

InTrend: a new DF&TR distributor?



Brand agency, InTrend Worldwide, will display a range of newly-launched cross-category labels to the duty free and travel retail business at Cannes next week, though not at the TFWA World Exhibition itself.

ITW, a distribution, sales and international marketing company claiming to have luxury brands experience will be showcasing (at 87 rue d'Antibes #102) a number of ranges – all exclusive to ITW – most of which are being launched in 2014. At the same time it is seeking new brands to add to its portfolio.

Zac Albright from InTrend Worldwide, says: “The travel retail sector is ready for some trendy, hot products that break the mould. We are looking for distribution across all channels within the sector globally.”

Among the brands on show will be Kah Tequila (*pictured*), described as a “smooth sipping tequila” in individually numbered, hand-painted skull-shaped bottles inspired by the Mexican Day of the Dead. The tequila comes in four varieties.

On the wine side, Madliani Georgian Wines produced by Marniskari will be available in dry red, white, semi-sweet red/white and sparkling varieties, made from its own grapes cultivated in a local micro zone as well as grapes from different vine growing regions within Georgia.

SuperTrash is said to have gained “massive European success” thanks to

InTrend
worldwide

Dutch fashion entrepreneur Olcay Gulsen and the fashion brand now has a retail network of over 2,000 boutiques and department stores in 24 countries. ITW is bringing the label's fragrance SuperTrash Phenomenal to DF&TR.

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Staying with beauty ITW is also showing Advanced Line cosmetics from Associate Design behind which is Dr A Hawrych, a certified facial plastic surgeon. The line-up includes, skincare, haircare, eye care, lip care and diet supplements.

On the watches side, Ratel Swiss is also being shown. Based in Geneva, Cyril Ratel Geneva Watches are a mixture of high-quality in stainless steel and assembled by hand. And finally in electronics, “personal statement headphones and audio accessories” from BigR Audio will be shown tied to a number of fashionable, iconic sports brands.

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