

Long Haul Spa appoints TR Partners to lead business development



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Led by its founder Vincent McDermott, Long Haul Spa has appointed TR Partners to manage business development opportunities in global travel retail for the brand's collection of natural skincare and wellness products. The move is designed to accelerate the company's interest in growth in travel retail.

Since its launch in travel retail in late 2019, Long Haul Spa has made a significant impression in its beauty category, winning several high profile awards including TRB's consumer-voted Travel Retail Award for Best Skincare, Haircare, Bath & Body Product, DFNI's Asia Pacific Award for Best New Beauty Product and DFNI's Frontier Award for Beauty Product of the Year.

In October 2020, The QDF Factor at the Virtual TReXpo, selected Long Haul Spa as a grand prize winner, securing a six-month listing with Qatar Duty Free, a valuable three month high profile promotion at Hamad International Airport in Doha and a US\$50,000 multi-media advertising campaign with The Moodie-Davitt Report.

"Vincent and I have been speaking about working together for a number of months. The events of October - winning the TRB Travel Retail Award, DFNI Frontier Award and The QDF Factor at the Virtual TR Expo - resurfaced those conversations.

Now is the right time for us to bring TR Partners into the fold to lead our business development charge, marrying the opportunities that are presenting themselves and its many years of global travel retail experience,” says Christine Keeling, Founder of Long Haul Spa.

"TR Partners is thrilled to be representing Long Haul Spa in developing its global travel retail footprint. We share Christine's vision for the brand and are delighted to partner on bringing Long Haul Spa's fabulous range of efficacious, award-winning products to retailers and their customers in all regions and channels," adds McDermott.



Designed for travel of all kinds, the Long Haul Spa collection features skincare products and personal protective kits to promote health & wellness and combat “maskne”

The Long Haul Spa collection includes luxury skincare products and personal protective kits designed for travel, regardless of the type of journey - in the car, on the train, across the water or in-flight at 5,000-ft.

While TR Partners focuses on account management and business development, Christine will concentrate on establishing new formulations in the product range and sourcing beautiful and natural ingredients that are both ethically and sustainably produced. Upcoming launches in early 2021 include several exciting wellness innovations such as skin-kind & effective hand sanitizers and “maskne” remedies, as well as a range of Antipodean bath and body care.