

# As a first time exhibitor, Rodenstock initiated global expansion at TFWA '19

By **Laura Shirk** on October, 22 2019 | Fashion, Bags & Accessories



During the show in Cannes, the luxury sunglasses brand showed off its timeless style via its Readers line and Retro collection

First time exhibitor, Rodenstock, is celebrating a successful week at TFWA World Exhibition in Cannes earlier this month.

The sunglasses brand arrived at the show riding a wave of excellent domestic growth and double-digit growth in the travel retail market in the year to-date. Now a series of positive discussions have set the stage for Rodenstock's global expansion within the travel retail market.

As Rodenstock builds on its existing successful partnerships with well-known and high-profile retailers such as Dufry and China Duty Free Group, deals have been reached for a double-digit number of new doors to open across the market. Additionally, the brand has reflected on its recent launch at Hudson US.

Petra Eckhardt-Koestler, Head of Travel Retail, explains: "We had an excellent time as a first-time exhibitor at the TFWA World Exhibition in Cannes. The show was the perfect showcase for our products, which provide a new vision of style, which the travel retail market was very excited to discover.

Our booth provided us with a fabulous location to build on our existing standing within the market, following our debut at the Singapore show earlier in the year."

During the Cannes show, which was the first time exhibiting under the Rodenstock banner, the company showcased a selection of models from its latest collection and demonstrated how its products perfectly combine timeless style with state-of-the-art technology. Visitors to the booth were particularly excited by the Readers line and Retro collection.

As a global player in the luxury accessories world, Rodenstock offers a combination of in-store

excellence with multi-brand POS and a variety of social media campaigns and staff training options to strengthen both the brand and its retail partners within the market.

Following meetings with new and existing industry partners in Cannes, Rodenstock is now planning for new marketing initiatives to come in 2020, including pop-up stores and high-level campaigns.

“Our discussions [at TFWA 2019] opened the door to a number of very exciting new opportunities and developments to come in the next year, which will help secure our growth within the travel retail sector and on the world stage,” Eckhardt-Koestler adds.