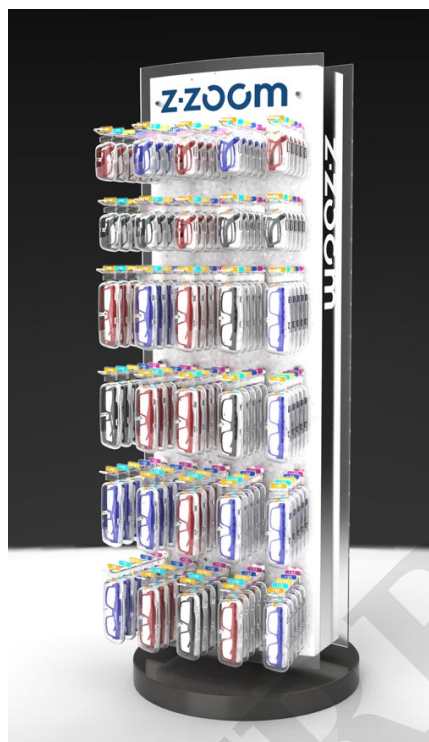


Travel Blue's Z-Zoom to take flight at Singapore show

Z-Zoom (part of the Travel Blue Group) has announced that it will launch its first collection of Reading Glasses at the TFWA Asia Pacific Exhibition in May representing a significant milestone for the Travel Blue company.



Z-Zoom says it identified 'the increase in global demand for high quality, fashionable reading glasses' and set out with a vision to create a premium unisex eyewear range suitable for all.



Jonathan Smith, Travel Retail Director of Z-Zoom says: "We are thrilled to finally be able to share our new project with the travel retail world. The team spent a lot of time in developing the brand and used only high quality materials to ensure the best possible product. This is a very exciting time for us."

Click to enlarge image left.

The collection comprises an extensive range of Reading Glasses with over 240 different SKUs. All products are supplied with POS units that reflect this quality, design-led range.

ZOOMING IN FOR SHARPER VISION

The Reading Glasses are available in a variety of frame designs to 'suit all face shapes'. "Ranging from classic and casual to bold and contemporary, in an array of complexion enhancing colours or neutral staples, the new line acknowledges changing attitudes and preferences," adds Travel Blue.

Z-Zoom is said to have been inspired by the notion of moving quickly and getting a closer look of what's in front, as Smith explains: "As reading glasses are designed for those that have trouble with close range vision, the name Z-Zoom came naturally. Zooming in for a clearer sharper vision. This is what we provide. Z-Zoom adds a little dimension and excitement."

Z-Zoom is keen to introduce TFWA Asia Pacific show visitors to the new range at its Basement

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2, G1 stand in May.



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