

Travel Blue unveils two shop-in-shops at Incheon International Airport



A look at Travel Blue's presence in T2 at Incheon Airport with The Shilla Duty Free; at both shop-in-shops, Travel Blue brand ambassadors are on hand to advise customers on their selection

Travel Blue, a global leader in travel accessories, has opened bespoke shop-in-shop concepts with Shinsegae Duty Free and The Shilla Duty Free stores in Terminal 2 at Korea's Incheon International Airport.

This achievement marks a milestone in Travel Blue's global expansion strategy and solidifies its presence in the Korean travel retail market.

Coinciding with the relaunch of the operators' accessories departments, the prominent shop front spaces offer a complete travel products retail solution to satisfy the latest shopping trends and demands of Gen Z travelers.

At both shop-in-shops, Travel Blue brand ambassadors are on hand to advise customers on their selection. The range showcases innovative technology and design in essential travel items, including the new lightweight backpack collection, on-board luggage range and hot-cold water bottles, as well as neck pillows and essential multi-functional electronics, such as cables, adaptors and chargers. Travel Blue products have been available in Shinsegae Duty Free and The Shilla Duty Free stores since 2018.

"These new, highly visible Travel Blue zones are the result of an exciting collaboration and extensive negotiations with our Korean partners and demonstrate our ongoing growth and market leadership strategy," says Travel Blue Managing Director, Daniel Levin. "Our shop-in-shops optimize the travel products category, with high impact displays to engage shoppers and give easy access to high quality, functional products. The zones enhance brand recognition and attract a new customer base,

in particular Gen Z, establishing Travel Blue as a leading travel brand, not only in Korea but across the broader Asian market.”

Launched this year at TFWA Singapore, especially for Gen Z consumers, the Travel Blue backpack collection fulfils the diverse needs of modern travelers and consists of over 30 styles across three distinct ranges, Traveller, Executive and Every Day. Each range offers a variety of sizes and colors to suit different needs and preferences. The backpacks are functional, lightweight and affordable; prices vary between €59-€99 (US\$65-US\$108).

Also new this year is the luggage collection, which includes five styles (Deluxe Nomad, Luxe Wanderer, Summit Briefcase, Journey Jet and Adventure Pack) and comes in various sizes and up to seven colors. The carry-on hardshell cases are made from polypropylene, a strong, lightweight material that withstands the rigours of modern travel. Equipped with exceptional features, the cases are expandable, have embedded TSA® locks and feature double 360° reinforced spinner wheels and an easy-to-grip handle integrated into the shell. Affordably priced from €129-€169 (US\$140-US\$182), purchase includes a unique 10-year global warranty, reinforcing Travel Blue’s commitment to quality and customer satisfaction.

Travel Blue’s range of high-performance and reusable stainless-steel hot-cold water bottles is also available. Made from high-quality stainless steel with double-walled vacuum technology, the bottles keep drinks hot for up to six hours and cold for up to 12 hours. Strong, sturdy and lightweight, the bottles feature a screw top lid with a silicone seal and are offered in four retro colorways. The bottles comply with the highest safety standards.



The range showcases innovative technology and design in essential travel items, including the new lightweight backpack collection, on-board luggage range and hot-cold water bottles, as well as neck pillows and essential multi-functional electronics, such as cables, adaptors and chargers