

Bulgari grows footprint at Bahrain International Airport

ARI-operated Bahrain Duty Free has opened a newly expanded Bulgari fragrances counter at the Bahrain International airport, in the heart of the perfumes & cosmetics area within the refreshed departure shops retail hub.



The Italian jewellery, luxury goods and fragrances brand has seen its footprint grow to 12sq m.

Commenting on the opening, Bassam Al Wardi, General Manager, Bahrain Duty Free, said: "With the unveiling of the new Bulgari space we have added a further element of upscale excitement to our existing collection of internationally renowned fragrance and cosmetics brands."

"By creating a stunning showcase such as this, Bahrain Duty Free continues to demonstrate its commitment to delivering a world-class travel retail experience; adding value not only to the passenger and airport experience, but to the Kingdom's tourism economy."



The Italian jewellery, luxury goods and fragrances brand has seen its footprint grow to 12sq m.

Bulgari grows footprint at Bahrain International Airport

“In partnership with Bahrain Duty Free and Aer Rianta International, Bulgari is proud to be the first brand to unveil its new interior design concept in the newly refurbished Bahrain Duty Free shop,” said Loic Le Toux, Area Sales Manager, Bulgari.

“A highlight of the new counter will be the exclusive high-end Le Gemme collection, which is only available at selective doors worldwide. Our luxurious counter concept will further intensify the visibility of Bulgari perfumes in the travel retail domain; and is equally perfectly aligned with Bahrain Duty Free’s own premium strategy.”

TRBUSINESS