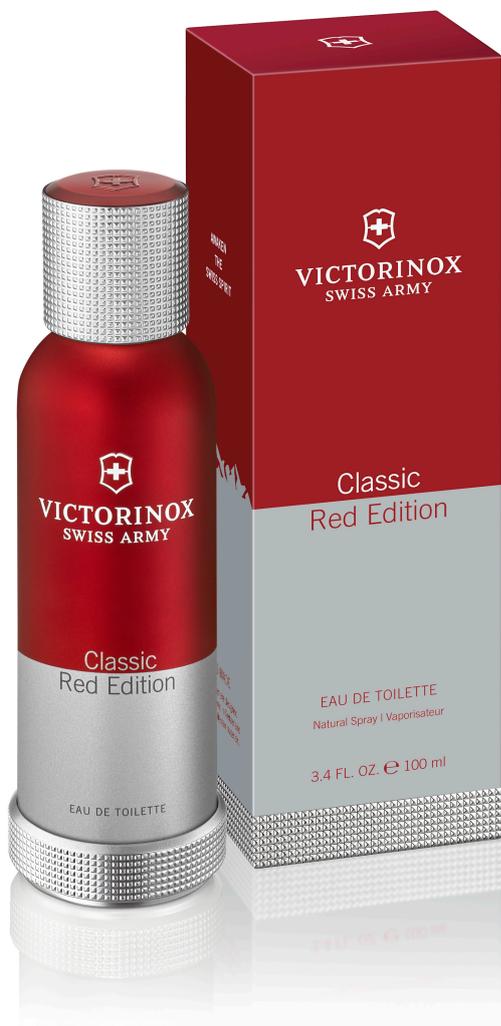


Victorinox to spotlight multi-category portfolio in Cannes



The Swiss Army Classic Red Edition by Victorinox

TFWA World Exhibition & Conference 2022 will see Victorinox reveal a number of new product innovations to its retail partners, furthering its multi-category credentials. These will be on show at the brand's new home at Bay Village 12A, where partners can experience the full breadth of the Victorinox offer in an environment paying homage to its deep Swiss roots.

"With recovery in global travel retail accelerating, it's crucial that travelers returning to our stores are met with a broad and diverse offer from brands they know and trust. The innovations Victorinox will showcase at Cannes demonstrate the continued investment across our portfolio and our commitment to building a strong multi-category business in collaboration with our retail partners," says Thomas Bodenmann, Head of Global Channels at Victorinox.

The Swiss Army Classic Red Edition

The Swiss Army Classic Red Edition succinctly reverts to its distinctive and aromatic-fresh olfactory 1

roots inherited from the legendary Swiss Army Classic scent. With a fruity-red hook it marks a progressive evolution that further defies convention – and redefines what it means to be a true classic. Paying aesthetic tribute to Victorinox, the Classic Red Edition packaging fuses the brand’s iconic red color with an elegant silver hue emanating from the Swiss Army Classic. To top off the tribute, the perfume cap and box feature the recognized “Alox” pattern from its famous Swiss Army Knives.

Created by the perfumer Coralie Spicher at Firmenich, one of the leading global fragrance Houses, the scent represents her curious and playful nature. The Classic Red Edition is vegan and cruelty-free and comes as a 100-milliliter Eau de Toilette. All Victorinox fragrances are Swiss made, from product development to production, using high-quality ingredients. Available in travel retail from October 2022.

 The watch pays tribute to its inspiration with a hand design replicating the Swiss hiking signs, a dial featuring the rough texture of a natural hiking path and a practical and sporty rubber strap

The Journey 1884 marks a new watch era

Inspired by the Swiss Alps the Victorinox Journey 1884 is the new companion that can be relied upon for hiking, adventuring and more.

The watch pays tribute to its inspiration with a hand design replicating the Swiss hiking signs, a dial featuring the rough texture of a natural hiking path and a practical and sporty rubber strap. The Swiss Army Knife, a standard item on hikes, is evoked in the counterweight of the second hand.

In addition, the case features strong shapes and curves and the notch at 6 o’clock on the bezel looks as if it has been carved out by a sharp pocketknife. The industrial roots of the brand are reflected in the finish of the case, in the engraved material code, and the founding year 1884 proudly presented on the bezel.

ISO certified for shock and water resistance, every watch gives its owner maximum freedom during any activity, whether they are wearing the sporty quartz or the sophisticated automatic version. The latter takes inspiration from an urban lifestyle and city travel. It offers a prominent tri-dimensional architectural dial paired with an elegant ceramic bezel echoing modern city skylines.

And because even urban explorers long for the “real” outdoors, the automatic version features the color of yellow. Available in travel retail from November 2022 in selective markets including cruise channels, with global rollout in Q1 2023.



The full range consists of three carry-on sizes, a medium and a large suitcase

The Airox Collection

With the introduction of the Airox collection in 2020, Victorinox offers easy travel with lightweight, yet robust suitcases – perfect for the demands of shoppers in travel retail. Made of 100% resistant polycarbonate, the collection has passed the highest testing standards within the industry. Light, high quality and stylish, these suitcases are set to surprise customers once again with their rich and timeless new colorway – Victorinox Red, Silver and Black. The iconic Victorinox Red represents the brand’s DNA and its Swiss Army Knife heritage, and is complemented by two equally strong new colors.

Thanks to the Butterfly Opening System with two divider walls opening toward the outside, it is possible to pack both sides of the suitcase without mesh panels getting in the way. Once packed and ready to go, customers can expect an enjoyable and relaxed journey. Comfort and stability are provided by the lightweight telescopic monopole handle system, engineered by Victorinox.

Additional features are a further testimony to the high level of functionality that is characteristic of Victorinox. They include a Travel Sentry® Approved recessed combination lock and an Access Lock Combination Recovery Program. The Airox collection is the luggage of choice for leisure travelers, who put lightweight, quality, and state-of-the-art functionality at the top of their agenda. In 2020, the collection received the renowned Red Dot Design Award, honoring outstanding product design.

The full range consists of three carry-on sizes, a medium and a large suitcase. Like all Victorinox Travel Gear products, the Airox collection offers a global 1+10 years warranty and will be available in travel retail from Q1 2023.