

Purple organizes tree-planting drive for company-wide reunion



The Purple team at Bintan Island in Indonesia

Coinciding with the TFWA Asia Pacific Exhibition & Conference last week, integrated retail marketing, design and communications agency [Purple](#) gathered in Singapore as a complete 40-strong team for the first time since the global agency group was formed in 2020.

At the exhibition, Purple played a key role in helping its travel retail clients make an impact among key industry stakeholders. This spanned the designing and building of exhibition stands; showcasing of new activation and permanent retail concepts; hosting of workshops and press events; and handling more than 30 media engagements across its roster of public relations clients.

According to the company, following the show, the "Purplers" set sail on a short ferry ride to the nearby Indonesian island of Bintan for an off-site meeting. Based at the desert-themed glamping resort, ANMON, the diverse Purple Nation of 12 nationalities came together to enjoy an action-packed agenda, commemorating the occasion by planting over 200 mangrove trees in the intertidal zone of the Sebung River, supporting local coastal protection, biodiversity and carbon sequestration.

Olivier Grometto, a Managing Partner at Purple, said, "Recognizing and celebrating what has been achieved by this tremendous group during the past three years apart was made incredibly special by this moment as one together. This extraordinary, shared experience has strengthened the fundamentals of our business - talent, relationships and co-creation - as we continue to build on our mission of Purpling the World sustainably."