

Imperial Duty Free opens Bulgari store in Sheremetyevo



The new Bulgari boutique exudes Italian glamour in Moscow Sheremetyevo Airport Terminal C

A new Bulgari monobrand boutique has begun trading at Moscow Sheremetyevo Airport Terminal C, operated by Imperial Duty Free, the joint venture between the airport operator Gebr Heinemann and Greenway.

The 110 square meter boutique, which showcases the Italian brand's fine jewelry, watches and leather accessories, adds to Imperial Duty Free's portfolio of luxury boutiques in the airport.

Oleg Zhytomyrsky, Director Sales Eastern Europe and Central Asia at Gebr Heinemann, said: "Bulgari is one of the world's best-known and most sought-after luxury jewelry brands. We are delighted to open the monobrand 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."

Jonathan Brinbaum, Managing Director Travel Retail Europe at Bulgari, stated: "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. 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."

Brinbaum added that he and his team were "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".

The boutique's look and feel are reminiscent of a luxurious Roman home. It features an open façade and striking marble design elements, as well as a large glass chandelier. A VIP lounge enables customers to view and try on exclusive creations at their leisure in an intimate atmosphere.

Moscow's Sheremetyevo Airport is a major hub for passengers from Asia, the Middle East and Europe ¹

and is the largest airport in Russia. The Bulgari brand is especially popular among sophisticated clientele from Russia and Asia.

Gebr Heinemann believes the new monobrand boutique will boost sales “significantly” in the coming years – especially when passengers from Asia return to Moscow.

Jan Richter, Director Purchasing Fashion, Accessories & Watches, Jewelry (FAWJ) at Gebr Heinemann, noted that the operator was reinforcing its cooperation with the leading global luxury brands as part of its strategy for the FAWJ category.

“Bulgari is one of our key strategic partners in this regard, and the opening of the new monobrand boutique at Moscow’s Sheremetyevo Airport is now another milestone after the very successful first Bulgari monobrand boutique in Istanbul,” he said.

More luxury boutiques to open in 2022

Imperial Duty Free is also working with other brand partners to expand the luxury segment at the Moscow airport.

With Terminal C finally reopening this summer after 15 months of coronavirus shutdown, the remaining luxury monobrand boutiques are now being completed. Next year, Alexander McQueen, Saint Laurent, Bottega Veneta, Gucci and Hermès will start trading.

Established in 2013, Imperial Duty Free operates over 50 shops at Sheremetyevo Airport, making it the largest operator in the Russian travel retail market.

Denis Gusev, Deputy Director General for Commercial Affairs at Imperial Duty Free, said: “The long-standing success of our joint venture is based on the excellent synergy between our local know-how and Gebr Heinemann's expertise in global travel retail and the luxury segment. 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 monobrand boutiques.”