

Bulgari's 'Roman flair' complements luxury portfolio at Moscow Airport

Imperial Duty Free has officially opened a new 110sq m Bulgari mono-brand boutique in Terminal C of Moscow's Sheremetyevo Airport.



Built and operated through a joint venture between the airport operator, Gebr. Heinemann and Greenway, the new boutique complements the airports existing luxury brand portfolio.

"Bulgari is one of the worlds best-known and most sought-after luxury jewellery brands," said Oleg Zhytomyrsky, Director Sales Eastern Europe and Central Asia at Gebr. Heinemann.

"We are delighted to open the mono-brand boutique with our valued partner Imperial Duty Free. This underscores our common goal of offering customers at Moscow's Sheremetyevo Airport an outstanding range of first-class luxury brands."



RECREATING A LUXURIOUS ROMAN HOME

Jonathan Brinbaum, Managing Director Travel Retail Europe at Bulgari, added: "We are delighted to celebrate the opening of our most recent Bulgari airport flagship, a unique luxury boutique bringing a distinctive Roman flair to Moscow's Sheremetyevo Airport.

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“Developed in partnership with Imperial Duty Free and our longstanding Travel Retail partner Gebr. Heinemann, the new flagship bears testimony of Bulgari’s and our partners’ resilience through these historically challenging times for Travel Retail, and signals a continued investment in the success of this venture.

“Built to surprise and delight the passengers of Moscow’s Sheremetyevo Airport, the boutique look and feel are reminiscent of a luxurious Roman home, gracefully welcoming our clients to discover Bulgari’s jewellery, watches and accessories collections.



VIP LOUNGE

“In addition, the VIP lounge offers a unique experience and the right atmosphere to appreciate the artistry and craftsmanship of Bulgari High Jewellery and unique watchmaking pieces.

With this incredible space, powered by the dedication and savoir-faire of the local team, we are truly confident in the success of this project, reassuring our belief imprinted in the eight-point Condotti star that welcomes our clients to the store that all roads lead to Rome.”

Moscow’s Sheremetyevo Airport; described as a major hub for passengers from Asia, the Middle East, and Europe, is the largest airport in Russia, where the Bulgari brand is especially popular.

Heinemann said that it believes the new mono-brand boutique will ‘boost sales significantly in the coming years - especially when passengers from Asia will return to Moscow.



NEW LUXURY BOUTIQUES TO FOLLOW

Jan Richter, Director Purchasing Fashion, Accessories & Watches, Jewellery (FAWJ) at Gebr. Heinemann, concurs: "As part of our strategy for the FAWJ category, we are reinforcing our cooperation with the leading global luxury brands.

"Bulgari is one of our key strategic partners in this regard, and the opening of the new mono-brand boutique at Moscow's Sheremetyevo Airport is now another milestone after the very successful first Bulgari mono-brand boutique in Istanbul."

Imperial Duty Free is also working with other brand partners to further expand the luxury segment at the Moscow airport. With Terminal C finally reopening this summer after 15 months of coronavirus shutdown, the remaining luxury mono-brand boutiques are now being completed. Next year, Alexander McQueen, Saint Laurent, Bottega Veneta, Gucci, and Hermès will then make the luxury shopping experience at Moscow Sheremetyevos Terminal C perfect.

"The long-standing success of our joint venture is based on the excellent synergy between our local know-how and Gebr. Heinemanns expertise in global Travel Retail and the luxury segment," said Denis Gusev, Deputy Director General for Commercial Affairs at Imperial Duty Free.

"We are convinced that we are creating a luxury marketplace here that is unique in Russian Travel Retail and expect very positive development of all mono-brand boutiques."