

Thélios partners with Dubai Duty Free in Bulgari activation



Thélios, LVMH Eyewear Excellence, and Dubai Duty Free collaborate in a Bulgari pop-up at Dubai International Airport

Thélios, LVMH Eyewear Excellence, has launched the first major global travel retail activation in partnership with Dubai Duty Free at Dubai Airport for its luxury Maison Bulgari, which joined the Thélios portfolio in January 2024.

The Bulgari pop-up at Dubai Airport, Terminal 2 ran from March 15 to April 8 and featured a range of specially selected sunglasses from the LVMH-owned brand Bulgari, showcased in time for Ramadan for international customers at Dubai Airport.

Founded in 2017, Thélios is the in-house eyewear company of LVMH, world leader in luxury. Thélios continues to expand in the global travel retail channel and 2024 will see further activations for its luxury Maisons in top airport destinations worldwide.

Alessandro Eucaliptus, Head of GTR for Thélios, said, "For every animation, Thélios strives to create a luxury environment, true to the quintessence of its Maisons. The eyewear collection is to resonate with consumers and be immediately recognizable as an integral part of the Maison's product offer.

In partnership with Dubai Duty Free, we invested to showcase the new Bulgari concept and its

grandeur with a special sunglasses selection for Ramadan. We are particularly proud to be represented in one of the most prestigious and most frequented airports in the GCC region.”