

Ted Baker launches SUN24 range in travel retail

Mondottica's Ted Baker eyewear collection is making waves in travel retail, with its SUN24 range now available in airports across the UK and selected locations in Southern Europe through partnerships with Avolta and Lagardère Travel Retail. The British brand's sunglasses are also featured onboard Brittany Ferries and Condor Ferries, as well as inflight with selected airlines.



The women's range features oversized, ultra-feminine shapes with 1970's-inspired glamour, incorporating earthy hues, pastels, softly gradated lenses, and a playful mix of seasonal prints. Standout styles include AMARA in Gloss Crystal Purple, CATRINA in Solid Black, and EVIE in Gloss Wine

Known for its quirky sense of humor and meticulous attention to detail, Ted Baker has been infusing its unique personality into its products since its inception in 1988. The SUN24 eyewear collection is no exception, showcasing forward-facing designs, bold patterns and high-quality craftsmanship.



For men, the collection offers luxe-look vintage styling with thicker profiles, strong bevelling, wide temples, and mixed metal details. Key pieces include GARRET in Gloss Black, ALFIE in Black, and BRET in Crystal Horn Cognac

Mondottica National Account Manager Travel Retail & Sunglasses Louise Porte emphasized Ted Baker's success and strong presence in travel retail, stating, "Ted Baker is Mondottica's best-selling range in travel retail and listed in airport stores, on ferries and inflight."

"This quintessentially British brand is famed for its quirky yet commercial fashion offering, top-quality design detailing, and distinctive use of pattern and colour to create exceptional, individual eyewear. Ted Baker eyewear is as inventive and original as it is upbeat and vibrant - just like the brand itself - which makes for a perfect fit in the travel retail channel."

According to Porte, Ted Baker's success in global travel retail can be attributed to its aspirational yet attainable positioning. "Traveling consumers can buy beautifully detailed, high-quality sunglasses from a desirable brand at an affordable price point, which is even more attractive in travel retail," she added. "The target market is a type of person rather than an age group and Ted Baker can be an entry level product in one retailer and an exit level in another."

The Ted Baker SUN24 collection is being promoted through a "Get lost in eyewear" campaign on social media, inviting customers to immerse themselves in the brand's distinctive style and personality.