

Growth leads Tyko to expand successful Americas offering

Tyko Travel Retail returns to the Duty Free Show of the Americas in Orlando, on the WorldClassBrands booth (730), with a number of new exclusive collections, including Breo Orb 10 and Axis.



Since partnering with WorldClassBrands (WCB) last year, Tyko reports receiving 'a fantastic response' from its inflight and ground store partners within the Americas.

Popular brands include Hippy Chic, Breo and One Tribe, all of which have seen outstanding inflight sales, says the company.

Martin Lovatt, Tyko Sales Director Travel Retail comments, We are very excited about the launch of our new brands and ranges to the Americas. Both Breo Orb 10 and Axis bring something new and exclusive to our expanding portfolio and we are confident they will prove popular.

"In addition we are also introducing to inflight our on-trend modern classic timepieces Kartel and our unique, hand-made jewellery collection Daisy Chain at the IAADFS show.

"The reaction to the recent launch of these brands within Europe and Asia has been remarkable and we expect big things from them throughout 2015. Each of the brands we represent provide our partners with a unique offering to their passengers, giving them a wide choice of style and price points.

NEW WATCH LINES RELEASED

Tyko Travel Retail's new TR exclusive offering includes:



Breo Orb 10 (pictured left)

'A brilliant combination of style, durability and functionality, the rugged Orb 10 watch ups the game when it comes to sport-inspired fashion.

With a stopwatch, split lap times, day date, back light, alarm and water resistance of 10 ATM, it's the only choice for those with an active lifestyle.

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A flash of colour and modern finish, this watch combines a perfect blend of function, contemporary, style and comfort.'

Breo Axis (pictured top right)

'A unisex analogue watch that is truly beautiful in its simplicity.

The trademark Breo colour choices and its metallic dial featuring simple hour markers with contrasting hands, make this a handsome piece of wristwear.

Features a generous chunky case, a substantial winder and a coloured soft silicone strap.'

EFFECTIVE SELF-SELECT IN-STORE DISPLAYS

Officially unveiled during IAADFS last year, Tyco reports 'a phenomenal response' to the brand's ground focus, the self-select Breo Free Standing Display Unit.

With over 10 units now positioned in the Americas, including key strategic locations such as Miami International Airport, and a further 15 in production for confirmed new locations, Tyco is expecting another successful year.

Additionally, branded counter spinner units have proved a hit with stores where space is restricted. WCB president Leonard DiCristofano, comments, Breo brings something interesting to the watch and sunglasses category. The unique styling and freshness of colour really stands out within store, attracting interest from the passing passenger.

"The collection and price points complement current well-established brands in-store and provides passengers with something a little creative and different. The self-select concept makes engaging with the brand a pleasurable experience, easy and stress-free.

"Through Tyko, Breo provides partners with a turnkey solution which takes full advantage of that all-important impulse purchase. Breos quality and affordability makes its collections the ideal self-purchase or gifting item. In addition, the constantly innovative inflight concepts makes Tyko Travel Retail a true leader in sales both in volume and revenue for the industry."

Concludes Martin Lovatt, "WorldClassBrands and I are genuinely grateful to all our current partners within the Americas who have supported our brands so far without their belief and support we wouldnt have been able to achieve the phenomenal growth we have enjoyed in such a short space of time, so thank you.

"I look forward to meeting our partners in Orlando, and working on strengthening our market position throughout 2015."