

# Lamy opens travel retail shop in Hainan



The Lamy travel retail shop in Hainan

Lamy in collaboration with local distributor Energetic Asia has announced the opening of its second travel retail shop at the Mixc Shopping Mall in Haikou, Hainan China on June 26.

After having opened Lamy's first travel retail shop concept in China at Shanghai Hongqiao Airport earlier this year, the company continues to develop the channel together with its local distributor despite the still difficult circumstances, says Lamy.

The 40-meters-squared Lamy shop marks the first Lamy Monobrand Shop in travel retail in China and is the continuation of its ambitious plan to strengthen its positioning and growth in travel retail globally and in the Chinese market in particular.

Christoph Klein, Regional Sales Director APAC at C. Josef Lamy GmbH said, "We are excited to have opened our second PoS in travel retail in China, implementing a sophisticated Lamy Shop concept especially designed for the Chinese market at one of the most important locations in Haikou, Hainan. We are looking forward to continue down our ambitious travel retail roll out plan for greater China and also globally to further strengthen our premium lifestyle positioning with strong partners at our side."