Lafayette Champs-Élysées and London's Harrods, as well as at London Gatwick, clients are invited to indulge in an "Italian escape", evoking the Eternal City and the Mediterranean.



At London Gatwick, consumers were encouraged to craft bespoke fragrances and personalize their fragrance bottle

Launched in May, Chill & Sole is the latest addition to Bvlgari Allegra, a high perfumery collection expressing the emotions of the Italian lifestyle and specially crafted for customization through an array of Magnifying Essences. Inspired by the ideal Mediterranean day, Chill & Sole Eau de Parfum is the brainchild of Master Perfumer Jacques Cavallier, combining neroli with fresh fresh notes of citrus, orange blossom accord and petitgrain.

Bvlgari's new Magnifying Neroli Essence also features neroli, combining it with unexpected green notes. True to the spirit of Bvlgari Allegra, Magnifying Neroli Essence can be combined with any of the collection's eaux de parfum to intensify their sparkle and create a bespoke scent.

At London Gatwick, the pop-up ran from May 24 until June 26, and featured wraparound, floor-to-ceiling screens and encouraged travelers to craft own bespoke fragrance combination, personalize their fragrance bottle, and choose the Maxi Shelleys that resonated with their style.