

Victorinox expands Americas TR presence with four openings



Victorinox's branded corner at Punta Cana International Airport

[Victorinox](#) has expanded its Americas travel retail presence with the addition of four retail spaces across Latin America, including the brand's first branded corner in the Caribbean, at Punta Cana International Airport.

"The 15-square-meter space at Dominican Republic's busiest airport, in partnership with Duty Free Americas, opened in February," according to a press release. "The corner is located in the luxury area of the main store and showcases Victorinox's latest travel gear and watch collections, including the innovative Spectra 3.0 luggage line and the new Journey 1884 watch."

Marcos Zobel, Victorinox Sales Director Americas Travel Retail & Cruises, said, "On the back of a successful end to 2022, which saw us open three POS in the Americas, we're delighted to introduce Victorinox's lifestyle portfolio to travelers in the Caribbean. Establishing a presence in this key tourist region marks a significant milestone in both the brand's growth and our flourishing partnership with Duty Free Americas."

Joseph Falic, Duty Free Americas Vice President, added, "Our partnership with Victorinox continues to grow and we look forward to supporting the brand on its next phase of expansion in the Americas."

Punta Cana is one of the Caribbean's busiest airports and our retail offer provides a strong platform to build brands with a broad range of international travelers."

The Punta Cana retail space joins two recently opened shop-in-shops in Buenos Aires, Argentina – a watches corner at Ezeiza International Airport and a multicategory space at Aeroparque Jorge Newbery – and a travel gear corner at Ecuador's José Joaquín de Olmedo International Airport.