

## Jewelry brand L'azurde looks to GTR sector for growth via exclusive partnerships



[L'azurde](#), a brand focused on designing, manufacturing and distributing jewelry in Saudi Arabia and the Middle East, has earmarked the global travel retail sector for growth in 2023/24. The company will return to showcase its gold jewelry collections at the upcoming TFWA World Exhibition in Cannes this October.

Known for its 40-year heritage and expertise in gold and diamond jewelry collections, L'azurde aims to build on its impressive reputation for excellence and jewelry design innovation by working with more travel retail partners to tailor-make exclusive collections. In May 2023, L'azurde participated in the TFWA Asia-Pacific Singapore showcase where it secured a number of new business opportunities

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in Asia.

“I have seen an excellent response to the brand’s expansion plans in travel retail so far,” says Martine Larroque, Head of GTR. “The company has many years of vertically integrated product design, retail expertise and supply chain management. Travel retail is very much next on the agenda for growth. L’azurde’s latest collections have something for everyone – from airport retail to inflight and cruise retail.”

L’azurde has seen a healthy uptick in its post-pandemic sales and wants to capitalize on the company’s double-digit sales growth, which saw investments in e-commerce and an acceleration of the company’s transformation to sell modern and affordable jewelry with a higher margin of profit, appealing to a more contemporary consumer.

L’azurde offers a wide range of elegant, contemporary and exclusive jewelry collections. Known for its expertise in multiple gold carat offerings, the high-design crafted brand signature appeals to customers across the Middle East. Plus, L’azurde is finding new audiences in Asia and Europe, where the varied designs meet different tastes and jewelry for all occasions.

L’azurde has a strong presence in the Gulf region and the Middle East. The vertical operator provides a direct sales service to its customers in its stores located in the most prestigious markets and commercial shopping centers in Saudi Arabia and Egypt, in addition to the online shopping service through its e-commerce platform [Lazurde.com](https://Lazurde.com).

L’azurde will be showing at the TFWA World Exhibition in Cannes from October 1 to 5, at the L37 stand in the Red Village.