

Swiss fragrance brand Gisada to debut at TFAP



The Gisada fragrance assortment features distinctive scents for women and men

[Gisada Switzerland](#) will present its luxury fragrance portfolio to travel retail customers at the 2023 [TFWA Asia Pacific Exhibition & Conference](#), in line with the company's objective to grow its presence in the channel and expand further within the region.

"Representing modern elegance combined with Swiss quality, the Gisada fragrance assortment features distinctive, in-demand scents for women and men, composed using ingredients of the highest quality," explains the company.

"At the Singapore show, the focus will be on the Prestige collection with Ambassador Men and Ambassadors, and the Luxury collection with five very special fragrances."

Since its creation in 2013, Gisada has steadily grown its business, benefiting from a strong presence in leading European perfumeries such as Douglas, Marionnaud, Manor and Import Parfümerie. Last year the house partnered with Hanse Distribution to handle its travel retail business across all channels. In-flight listings to date include Emirates, Virgin Atlantic, Lufthansa, SWISS, Air Baltic,

Condor and easyjet. Gisada is also present at Munich and Tel Aviv airports, in collaboration with Eurotrade and JR-Heinemann.

"We are excited to exhibit at TFWA Asia Pacific Exhibition & Conference for the first time and showcase the bestsellers of our Prestige fragrance collection in addition to our Super Premium Luxury collection," said Gisada CEO, Sadulla Ademi. "Travel retail remains a gateway to the world, and going forward will play a key role in terms of our distribution, reputation and brand awareness, as we progress our strategy of growing our international footprint around the globe."

He continued, "The Singapore show provides an exceptional opportunity to showcase our extensive fragrance portfolio, and highlight our premium brand identity. Travel retail is the perfect channel to target different customer groups and allows us to drive awareness and demand through both offline and online platforms. We are very encouraged by the regional recovery and see excellent growth potential for our business in Turkey, the Arabian Peninsula, China, Japan, Indonesia and Malaysia."

Gisada Switzerland will be located at Stand 2-G15, Basement 2 at the TFWA Asia Pacific Exhibition in May.