

Tintamar appoints agent for South America

By **Hibah Noor** on March, 4 2014 | People



Tintamar announces the appointment of Gina Graf as its travel retail sales agent for South America.

Gina Graf brings to Tintamar over 18 years of experience in international travel retail with a proven track record of brand development for major companies including Godiva, Kipling and Majorica in Latin America.

Reporting to Edith Petit, President Tintamar, Graf is tasked with developing sales opportunities for the French accessories brand in airports and cross-border stores in South America, establishing partnerships with retailers and operators and implementing the brand's growth strategy across the region.

Sales in North America and Europe will remain under the direct control of Edith Petit and responsibility for Asia, Middle East and Oceania rests with Vincent Allard.

Petit commented: "Tintamar has grown rapidly in Europe and Asia since its launch in 2003 and now it is the turn of the Americas to enter the spotlight. We are already listed on several airlines in the Americas and in South America we have distribution through Motta Internacional in Panama as well as the Colombian domestic market. We believe Gina is the ideal person to take Tintamar's innovative bag concepts to a whole new audience of beautiful, busy people."

Tintamar, whose ethos is 'Fun, Fashion Functional and Free-minded', creates intelligent daily bags to make life easier and more colorful for women of every age and every culture.

A native of Peru, Graf is now based in the US and will join Petit at the IAADFS Duty Free Show 10-12 March. Graf can be contacted at quest1804@aol.com or tel: +1 404 966-6002.

