

Duty Free Dynamics shares success post TFWA World Exhibition and Conference in Cannes



Nicolas Dobry, Duty Free Dynamics CEO and Tatiana Pinto, LEGO Brand Manager, welcome delegates to Duty Free Dynamics showroom in Cannes

During TFWA World Exhibition and Conference 2019 in Cannes, Duty Free Dynamics (DFD) invited over 200 different visitors including operators, partners and brands to its exclusive showroom. With a wide range of products on display, a divided room & an Insta-worthy location, the whirlwind trip was a success. Located across the Palais des Festivals, according to Nicolas Dobry, CEO, DFD, the showroom offered guests a comfortable and relaxed environment with great service from the commercial team.

Linked by a balcony that promised a stunning view of the city, the spacious display area consisted of two sections that exhibited sunglasses, footwear and outdoor & travel gear product lines vs. toys, electronics and watches (flagship category). The flagship category provided a mix of mid-range, high-end and fashion accessories.

In addition to trying on and tagging online, guests caught a sneak peak of novelties and limited editions coming up for the Spring/Summer 2020 season. "Looking ahead to next year, the Duty Free Dynamics team will continue to be focused on developing new relationships and expanding its portfolio with new and exciting brands, surely to be welcomed by its growing customer base," added Dobry.

To check out some exclusive features unveiled during the show, read on:



Watches

According to Duty Free Dynamics' Post Cannes Special Edition 2019 newsletter, DFD displayed its complete assortment of watch brands:

- ORIS: captivated with its distinctive Aquis Date Relief, a high-performance diver's watch that tells the story of the source of all life - water
- FREDERIQUE CONSTANT: seduced with its Horological Smartwatch for Ladies, a small and sophisticated accessory that functions by hands and vibration
- LUMINOX: highlighted the Navy SEAL 3500 Series, which perform under the toughest conditions and in the harshest environments
- SEIKO: extended in Cannes the launch of Seiko 5 Sports, this iconic timepiece is considered re-born
- GUESS: offered an array of styles that range from bling to minimal
- TIMEX: presented its Command Urban TM collection, proof of TIMEX legendary durability

The DFD group had the pleasure of being supported by Mariano Riaboi, Vice President of Sequel AG for the Americas, and Pierrick Marcoux, International Marketing Manager of Luminox.

Toys

- LEGO

Stealing the hearts and taking over the hours of people of all ages, LEGO is moving into the world of Augmented Reality (AR). The brand's featured product at TFWA '19: Hidden Side TM, a creative building, tech toy and AR game all rolled into one.

The DFD group hosted Mogens Laursen, Vice President of Travel Retail, LEGO Group, and Simon Stansfield Bast, Head of Sales for Travel Retail Americas, LEGO Group, for a meet and greet.

Electronics

Described as the sensation of DFD's electronics category for its revolutionary bone conduction technology and open ear design, Aftershockz is going one step further. Now "reinventing the wheel" with Aeropex, which provides more dynamic bass, higher volume and less vibration.



Outdoor & Travel Gear

Also according to its newsletter, DFD showcased outdoor & travel gear brands that reflect a love for adventure and a devotion to the outdoors. Samsonite is more than travel bags. From pillows to

wallets and locks to scales, its modern assortment of accessories is wide to meet the needs of today's traveler. Osprey with its innovative, high-quality packs is now accompanied by Hydro Flask, the award-winning leader in high-performance insulated products. Both brands reflect the love for adventures and devotion to the outdoors. SPY the unconventional brand that create exceptional optical products, has unveiled its latest REFRESH collection.



The DFD group welcomed Rosine Jabbour, Sales Director of Samsonite for CEDAC (Columbia, Ecuador, Central America & Caribbean) to take part in the show

Footwear

Represented by the best in comfort wear: ECCO, TOMS and ECCO, DFD's footwear cluster offers everything from sports sandals to golf shoes and impacts fashion trends across the globe.

A special note from the special edition:

DFD joined Women in Travel Retail (WiTR)'s annual fundraising event in Cannes by donating raffle

prizes (LEGO, Aftershokz, Hydor Flask, Spy Optic products). The goal: to raise US \$16,550 for the Friends International charity.