

WiTR partners with TUMI to celebrate International Women's Day



Designed as a networking session and celebration, "A Woman's Voyage" will also feature a demonstration by TUMI

Women in Travel Retail ([WiTR](#)) is teaming up with [TUMI](#) to host an event at the luggage brand's Regent Street, London, store on March 8 to celebrate [International Women's Day](#). The event is open to both members and non-members of WiTR.

The event named "A Woman's Voyage" will start at 5 p.m. with drinks and canapés. Designed as a networking session and celebration to honour "the power of women and the journey they take to succeed," TUMI will also host a demonstration to showcase its packing techniques and new women's collection: Voyageur and 19 Degree.

As a highlight of the evening, a surprise motivational speaker will take the floor and offer insight into the path to success.

Attendees are encouraged to enter a business card draw for a chance to win various prizes; and will also be treated to a 20% discount on TUMI products. Gift bags will be available at the close event.

"Travel retail is a key strategy for us, being a travel lifestyle brand designed for the global citizen. Just the day before traveling, customers will have packed their suitcase or bag, so the experience will be top-of-mind, and presenting a qualitative offer and showcasing TUMI at the airport is key.

"This season is the relaunch of TUMI's beloved women's Voyageur collection, boasting recycled materials within its core designs. With a redesign that focuses on versatility and enhanced functionality, we are reintroducing key styles in on-trend nylon materials; and with this in mind, are delighted to be partnering with WiTR for this event, coinciding with International Women's Day.

Any organization that allows a group of people to get together and feel confident to swap ideas, network and debate in an industry that is so synonymous with TUMI, is worth supporting," says Alex Wilson, Brand Director, TUMI.