

THOMAS FALCY TALKS ABOUT TRAVEL RETAIL

kipling
Live.Light



Our success story started in '87 in the heart of the fashion capital Antwerp, Belgium with the iconic crinkled nylon bags.

Today Kipling's well-known bags and accessories are available in 436 stores in 80 countries around the world and can be found in more than 7500 shops including the best department-stores, and kipling.com. and 310 TR locations worldwide. These locations are well balanced between our different regions and cover airports (45%), Cruise and Ferries (35%), Downtown DF (14%), Border stores (5%), Diplomatic & military stores (1%).

Kipling as a brand has changed and reinvented itself.

With its casual vibe, they attract the millennials and empower people to go their own way.

We design handbags, Luggage, Backpacks and Accessories that inspire mobility and lighten your life.

*We asked **Thomas Falcý**, Sales Director – EMEA Distributors & Global Travel Retail, about the future of Travel Retail and the part of Kipling in it.*

How is the travel retail business nowadays?

Travel is increasingly integrated into our way of life. Thus, TR is becoming more important in terms of business but also in an omnichannel brand visibility strategy and tomorrow probably in an omnichannel sales process. Millennials represent a strong share of passengers (+50% and growing), so it's crucial for brands to adapt their offer and communication.

Airports are a fantastic platform to showcase and recruit new consumers.

People travel for work, leisure and ultimately go on a trip to discover the world. And we have exactly what it takes to find the perfect bag companion.

Our TR business grew significantly over the past couple of years and while we are strengthening our business base we are also building our ambitious future.

How is the change of the brand affecting the travel retail business?

Kipling's TR approach is completely in line with the new brand Creative Vision. TR seems to be the perfect playground to express Kipling Live Light. It's all about being casual, in movement, juggling while targeting our collections to a younger consumer, who travels more and more in a global world.

This brand changes and the new Creative Vision are also making of Kipling an inclusive brand and that's what we need in an airport environment. Try to picture the PAX mix in an airport with various genders, age groups and nationalities. With such large diversity, being inclusive is a must. We need to address our collection to the largest number of passengers.

In light of this, we are now completely unleashing Kipling potential in Travel Retail.

What is your focus this year?

This year is about setting the foundation of our Global TR business. We are aligning our strategy globally to be more consistent and relevant during the consumer journey. Travellers are global and so are the consumers.

Concretely, this means that we are aligning our product offer in TR with Asia, EMEA and Americas. We will, of course, keep some local specificities. Our GTR strategy is to be globally consistent and locally relevant.

We also see the importance of exclusive products/ranges. We developed 12 exclusive TR SKUs as part of our core TR range, mainly backpacks and totes for now. We are working on exclusive products for some countries and airports (i.e. London airports and Rio de Janeiro airports).

This is exactly how the locally relevant approach is key to us.

What is the future for travel retail?

As mentioned before we are now building our GTR business. It will take a few seasons before being fully aligned, we will then have to ensure our TR assortment lives well and allow us to grow as we want. Also, we are considering opportunities to open Kipling mono-brand stores in Asia (we already have 6 in China mainland, HK and Singapore).

In addition, we are looking for new channel opportunities such as inflight, where Kipling would be perfectly relevant.

From a global perspective, we have strong ambition to keep growing in this sector. There are regional customs that will require strategic adjustments, but our ambition is to grow a strong and consistent presence of Kipling in Travel Retail worldwide and ultimately to offer our customer a unique Kipling experience during their journey.

Come and visit our stand in Cannes TFWA – Stand RE7 – Riviera Village

For more information please contact alicia@presentagency.com or olivia@presentagency.com.

kipling.com