

Kurate International to spotlight Belle & Beau jewelry at TFWA Asia Pacific



Kurate will showcase Belle & Beau's travel retail exclusive stainless steel range at this year's event, as Kurate underlines its strength inflight via collaborations with leading airlines in the region. According to the team, jewelry trends in 2025 highlight bold, chunky designs

Watch and jewelry specialist Kurate International will introduce an updated Belle & Beau range at this year's TFWA Asia Pacific Exhibition in Singapore in May (Basement 2, F03).

Kurate is well established as a key fashion jewelry player in travel retail, offering accessible and stylish products through its popular Belle & Beau brands.

The spotlight at this year's TFWA Asia Pacific event will be on the Belle & Beau's travel retail exclusive stainless steel range, as Kurate underlines its strength inflight via collaborations with leading airlines in the region and looks ahead to further partnerships in the airport and cruise sectors.

Kurate International Key Account Manager Sharon Edwards Smith says, "We are returning to the TFWA Asia Pacific Exhibition with an offer which suits the needs of this regional market and its discerning customers.

"Jewelry trends in 2025 highlight bold, chunky designs and a resurgence of yellow gold tones, elements that are integral to Belle & Beau's new stainless steel range. Combining durability with high fashion, these pieces cater to travelers seeking great value items which can be worn on the beach, in the sea or pool, and still look great in the evening.

"Exclusivity, style and an increasing focus on sustainability; this is Belle & Beau going forward. Its first stainless steel range, which was launched in global travel retail last year, was tailored towards inflight. Its success has prompted a broader range, with the launch supported by a refreshed free standing display unit."

"We are thrilled to evolve our Belle & Beau display to highlight our exclusive stainless steel collection," Edwards Smith continues. "Not only does this shift align with current jewelry trends and consumer preferences, but it also reinforces our commitment to sustainability by reducing packaging."

Kurate International is ensuring the brand's prominence by dedicating one side of the FSDU to the stainless steel, waterproof, and tarnish resistant pieces. Prices start from £18 (US\$24).

The new collection is presented on a hanging display rather than in traditional boxes, enabling consumers to touch, feel and try-on pieces. "We think this is really important when it comes to converting a sale," Edwards Smith adds. The improved layout maximizes space with fewer facings, creating a modern, streamlined display that enhances customer interaction and showcases the stainless steel collection's standout features.

The Belle & Beau stainless steel collection features contemporary grey packaging with a dedicated stainless steel sticker, differentiating it from other sides of the FSDU and reinforcing the collection's premium, durable qualities.

The FSDU offers travelers four options to choose from: the stainless steel range, best sellers, permanent promotion and other travel retail exclusives, all perfect for impulse purchase.

Belle & Beau's travel retail exclusive stainless steel line

Designed for everyday wear, the stainless steel range features necklaces, earrings, bangles, anklets and gift sets, highlighting Kurate's commitment to versatile, durable designs that resonate with modern travellers.

The collection is tarnish-free, water-resistant, and crafted for all-day, everyday wear.







Consumers can wear the jewelry for longer and while reducing waste, the pieces, where possible, are made with recycled metals. Kurate International is also reviewing and improving packaging and presentation methods to suit customer needs and to meet the company's sustainability goals.

"Combining durability with high fashion, these pieces cater to travelers seeking great value items which can be worn on the beach, in the sea or pool, and still look great in the evening," Edwards Smith says.

She notes that a new gift-with-purchase (GWP) offer which further enhances the travel shopping experience, giving customers even more reason to choose Belle & Beau. Customers spending over £30 (US\$40) across the full Belle & Beau range will receive a luxurious grey jewelry box, perfect for organizing their treasured pieces. This offer will be available from Easter onwards, making it the ideal incentive for spring and summer travelers.

The stainless steel collection will also be available on a number of airlines through Kurate's partnerships with Gate Retail Tuifly & Chair, Tourvest Kenya Airways and South African Airways, ensuring wide accessibility for international customers.

"Kurate continues to innovate within the travel retail space, delivering stylish, high-quality jewelry while embracing sustainability and evolving consumer trends and we are looking forward to discussing the strengths of this range, and other developments we have in the pipeline, with current

and future partners at the TFWA Asia Pacific event,” Edwards Smith says.

She underlines Kurate International’s continued focus on affordable luxury as key to the company’s success in travel retail. “That focus will not change, nor will our ability to offer jewelry and watches that meet market trends.”