

Coccinelle spreads its wings into new regions



Coccinelle's new space at Ever Rich Duty Free Plaza Neihu in Taiwan

Italian leather goods brand Coccinelle has reported 30 new openings worldwide from March to December 2018 in Europe, Asia, new regions and on cruise ships.

In Europe, the brand has continued to build its business with openings in Greece at Heraklion and Rhodes airports, in Italy at Cagliari and Florence airports, in the UK at London Gatwick South and North Terminals, and in Estonia at Lennart Meri Tallinn Airport.

In Russia, which is described as an important and strategic region for the brand, Coccinelle has strengthened its presence with openings in Moscow Sheremetyevo Airport Terminal B, an additional location at St Petersburg Pulkovo International Airport and at St Petersburg Seaport, and two locations at Novosibirsk Tolmachevo Airport.

Following the international expansion plan, the brand has announced additional openings in Asia at Ever Rich Duty Free Plaza Neihu in Taiwan, two corners at KLIA and KLIA2 in Malaysia, at Busan Duty Free Mall and Busan Seaport in South Korea, and in Cambodia at NagaCity Walk Duty Free Mall - Phnom Penh.

2018 has also seen Coccinelle entering new regions in Central America with locations at San Salvador El Salvador Airport and at Port of Spain Piarco Airport in Trinidad and Tobago.

Coccinelle has added additional cruise ship listings with Starboard in Asia, with CDFG on Costa Atlantica in Asia, and one additional location onboard MSC Crociere's MSC Seaview, in the Mediterranean.

In December 2018, an additional personalized 40 square meter boutique began trading in the Czech Republic at Prague Václav Havel Airport T2.

The shops feature Coccinelle's refreshed store concept made of two primary colors, Coccinelle

Graceful Pink and Coccinelle Elegant Gold.

Emanuele Mazziotta, Head of Global Travel Retail, said: “2018 has been a very prosperous year for Coccinelle with 35 openings worldwide, including airports, seaports, downtown duty free malls and cruise ships.

“The brand is well distributed around the globe with 170 points of sale in 34 countries. We thank all our partners for their support and dedication with all the openings during 2018.”