

# Travel Blue poised to unveil new mobile accessories brand

Travel Blue Group is planning to unveil a new mobile accessories brand at the TFWA Asia Pacific show in May.

The travel accessories specialist aims to tap a US\$24 trillion segment of the global market targeting tech-savvy millennial consumers.

The product range will include Bluetooth headphones, wireless chargers, cables, power banks and electrical adaptors packaged and priced specifically for tech-savvy consumers, the company said.

The brand will be launched at the TFWA Asia Pacific exhibition in May (Stand number: G1).

“This new brand will be a major addition to our brand portfolio and is aimed specifically at consumers who know what they want, have an innate understanding of contemporary digital lifestyle requirements and will not settle for second-best,” said Travel Blue Executive Director Jonathan Smith.

“They are uncompromising but principled, individualistic but responsible. However, they are also now part of the managerial class and are therefore self-confident and free-spending, yet understand the importance of work-life balance. The best descriptive term for them is Digital Natives; they are totally at home with this technology... they’ve got it right,” he added.

The brand name will be revealed at a later date.