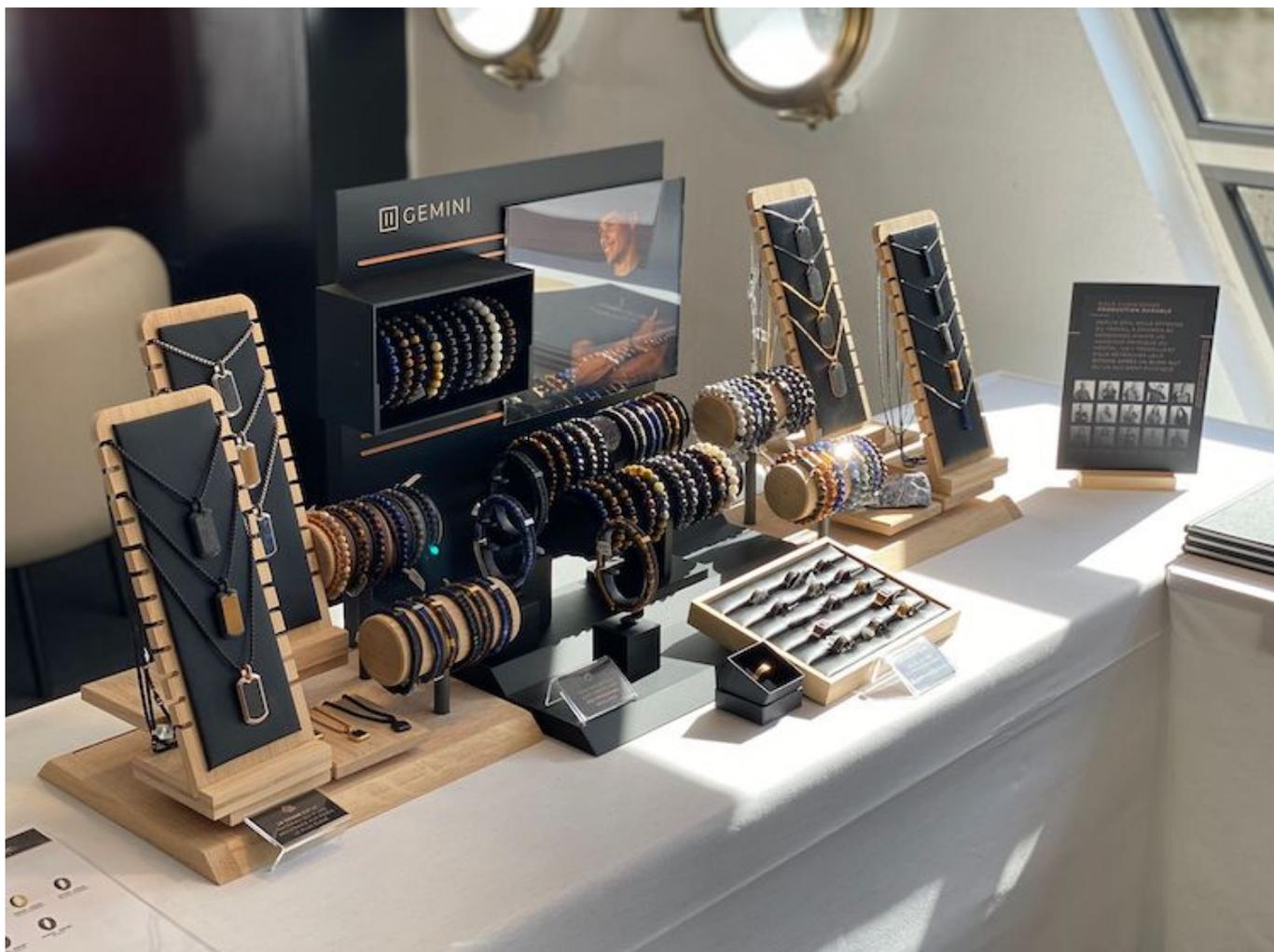


Gemini expands GTR presence with JES Travel Retail



Gemini is expanding its airport, cruise and ferry presence in global travel retail with JES Travel Retail

Belgium-based men's watch and jewelry brand [Gemini](#) has begun expanding its travel retail presence following a previously successful GTR launch within the inflight retail sector. In partnership with travel retail consultancy and agency office [JES Travel Retail](#), the tri-sector expansion will begin with the brand's presence at [IAADFS'](#) upcoming [Summit of the Americas](#) (SOTA). Gemini representation will also be present at TFWA Cannes. A presence in Singapore in May is under discussion with more information to follow, reads the press release. JES aims to facilitate connections with airport and cruise travel retailers across the Americas, with meetings at SOTA the first stop on the list.

The Gemini ranges include traditional and chronograph watches (42 millimeter to 44 millimeter), bracelets in Nappa leather, stainless steel, larvikite/leather combinations and bronzite stones.

The latter is a subcategory of the wider jewelry category that JES Travel Retail Owner Tim Jobber described as "significantly under represented for many years," in the press release.

The range also includes necklaces which has at its pinnacle the "Meraki Bronze necklace," a combination of an eight-sided natural stone set in a Japanese titan housing hung from a titan and steel necklace. Gemini is one of the only brands in the world to offer this type of Grade 2 titanium in

jewelry coupling hypoallergenic properties with “feather light” material, according to the release.

The merchandizing includes glass topped cabinets, tabletop displays for bracelets and bracelet/necklace combinations, and single category display units.

“Gemini represents a subcategory that we have been investigating prior to COVID as our research was consistently showing that the [men’s] jewelry offering in travel retail was greatly underrepresented. In Gemini we found a brand that offered classic, yet modern, designs coupled with the highest quality of manufacturing. Our client however realize the importance of retailer support and therefore we are pleased to partner with an international organization that invests significantly in superb marketing support,” said Jobber.