

Desigual introduces new travel retail furniture concept



Desigual's travel retail fixtures aim to promote a combination of gifting and exclusivity, plus many other advantages

Spanish fashion brand Desigual has developed a new type of furniture for travel retail.

In line with the versatility and practicality of the travel retail world, Desigual's Grab and Go furniture was specially designed to sell and promote accessories in travel retail spaces and stores.

The two fixtures aim to promote a combination of gifting and exclusivity, as well as many other advantages, such as the option to increase the visibility of the brand's accessories, using spaces for selling products in a more intelligent way, and increasing the ROI of every square meter, the company said.

Fire-resistant, created using high-quality oak, stainless steel, and varnished in white, the fixtures are described as innovative both in style and shape, being easy to position and with no need for prior installation.

The small accessories self-service unit is specially designed for accessories, particularly purses and scarves. It allows easy visual access to the product on any of its shelves, and has an extra storage case underneath.

The large accessories self-service unit is designed for bags and backpacks, allowing more products to be displayed and seen from different angles. It also has storage space at the back.

Available from the end of April, this new Grab and Go furniture is expected to boost the brand's daily sales in its travel retail spaces, and will also provide an opportunity for the company to go for new contracts in smaller spaces at airports, stations, etc.