

# Heinemann Australia launches luxury resort wear brand Camilla at Sydney Airport



The Camilla pop-up at Heinemann Sydney

[Heinemann Australia](#) has launched Australian luxury resort wear brand [Camilla](#) into airport duty free at its Sydney Airport store through a new pop-up activation. This is Heinemann's first major fashion launch since it unveiled its new premium and luxury space and brand offering in Sydney Airport's international terminal.

The pop-up features Camilla's new 'Amore Mio' return-to-travel collection, which evokes the romance and luxury of an Italian summer through the brand's signature vibrant prints. The collection showcases a collaboration with The Leading Hotels of the World, which represents some of the world's most iconic luxury hotels including Hotel Santa Caterina on the Amalfi Coast and Villa Cora in Florence, both of which have been reimagined as limited edition hand-painted prints for the collaboration.

This latest listing and major brand launch signifies Heinemann's sharpened focus on the fashion and accessories category, including Australian brands, in Sydney Airport's international terminal and in its soon-to-be-opened domestic terminal department stores. Australian fashion brands and designers have been gaining increasing international recognition with a strong presence during Paris and New York fashion weeks.

"We are delighted to be bringing homegrown Aussie brand Camilla to Sydney Airport for the first

time,” commented George Tsoukalas, Heinemann Australia Managing Director. “Local products have always been a key pillar in our strategy to deliver a unique, relevant and exciting shopping experience for our customers. We can’t wait to shine the spotlight on more homegrown brands as we expand our footprint in the region.”

“There isn’t a more perfect stage for our return-to-travel collection than Sydney International Airport, just a short drive away from the birthplace of Camilla in Bondi Beach,” said Camilla Creative Director & Founder Camilla Franks. “The Heinemann team shares my passion for inspiring travelers and bringing beautiful destinations to life and I am thrilled that we are embarking on this journey with them.”

The pop-up was officially opened with a celebration at Sydney Airport featuring media and social media influencers. Heinemann Australia is supporting the brand launch with a promotional campaign, including prominent placement on digital screens in-store and social media giveaways, that runs until the end of October. Camilla will also be showcased in Heinemann’s upcoming department stores as part of its Australian brand assortment once they open later in the year.