

Morgan & Oates will present new designs and old favs in Cannes



Aiming to increase selection and appeal to a wider market, Morgan & Oates added new colors to its popular beachwear collection

Following a successful year, Morgan & Oates is returning to TFWA World Exhibition and Conference (Med Village, P19) with a collection of new designs and top sellers. On the go: the fashion and accessories brand is gearing up for the change in season, embracing consumer interest in its winter line and growing key partnerships.

“This year has seen us continue to not only work with the world’s major airlines, but also focus on developing our business into airport shops and cruise ships. This new element of our business has been developing well and we are looking forward to increasing it next year with new stands and products,” comments Jeannie Archer, Consultant for Morgan & Oates.

A few of things that will be on display at Cannes this year:

- 50% cashmere + 50% silk products: this growing range will offer new designs, vibrant colors, geometric patterns and soft florals
- 10% cashmere + 90% cashmere products: the brand’s most popular category returns with new designs based on current and on-trend fashion colors
- 100% pure silk: most notably, the company’s large-size scarves are becoming more popular because of the number of ways they can be worn; due to the change up in style, the product is moving from seasonal to all-year-round and a niche to general market
- Lambwool stoles: originally launched in the Far East, with growing popularity, these products are now being rolled out in a variety of colors to appeal to the global market

- Cashmere: as one Morgan & Oates best-sellers, this range is receiving a fresh look through new designs and colors
- Beachwear: hello more new colors!