

Victorinox to showcase cross-category innovations at TFWA Asia Pacific



The Victorinox Architecture Urban2 collection

[Victorinox](#) is set to showcase innovations from its watches, travel gear and fragrance categories at the [TFWA Asia Pacific Exhibition](#) next month, where the lifestyle brand will exhibit for the first time.

Victorinox Head of Global Travel Retail & Fragrances Sales, Gloria Dix, said, "Asia Pacific remains a critical and vibrant region for travel retail and one that offers many opportunities for Victorinox as a lifestyle brand. We are excited to exhibit at TFWA Asia Pacific Exhibition for the first time where we will showcase the latest novelties from travel gear, watches and fragrances – all of which have been designed with today's traveler in mind. China remains the epicenter of Asia Pacific travel retail and we believe that Victorinox's brand values resonate with Chinese consumers who value quality, functional and innovative products."

Architecture Urban2

The Victorinox Architecture Urban2 collection is a range of premium business bags and backpacks designed for modern commuters. The collection has expanded to include the Crossbody Bag and the Weekender.

"The bags provide high functionality, with 360-degree protection for electronic devices and refined organizational solutions for maximized storage volume," notes the company. "They have hi-density foam on the outside, secure stretch fabric inside the device compartment for additional protection and well-positioned zippers for practical handling. The bags come with an antimicrobial lining treated with SILVADUR™ technology to inhibit the growth of microorganisms, premium leather touch points for comfortable handling, and are highly water-resistant with excellent abrasion resistance."

The Victorinox Architecture Urban2 collection is inspired by the Swiss Army Knife and offers personalization options, with initials and names up to 12 characters engraved on an iconic Swiss Army Knife scale in the consumer's color of choice. The collection won the Red Dot Design Award, and comes with a global 1+10 years warranty.

Journey 1884

"The Victorinox Journey 1884 watch is inspired by Swiss hiking adventures, with a hand design replicating Swiss hiking signs and a dial featuring the rough texture of a natural hiking path. The watch is available in two versions, a sporty quartz and a sophisticated automatic, with straps made of paracord, rubber, leather, wood, and more. Made from recycled materials, the watch features a minimum of 50% to 90% recycled steel used in the production of watch parts."

The Victorinox Journey 1884 watch comes with a 5-year warranty.

Heritage For Her

Victorinox's feminine fragrance line, Heritage For Her, has been updated to include two new scents, Swiss Army For Her Apricot Rose and Swiss Army For Her Lilac Jasmine. Meanwhile, the bestseller For Her has evolved into the newly named Swiss Army For Her Ginger Lily. The trio of fruity floral fragrances are available in a 100ml Eau de Toilette and are vegan and cruelty-free.

"For Her Ginger Lily blends ginger essence with floral notes of Lily of the Valley, dogrose petals, and soft woods, creating an invigorating scent aimed at awakening the wearer's fire and spirit. For Her Apricot Rose is a summery-sweet fragrance inspired by an apricot-pink colored rose and the warm sun-drenched days on lakeshores. For Her Lilac Jasmine is a nostalgic scent blending tart wild blackberries, creamy lilac, sweet alpine rock jasmine, and enigmatic patchouli."