

# CabinZero announces Denz Van der List as new Global Travel Retail Sales Director



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CabinZero has appointed Denz Van der List as Global Travel Retail Sales Director.

Van der List, who previously worked as International Sales Director for TR at Cabeau, will attend the TFWA World Exhibition and Conference in Cannes in October with the CabinZero team.

The appointment represents CabinZero's continued drive to further its position in the travel retail market, following two new airline listings and its recent collaboration with the Victoria & Albert Museum in London.

Van der List said: "I am thrilled to be appointed as the Sales Director for Global Travel Retail at CabinZero.

"Following the company from its introduction in Cannes, when I received one of its backpacks at the Frontier Awards, I've been very excited by its growth.

"CabinZero travel retail exclusive products and its commitment to ongoing development and innovation throughout the product range gives me the enviable job of helping to develop the brand through the travel retail channel."

The company, which specialises in high-quality, travel-focused backpacks, has developed quickly in travel retail and the wider market since its foundation in 1993 as CEO Neil Varden's solution to an "adventure-proof backpack".

Van der List says he hopes to bring his experience developing a brand across all the sectors of travel retail to bear in his new role.

"CabinZero has affordable, fashionable and luxury travel items," he enthused.

"Above all, they are items that people want to own and start to use as soon as they see them. I think the company is a perfect fit for travel retail and I'm greatly looking forward to the opportunities that lay ahead for us."