

# First-ever Bulgari Allegra AI-generated fragrance experience debuts at Istanbul Airport



Bulgari introduces a “groundbreaking new development in high perfumery” at Istanbul Airport

Bulgari has collaborated with Gebr. Heinemann and Unifree Duty Free to unveil a new high perfumery animation at Istanbul Airport.

The pop-up presents the Bulgari Allegra fragrance collection in a one-of-a-kind immersive experience which started on January 1 and will run until March 31. To celebrate its launch an event on January 30 brought together Bulgari’s business partners, esteemed press and friends of the House.

The Bulgari Allegra pop-up is designed to captivate attention within the bustling main beauty shop in Unifree Duty Free, Right Aisle. Bright, modern, and dynamic, the space seamlessly blends brilliant light and vivid color, with a rose-gold-toned falcon - reminiscent of Bulgari’s iconic cabochon cut—teasing the theme of the pop-up.

Pop-up fixtures feature a rose gold color which pays homage to the precious metal used in Bulgari jewelry and said to capture the radiance of both Rome and Istanbul. Travertine stone displays and a carpet in Bulgari’s signature orange, echo the Maison’s Roman roots.