Furla backs Travel Retail Awards for second year

TRBusiness takes great pleasure in announcing Furla as the latest Platinum Sponsor of the 2019 Travel Retail Awards - the industry's first and only consumer-voted awards.



Furla – the very first Platinum Sponsor of the Travel Retail Awards – joins Mars Wrigley International Travel Retail and Foreo in committing support for an initiative that continues to gather significant pace as it heads into its second year.

Furla commented: Furla is delighted to be sponsoring the consumer-voted Travel Retail Awards in its second year. The consumer is, after all, the focus for everything we do in our industry and their opinions are what matter most.

These consumer-voted awards, which includes vital feedback, are an excellent initiative and can benefit all of us in understanding exactly what works and what doesnt in the minds of our target audience.

YEAR TWO, NEXT LEVEL

Adding his comments, TRBusiness Co-Owner and International Sales and Marketing Director Nigel Hardy said: To secure Furlas support for the second consecutive year is not only a ringing endorsement of the Travel Retail Awards continued success, but further evidence of its genuine credibility to industry stakeholders.

The Travel Retail Awards echoes TRBusiness core mantra, Helping the industry grow. With that firmly in mind, we are resolute in our efforts to amplify the fundamental exposure afforded to suppliers and airports through the awards, but also critically, to retailers. This initiative is facelifting perceptions of travel retail by connecting them with the missing jigsaw piece, first-hand consumer opinion.



Returning to Singapore's Conrad Hotel during next year's TFWA Asia Pacific Conference & Exhibition, the Travel Retail Awards in partnership with m1nd-set has been devised to celebrate true ingenuity in product and retail development through the eyes of the travelling consumer.

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Since the Travel Retail Awards debuted in May, millions of passengers around the globe have been exposed to the inimitable 'Voted by Shoppers' logo available on product packaging, in airport advertising and on retailer point-of-sale material.

Retailers including DFS Group, The Shilla Travel Retail, Lagardère Travel Retail, World Duty Free and airports Singapore Changi and London Heathrow are already actively using the logo – as are many more.

The result has been a significant uplift in sales – in some cases double-digit – due to the additional visibility at point-of-sale.

Working in close collaboration with partner m1nd-set, the Travel Retail Awards provides a forum for constructive and honest feedback on products and airport shopping environments to the benefit of the entire industry.

Moreover, it extends travel retail's reach and influence by working on the core premise that shopping in airports remains an integral part of the passenger's travel experience throughout the entire travel journey.

REMINDER: The deadline to submit entries and take advantage of the early bird discount is today (*Friday* 14 December).

To enter the awards using the new dedicated digital entry system, click here.

To discover more about the Travel Retail Awards' methodology and unique judging process, click here.

For sponsorship opportunities, please contact: travelretailawards@trbusiness.com

The Travel Retail Awards takes place at Singapore's Conrad Hotel on Monday 13 May 2019.