

B+D Eyewear posts solid growth in the Americas

By **Hibah Noor** on March, 22 2019 | Fashion, Bags & Accessories



On show at the Summit of the Americas will be B+D's updated Digital range, presented in six colorful combinations

Despite a mixed business environment in the Americas, B+D enjoyed another successful year in travel retail throughout the region.

Consolidating its status as a supplier to duty free operator Dufry in every continent, B+D gained new listings in Seattle, Detroit, Newark, Las Vegas, Minneapolis and Salt Lake City in the US.

In addition, the company placed its readers and sunglasses in the Canadian airports of Toronto, Vancouver and Calgary.

B+D has also gained new listings at the DFA stores in Atlanta and Miami.

Roberto Crom, CEO of B+D, said: "Our efforts have been well supported by International Brand Builders Inc (IBBI), who give us great backup looking after our brands in US, Canada and the Caribbean. They have done great work all year ensuring that the merchandising of our products and

our displays is totally correct in all the places where we are selling. They are also following up with training events for sales staff and regular sales visits and we can see that the results have been excellent.'

Katherine Patch-Sleipnes, President, IBBI, commented: "B+D is a great company to work with. They have innovative and eye-catching eyewear that appeal to our traveling consumers. Once we gain entry, sell through is strong, and this is important to develop a brand in the travel retail channel. We are looking forward to sharing the new models and focusing on our best-sellers to continue our success and further expand."

B+D has also enjoyed strong sales in Central America and the northern part of South America.

Crom added: "This year we have really developed our relationship with Motta Internacional and we have been able to build sales in their Attenza stores in Bogota, Quito, San Salvador and Tocumen Airport in Panama."

At this year's Summit of the Americas, B+D aims to continue supplying the best readers and the best sunglasses in their price category.

Crom concluded: "We will continue to provide our classic sunglasses line which is successful year after year, along with some new additions to our Solskin range. Our classic readers again will be offered along with the Loop variation, for the fashion-conscious who like to try a new model every year."

Also on show in Orlando will be its updated B+D Digital range, now presented in six colorful combinations.

The glasses, which filter blue light from digital devices and provide UV 400 protection, were designed for millennial consumers but are suitable for all ages, he noted.