

DFD expands luxury brands portfolio with the introduction of Bally



Offering a travel retail assortment for men and women, Bally designs exquisitely crafted leather goods and accessories and continues to remain a market leader in the category

Duty Free Dynamics, major regional distributor of world renown premier lifestyle brands within the Americas' travel retail channel, has announced the addition of the Swiss luxury brand Bally to its portfolio.

DFD has been successfully managing luxury brands, as exemplified by some of the widely recognized luxury watches in its portfolio, such as Oris and Frederique Constant. Now expanding its luxury lineup with its new product category: Leather Goods & Accessories, DFD is introducing Bally's full line of products, being distributed throughout the travel retail channel of the entire Americas continent.

To ensure ultimate visibility, Duty Free Dynamics' overall strategy is to establish Bally stand-alone boutiques and shop-in-shop concepts in the most prominent locations, while in some cases it will adapt to the operators' available spaces to create unique and personalized environments.

Founded in 1851, Swiss luxury brand Bally started with a vision to design exquisitely crafted footwear₁

in the finest leathers and continues to remain a market leader in the category. The craftsmanship ingrained in Bally's DNA is confidently displayed through leather work and advanced fabric printing techniques in shoes, bags and accessories that keep fueling the brand's growth.

Bally's travel retail assortment for men includes shoes and accessories such as crossbody bags and wallets, which provide a casual but sporty look featuring the iconic Bally Stripe branding. The collection also includes belts, designed to offer an elegant look for formal occasions. For women, stylish tote bags, handbags and shoulder bags are available in practical silhouettes, in addition to Bally's iconic, square Janelle buckle shoes.

"DFD's partnership with Bally represents an important breakthrough in our ongoing business development strategy to grow our luxury brands portfolio. We are excited to have started this journey with Bally, as its remarkable trajectory and world-wide recognition certainly promises a huge potential in the Americas' travel retail channel," states Gregory Secret, Category Manager for Leather Goods at Duty Free Dynamic.