

Bulgari unveils Parisian flagship boutique at Charles de Gaulle



The Bulgari boutique in Terminal 1, Charles de Gaulle Airport

Italian design house [Bulgari](#) has unveiled its latest Parisian flagship boutique in the newly refurbished Terminal 1 at [Charles de Gaulle Airport](#). Inspired by Ernest Hemingway's memoir *A Moveable Feast*, known in French as *Paris est une fête*, the terminal's design reimagines the opulence of the Roaring Twenties.

Bulgari's boutique, created in partnership with Lagardère Travel Retail and Extime Duty Free, features the brand's iconic jewelry, watch, and accessory collections, complementing its freshly redesigned perfume counter in the main hall. According to the company, the 71-square-meter store was forged like a rare jewel, harmonizing the Maison's classic Roman heritage with contemporary Italian elements.

Both the boutique and perfume counter integrate the same Rome-inspired architectural elements and materials. Italian Pavonazzetto marble brings the unmistakable grandeur of The Eternal City to life. The boutique's façade features Bulgari's distinctive brass motif, reminiscent of fine jewelry. This intricate design combines three shapes: circles and squares inspired by the floor pattern found in Rome's famous Pantheon; and eight-pointed stars symbolizing the legendary phrase "Rome caput mundi," or "Rome, capital of the world," meaning all roads lead to Rome. This special star

encompasses the four cardinal points (North, South, East, West) and the four seasons (marked by two solstices and two equinoxes).



The exterior of the Bulgari boutique

The same brass Condotti Mesh motif frames the perfume counter in a grand arch that evokes the iconic shopping arcades found in Italian architecture. Unique to Bulgari, the arch's creation demanded a technical feat — a testament to Bulgari's visionary craftsmanship.

The new boutique showcases an exceptional assortment of offerings from Bulgari. Visitors can explore all the Maison's icons, ranging from the award-winning Octo Finissimo timepieces to the captivating Colosseum-inspired B.Zero1 jewelry line. Jewelry and watch collectors especially won't want to miss

the latest Serpenti creations, celebrating its 75th anniversary.

The new perfume counter spotlights two high perfumery collections, BVLGARI LE GEMME, inspired by the Bulgari Gems Road, and BVLGARI ALLEGRA, a celebration of the superlative emotions of the Italian lifestyle. Here, visitors can sample these extensive fragrance lines and discover the latest launches, including BVLGARI ALLEGRA MA'MAGNIFICA, an eau de parfum that pays tribute to Italy's everyday heroine, the Italian mother, and MAGNIFYING SANDALWOOD, a sensual parfum essence that can intensify any ALLEGRA eau de parfum or be worn on its own. Additionally, customers can indulge in Bulgari's other fragrance offerings, including Rose Goldea Blossom Delight, Omnia, and Bulgari Man.



The Bulgari perfume counter

The Bulgari shopping experience features the Maison's signature customer service, including:

- Custom gift-wrapping with a large choice of ribbons in bold, eye-catching colors
- The opportunity to try on collection-worthy jewelry and watch creations and appreciate their exceptional craftsmanship
- A firsthand fragrance journey on BVLGARI Gems Road, a mythical crossroads from East to West, to discover the remarkable scents of the BVLGARI LE GEMME collection

To further enhance the Italian immersion, bespoke services and events will be offered throughout the year, including:

- Engraving of fragrance flacons to add a personal touch to a gift or to elevate a personal scent
- Artist pop-ups offering complimentary creations, like an Italian watercolor landscape