Designed to fly: Anatomie ready to take-off in travel retail

Honored as one of IAB's brands to watch for in 2020, Anatomie is ready to accelerate its presence in travel retail and preview its Travel Essentials line at Summit of the Americas – A Virtual Experience

As it prepares to exhibit at the upcoming Summit of the Americas – A Virtual Experience, Anatomie, luxury travel leisurewear brand, is targeting travel retail expansion with its "designed to fly" clothing collections.

Founded in 2006 by husband and wife, Shawn and Kate Boyer, Anatomie products combine high functionality with the finest materials, centered on a contemporary style, unique designs and innovative features for the active consumer. The brand works exclusively with easy care, breathable performance and stretch fabrics, which eliminate the need for dry cleaning an ironing.

Anatomie is the first and only apparel brand recognized by the *Forbes Travel Guide* and was honored as one of IAB's brands to watch for in 2020. The brand's products have been available on several cruise ships since 2019 and the company is ready to accelerate its presence in global travel retail.

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Founded in 2006 by husband and wife, Shawn and Kate Boyer, Anatomie product lines combine high functionality with the finest materials and center of a contemporary lifestyle; the brand's omnichannel strategy puts the brand at the center of the luxury travel world

"We've been servicing the high-end traveler with our stylish, lightweight products for over a decade via distribution at five-star hotels and now we want to develop a presence in key airports as part of the Anatomie experience.

Accompanying the travel retail customer throughout their journey is integral to Anatomie's approach. Our omnichannel strategy puts Anatomie at the center of the luxury travel world, from golf shops and private jets to five-star spas, resorts and high-end boutiques," comments Kate Boyer, CEO, Anatomie.

Simplifying the travel experience

On the product side, Anatomie will be highlighting its versatile year-round Travel Essentials line and packing cube capsules via its virtual booth at Summit of the Americas.

The Travel Essentials range includes jackets, vests, pants and jersey tops in a variety of colors that can be used as business attire, cruise and resort wear, golf apparel and safari clothing.

Anatomie travel pants, weighing only 0.45 pounds, come with a lifetime guarantee. They are cut and crafted with expert precision to flatter every woman's body type and feature built-in UPF 50+ protection.

The ultra-light packing cube, available in colors such as gold, red, white and black, aims to simplify the way consumers travel. Each cube holds up to eight rolled up Anatomie clothing pieces and takes

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up minimal space in carry-on luggage.

Available in a wide range of colors, Anatomie’s ultra-light packing cube simplifies the passenger journey and holds up to eight rolled up brand clothing pieces

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Anatomie will also preview its new retail fixture towers, including small and large grab and go island concepts, which are available now for travel retail roll out.

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“Now more than ever, travel retail needs innovation and we believe that Anatomie has what it takes to become the gold standard in the travel retail apparel category. Consumers love our brand and we know that we have the traveling audience in our pocket, so travel retail is a natural extension of our current business.

The pandemic has resulted in new spaces and opportunities, which we have a chance to capitalize on and become the go-to company for business partners and consumers,” adds Boyer.

Check out the following YouTube video showing the Packing Cube concept in action: https://youtu.be/kroOkFUYKQs

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