

Duty Free Dynamics boosts portfolio with four brands



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Duty Free Dynamics Corp, the distributor of lifestyle brands across the Americas travel retail channel, has extended its portfolio with the addition of four new brands.

DFD has been appointed as the master franchisor of Lego toys for the whole Americas region. It is the first toy brand in DFD's portfolio.

The roll-out strategy will be based on the opening of Lego monobrand stores in selected airports, border shops, free zones, cruise ships, inflight and Caribbean stores throughout the region, in cooperation with DFD's local partnering operators. These plans will be complemented with shop-in-shops and other types of personalized brand presence.

DFD will enter the electronics category with Aftershokz, a brand of headphones that incorporate a new technology based on bone conduction. They are said to deliver unparalleled sound without the

need for plugging or covering them.

Joining DFD's current outdoor product portfolio, consisting of Fjallraven backpacks and outdoor wear, Osprey backpacks and Eno hammocks, will be Hydroflask, a leader in insulated bottles.

In addition, DFD has announced the launch of Toms, the famous California brand of casual shoes, best known for its line of Alpargatas (espadrilles).

Toms is also recognized for its "one for one" program, which helps in providing shoes and other services to people in need.

Nicolas Dobry, CEO of Duty Free Dynamics, said: "We are thrilled to partner with these exciting new brands, help them land in the Americas travel retail channel and at the same time bring an innovative offering to our partnering operators across the region."

DFD will be present during the upcoming Summit of the Americas, where it will be showcasing its whole brand portfolio, including these new additions (Booth number: 211).