

CabinZero taps Denz Van der List in travel retail sales role



Denz Van der List joins CabinZero as Global Travel Retail Sales Director

Cabin bag specialist CabinZero welcomed experienced industry figure Denz Van der List to its team on September 1, as it seeks to strengthen its efforts in the travel retail market.

Van der List, who takes on the position of Global Travel Retail Sales Director, was previously International Sales Director for travel retail at travel essentials company Cabeau. He will attend the 2019 TFWA World Exhibition in Cannes to present CabinZero's new collection.

Riding on a wave of success after two new airline listings for its products, as well as a collaboration with the Victoria & Albert (V&A) Museum in London, CabinZero's major new appointment is another feather in the cap for the innovative bag company since its launch in 2012.

Founder and CEO Neil Varden formed the idea for the "adventure-proof backpack" while traveling in India, after experiencing the burdens of many broken bags and cabin restrictions.

The fast-rising, travel-inspired brand hopes that Van der List – already well known in the industry – will use his experience in duty free/paid airport retail, inflight retail, cruises, hotels and international distribution to bolster the success of CabinZero's bags.

The bags include all-weather protection, hide-away straps, trolley slip, thicker padding on the back and straps, sternum straps, bottle/umbrella pockets and laptop compartments.

Van der List said of his appointment: “Following the company from its introduction in Cannes, when I received one of its backpacks at the Frontier Awards, I’ve been very excited by its [CabinZero’s] growth. CabinZero travel retail exclusive products and its commitment to ongoing development and innovation throughout the product range gives me the enviable job of helping to develop the brand through the travel retail channel.

“CabinZero has affordable, fashionable and luxury travel items. Above all, they are items that people want to own and start to use as soon as they see them. I think the company is a perfect fit for travel retail and I’m greatly looking forward to the opportunities that lay ahead for us.”