

BVLGARI debuts revitalized corner stores at Istanbul Airport



Created in partnership with Heinemann and Unifree, the Rome-inspired stores take travelers on a journey through the BVLGARI high perfumery collections



BVLGARI debuted its redesigned corner stores at Istanbul Airport, fittingly bringing the magic of the Eternal City to another historical metropolis. Created in partnership with Heinemann and Unifree, the Rome-inspired stores take travelers on a journey through the BVLGARI high perfumery collections, focusing on personalized gifting and bespoke services that cater to globetrotters.

To evoke its timeless birthplace, Rome, BVLGARI unites classic architecture, distinctly Italian design and traditional craftsmanship in its new store concept.

The shop highlights three of the luxury brand's high-end fragrance collections: BVLGARI ALLEGRA, THE NEW BVLGARI MAXI SHELLEY and BVLGARI LE GEMME.

The retail space features a 360-degree shopping experience and a line-up of fun activities including a tech-guided discovery of the collections and a complimentary menu of services.

For more details on its “daring” collections visit: <https://bit.ly/3Hw44T3>