

## Breo brings classic pop art to Cannes

By **Hibah Noor** on September, 6 2012 | Fashion, Bags & Accessories



Funky lifestyle company breo is exhibiting for the first time at this year's TFWA World Exhibition (Blue Village, Stand H1) where it will be showing its full range of watches, sunglasses and accessory products. Highlighted will be new colors and



travel retail exclusive additions to breo's Classic watch collection, along with the Roam Twist and two brand new innovative lines, details of which will be announced soon.

The Classic watch combines contemporary design with a range of colors that extend from eye-popping to more understated, subtle tones. Offered at a highly competitive price, ranging from US\$20-\$50, the Classic has a soft rubber and wrist hugging strap design which makes it extremely

comfortable to wear. In Cannes, breo will be adding a cool Pop Art line, with two models exclusive to travel retail, and new on-trend colors including berry, red and mint. An awesome watch that offers all the right style, fashion and function angles covered, the Classic is now listed by Thomas Cook, Thomson, Ryan Air, Easy Jet, Virgin, Kenya and Qantas from September.

Also on show will be the Roam Twist which is aimed at the 'Tweenie' market. Offered in five colors (black, blue, pink, lime and purple), the Twist offers the same quality as the standard Roam Elite head (5ATM), with the addition of a band look to appeal to the younger consumer.

In just three years breo has taken the in-flight market by storm with more than 180 listings on 87 airlines worldwide primarily for its Go range including Roam Elite, Bangle, Venture 3in1, Curve 3in1, Pure and new Roam Twist and Classic Curve watches and sunglasses. Priced at US\$20-\$50, the Go range has proved perfect for airlines - offering a fun and stylish watch at great value for money. The company is now looking to build its ground shop business, particularly for its breo Style range of watches which retail from US\$50-\$100 and include the Zone, Orb 10, Binary, Trak, Polygon, Zen and Venture 4in2 collections.

"We're absolutely thrilled to be exhibiting here at TFWA World Exhibition; it's an absolute must do event in the travel retail calendar and is vital in us introducing our range to retailers as well as launching our new collections both to existing and potential clients," says breo Global Travel Retail Controller Alison Fishwick. "We're a young company with big ideas and believe we offer a unique portfolio to travel retail. We're flexible and ready to create formats which work for specific clients - for example, we know that in Asia airlines are looking for higher price points and so we can offer watch multipacks to meet their specific needs."

Alongside the watch range breo will also be showing its sunglasses range, available in six different styles, each in numerous color-ways and with its distinctive soft touch rubber finish. In addition breo will show its unique new travel exclusive travel speaker which is compatible with the iPod/MP3 players and smartphone, and range of earphones.

Stand contacts will be Alison Fishwick and Paul Widdop.

