

## **Duty Free Dynamics expands brand portfolio across product categories**

By **Laura Shirk** on September, 17 2019 | Fashion, Bags & Accessories



Offering optimal design and precision, DFD's flagship product category recently added the FREDERIQUE CONSTANT brand

As a Master Franchisor of premier lifestyle brands for the Travel Retail Channel of the Americas, Duty Free Dynamics (DFD) continues to grow by focusing on expanding their non-traditional product categories. At this time, DFD is proud to introduce its most recent additions to the Electronics, Footwear and Watches categories.

Along with California's TOMS, widely recognized for its products, as well as, its philanthropic leadership, DFD incorporated the TEVA brand into this category. Grand Canyon's TEVA is currently impacting trends worldwide with its signature sport sandals.

DFD's flagship product category recently added the FREDERIQUE CONSTANT brand. Defined by optimal design and precision, these classical Geneva watches target enthusiasts sensitive to reasonably priced high quality, while keeping up with personal preferences and trends.



“In 2019, DFD re-structured its team with the creation of a new position: Brand Manager / Business Developer (BM/BD). This new internal structure allows us to increase the integration of new brands in each category of its portfolio. Our goal is to offer the trade a comprehensive range of brands per category, with complementary products covering different segments of price points,” notes Nicolas Dobry, CEO, Duty Free Dynamics.

Our team will be hosting clients and potential partners at the Cannes Travel Retail Summit, where DFD will be showcasing its complete Brand Portfolio. Located directly across from the Palais des Festivals, our ample showroom includes a private suite to host meetings in a relaxed atmosphere.

To learn more about DFD or to book a meeting in Cannes, between September 29 - October 4, please contact [marketing@dutyfreedynamics.com](mailto:marketing@dutyfreedynamics.com)