

Coccinelle gears up to TFWA World Exhibition



Coccinelle C-ME: "More than just an accessory, a celebration of feminine identity"

Coccinelle is set to introduce its C-ME bag into travel retail at the forthcoming TFWA World Exhibition in Cannes, at Riviera Village, RJ16.

The Italian leathersgoods company closed the first semester of 2024 with several new openings and refurbishments following its strategy of coherence and consistency with a newly refreshed store concept made of two primary colors: Coccinelle Graceful Pink and Coccinelle Elegant Gold.

Coccinelle underlined the importance of the Asian market as being "very important and strategic" for the brand, with a new opening in Chengdu, China and the reopening of the boutique at Central World Mall in Bangkok, Thailand during the past months. The internalization plan to expand in new cities and countries worldwide is fact moving forward and the recent store openings in Abu Dhabi, Bangkok, Astana, Athens, Naples, and Taormina, will be followed by additional ones in Bucharest, Wien, together with many refurbishments in key cities by the end of 2024.

Giada Cappelletti, Head of International Markets & Global Travel Retail, said, "As already reported during TFWA APEC Singapore edition held during last May, the travel retail channel has reported positive results facing a double-digit growth driven by traffic recovery and a stable increase in terms of turnover for comparable stores."



Behati Prinsloo offers the perfect canvas to showcase the Coccinelle bags

The new face of the FW24 Coccinelle campaign #CapturingBeauty is Behati Prinsloo, a supermodel with an international career whose authenticity inspired the lens of Giampaolo Sgura and the styling of Anna Dello Russo, who focused the campaign on the American cut shots in vivid colors to emphasize the core values of Coccinelle: nonconformity, simplicity and self-expression. Her all-black₂

looks and tattoos that peek out from the rolled-up sleeve of her denim shirt are the perfect canvas to showcase the it-bags that capture the Punk Academia theme, the common thread of Coccinelle FW24 collection, in a desire to subvert the rules with a gentle, understated rebellion.

“Focusing on travel retail, 2024 will see new openings in Austria, Serbia, Bosnia, Romania, Kazakhstan, Kosovo. With our participation to Cannes TFWA World Exhibition and Conference, we keep our connections with our historical customers and welcome new ones to support each other expanding the current business,” Cappelletti added.

During the exhibition, a special focus on the Spring/Summer 2025 collection will include unveiling the new elegance of the Coccinelle C-ME bag. The new Coccinelle C-ME bag is “more than just an accessory, it is a celebration of feminine identity, a daily companion that reflects the elegance and vitality of the modern woman”. The signature C brand symbol enriches both the handbag and the shoulder bag.