

Victorinox and Motta showcase strategic partnership at Tocumen Airport



The retail space is located in the Attenza Duty Free store at T2 in Tocumen Airport



This opening is the latest expansion in the collaboration between Victorinox and Motta, which has been instrumental in driving the brand's growth and building its multi-category credentials in South America

[Victorinox](#) and [Motta International](#) S.A. show momentum behind their strategic partnership in the Americas with the opening of a new Victorinox watches corner.

Located in the recently opened Attenza Duty Free store at Terminal 2 in Tocumen International Airport in Panama City, the premium, fully branded corner is the third largest dedicated watches space in the Americas and showcases the full Victorinox watches assortment highlighting its 100% Swiss made quality credentials.

The new Attenza Duty Free store covers over 1,000 square meters, and offers more than two hundred prestigious local and international brands across categories including fragrance, makeup, skincare, watches, sunglasses, wines, spirits and confectionery. The concept incorporates rich finishes, creating unique environments and a sensory experience with impressive visuals, aromas, flavors and textures that will delight its customers. The store integrates a design with state-of-the-art technology and lighting and the highest quality materials that reflect the essence of each of the brands that it showcases.

This opening is the latest expansion in the collaboration between Victorinox and Motta, which has been instrumental in driving the brand's growth and building its multi-category credentials in South America. Their joint footprint now sits at 12 points-of-sale across airports in Panama, Colombia, El Salvador and Ecuador, with a strong focus on watches and travel gear in particular.

The partnership has been strengthened through a number of joint pan-regional marketing initiatives aimed at driving recovery and growth in the watches category. Most recently, a campaign focused on building buzz and awareness around the I.N.O.X range, leveraging Motta's online and physical presence across five airports – Panama, Bogota, Quito, El Salvador and Nicaragua.



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"Over the years Motta has been an instrumental travel retail partner for Victorinox in Latin America, pioneering many of our first category corners in the region. The opening of our new watches corner in their fantastic new Attenza Duty Free store at Panama Tocumen is an important step in our partnership and will be instrumental in driving growth in our watch business. With further opportunities to explore, and huge potential to tell Victorinox's multi-category story to travelers in the region, Motta will continue to be a strategic partner with whom we look forward to further collaboration," says Marcos Zobel, Sales Director, Travel Retail at Victorinox.

"Having achieved a strong partnership with Victorinox, that has enabled continued growth for the brand in the LATAM region, we are delighted to expand our presence; featuring a new personalized space in our most recent success story: Our Attenza Duty Free flagship store, located in the recently opened Terminal 2 at Panama's Tocumen Airport. With this new launch we will reiterate our focus on consolidating Victorinox categories as a key part of our strategy. We look forward to conquering further expansion endeavours together," adds Roberto Perez, Luxury Division, Commercial Vice President at Motta International S.A.