



Fine porcelain producer Lladró has opened its debut travel retail corner within the large Fashion Gallery that has just been inaugurated by LS Travel Retail in Madrid Airport.

The 15sq m space is also claimed by Lladró to be a breakthrough for the sector. Special Projects Sales Director, José Sáez Izquierdo tells *TRBusiness*: “This is the first time our category will have such a space. We will be selling a number of exclusive products and we will also be selling one or two of our new Paul Smith-designed limited edition pieces.”

The Paul Smith limited edition pieces – in two sizes – cost up to \$10,000 and only 250 of the larger objects are available worldwide (see below for an image of Sáez Izquierdo holding one of the pieces).



The Madrid corner in the 1,050sq Fashion Gallery – where a total of

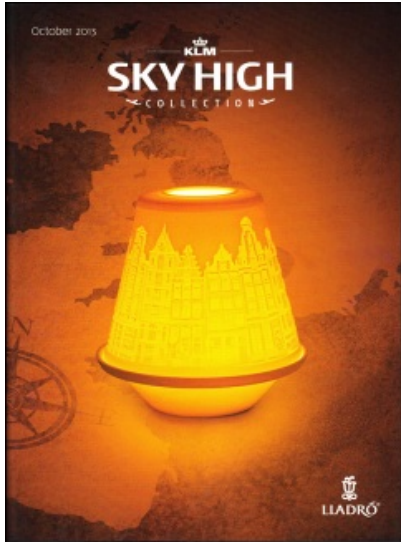
21 brands are being showcased – will also be the first time in travel retail that Lladró will offer direct

Lladró opens first corner at Madrid with LSTR

delivery, having used the system in its downtown stores for around three years.

LONDON LAUNCH & INFLIGHT BUSINESS

Lladró had the launch of its latest limited edition collection at the Paul Smith store in London's Mayfair in mid-June where the designer was present. Also attending were McG Consultants which handles Lladró's inflight business.



McG has been successful with Lladró's porcelain Lithophane, which has

been themed for different airlines. On KLM for example the product features the distinctive architectural house styles of Amsterdam (right).

Ivon Mersmans, Retail Buyer KLM Inflight Retail & Media, comments: "I am delighted with the exclusive design for KLM showing the Amsterdam skyline. We are now in the process of developing another exclusive design for 2015 with McG which will include an LED light."

According to the consultant "sales have for the most part exceeded expectations and at an inflight cost of €39 (\$53) it makes it a very affordable luxury gift purchase". Other current Lladró inflight listings include Korean Airlines and Asiana with other carriers either looking at exclusive designs or pre-order opportunities for more expensive models.

"We are now in the process of talking to other big airlines to have equally exclusive Lladró listings, giving an exclusive giftable item from this prestigious brand to travel retail," Teo Rangelova, Sales and Marketing Executive at McG Consultants tells *TRBusiness*.

[Pictured top: McG Principal, Richard McGratty, and Brand Manager, Jessica McGratty Singer, with Paul Smith (in the centre) at the London launch event.]

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