

# Bulgari partners with CDFG to welcome worldwide flagship at CDF Sanya



At the ribbon cutting ceremony of the new store: (From right to left) Wang BingBing, Bulgari Parfums Sales Associate; Ye Rong, Hainan Operation Centre & Store Operation Director, Sanya HTB Sales Department Director; Dorothy Liu, Deputy GM, Perfume & Cosmetics Department; Zhang Xiaoqin (Tina), Hainan Operation Centre Assistant President, Sanya HTB Assistant GM, Member of the Party Committee, Sanya AP GM; Meili Lee, CDFG Vice President of Central Merchandising Division; Alberto L. G. Goncalves, Bulgari Parfums Global Sales Managing Director; Herve Debacque, Bulgari Parfums Managing Director Asia Pacific, Domestic & Travel Retail; Frederic Chehab, Bulgari Parfums Asia Pacific Travel Retail Director; Bobo Lau, Bulgari Parfums Greater China Travel Retail Area Sales Manager and Bell Huang, Bulgari Parfums Sanya Retail Supervisor

Bulgari joined forces with China Duty Free Group (CDFG) to open its worldwide flagship at CDF Sanya International Duty Free Complex earlier this year. The new store is said to “redefine the boundaries of luxury in travel retail”.

Offering the full range of Bulgari fragrances, the store offers travelers on an immersive journey through the world of Bulgari Maison and its creations. Discovering Bulgari’s high-end range, including the Bulgari Allegra and Bulgari Le Gemme collections, travelers are invited to indulge in the art of contemporary roman high perfumery.

Visitors can experience exclusive interactive displays like the Bulgari Allegra Gen AI Emotional Experience and the Bulgari Le Gemme interactive map to discover the gems road that inspires the Collection.

The Bulgari Allegra Gen AI Emotional Experience elevates the fragrance journey by immersing

customers in an interactive world where scent, visuals, and sound blend together. Through a mixing console, guests can play the role of a DJ, exploring suggestions and creating their own ideal combination of a Bulgari Allegra edp and Magnifying Essence. This emotional synthesis generates a personalized audio and video artwork, celebrating the unique emotions of Italian lifestyle.



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The flagship also offers a range of exclusive services such as the Art of Gifting, a personalized Fragrance consultation and the Shelly styling service. The space is inspired by the timeless Aura of Rome, with a travertine marble table, see-through brass paneling and bold pattern flooring that embodies the brand's DNA.

Herve Debaque, Bulgari Parfums Managing Director Asia Pacific, Domestic & Travel Retail, said, “We are thrilled to bring this new Flagship to Sanya, as it is a unique and exciting way to engage Chinese travelers. Our partnership with China Duty Free Group demonstrates our commitment to crafting exceptional and memorable experiences, offering innovative products to travelers, while inspiring a new generation of consumers through digital interactions”.

Meili Lee, CDFG Vice President of Central Merchandising Division, commented, “As the world’s leading travel retailer, we are delighted to welcome in Haitang Bay the worldwide Travel Retail flagship of Bulgari Parfums.”

Dorothy Liu, Deputy GM, Perfume & Cosmetics Department, added, “The new Bulgari store will elevate retail excellence, exemplify the Roman Art of Living, and offer a full array of experiences for the Chinese travelers at CDF Sanya International Duty Free Shopping Complex Block C”.