

Morgan & Oates brings sunny new designs to Orlando

By **Mary Jane Pittilla** on March, 11 2019 | Fashion, Bags & Accessories



Morgan & Oates' Sunburst Orange cotton sarong can be tied in different ways

UK-based accessories specialist Morgan & Oates has announced its return to the 2019 Summit of Americas (Booth number: 920).

The company is working closely with Katherine Sleipnes and her team at International Brand Builders, which is managing the American and Canadian markets.

This year at the show, Morgan & Oates is focusing on the expansion of its collection of wraps, scarves and beachwear to airport shops, cruise ships and ferry lines, along with border and diplomatic shops.

As one of the largest suppliers of textiles to worldwide airlines, the company sees the expansion into ground shops as a natural extension to its increasing business with airlines.

Aiming to capitalize on the success of its new beachwear range and inspired by exotic climates, Morgan & Oates will be highlighting cotton beach sarongs in bold, bright floral prints and colorways.

The capsule collection of seven pieces is made from soft breathable cotton, and can be tied in different ways.

The beachwear range features the new silk beach tunic, which was well received at the 2018 TFWA World Exhibition and has been carried onboard airlines including Emirates, KLM, Asiana, and Lufthansa.

For ground shop buyers visiting Orlando, Morgan & Oates is offering the silk tunic in new options, featuring a bright tropical sunburst design or a more delicate floral in light greens and purple inspired by the English countryside.

Using only natural fibers sourced from expert suppliers around the world, including cashmere, merino wool and silk, Morgan & Oates will additionally showcase its successful collection of wraps and scarves, all exclusive to travel retail.

New designs and colors have been added to the best-sellers, offering a varied collection that includes high quality cashmere made in the UK to light silks printed by skilled craftsmen in Kashmir. Scarves are available for both men and women, with colors, styles and prints to suit all.

Selling exclusively to travel retail, buyers can benefit from a unique product with excellent margins, the company said. Priced for impulse and gift purchasing, collections are presented in inflight packaging, while hanging packs and display stands are available for ground and ship shops.

Quality and innovation are key to Morgan & Oates' business and the company believes strongly in personal relationships with clients, according to Sales Director Worldwide Kevin Galbraith.