



A new report from research consultancy M1nd-set says that almost all (98%) of Asian travellers agree that the choice of sunglasses in travel retail is insufficient.

Co-funded by key sunglasses manufacturers and distributors Luxottica, De Rigo, Marchon, Marcolin, Maui Jim and Safilo – and carried out by M1nd-set in partnership with the Asia Pacific Travel Retail Association (APTRA) – the report, entitled *Sunglasses in Travel Retail: An In-Depth Understanding of the Asia Pacific Travellers' Perspective*, also reveals some interesting behavioural insights of the region's travellers.

Among the major findings were that 60% of sunglasses purchases in DF&TR are influenced by sales advisors which suggests that staff training remains key to growing sales, and that shoppers felt that the channel gave them more confidence about making a trusted purchase (in terms of authenticity and quality of the product).



More generally, cost-savings, exclusivity, convenience and 'the special

mood' of the traveller were assessed as the key drivers for sunglasses purchases among Asians. These shoppers cited 'comfort, look and style' as the most important product features.

The insights into Asia Pacific sunglasses shopping habits were originally previewed to retailers at TFWA Asia Pacific show in Singapore by M1nd-set's Peter Mohn (*left*). Over 100 executives attended from companies such as DFS, Lotte Duty Free, Eraman, Duty Free Philippines, Valiram, Gebr. Heinemann and Inflight Sales Group.

Report points to sunglasses' Achilles heel

Francis Gros, Head of Global Channels at Luxottica comments: "We are very pleased by the response from the travel retail community to this initiative (which) highlights the importance of this fresh insight into the travelling Asian consumer. The findings of this report will play an invaluable role in driving continued improvements in sunglasses retail and ensure that we capitalise on the huge opportunity in the Asia Pacific region."

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