

Hi-tech Myme brand targets Generation Z

By **Jas Ryat** on July, 9 2018 | Technology





Premier Global Trading’s travel retail focus is to establish trendy tech accessories brand Myme into a household name synonymous with electronics

Introduced in duty free in 2014, Premier Global Trading President Elizabeth Taylor sees a robust future for electronic accessories brand Myme in both listings and sales for the Americas’ region as the brand is finally getting the recognition in the channel that she has been working towards

Premier Global Trading President Elizabeth Taylor, who is known for representing major global brands for the sale and distribution of their products throughout the Americas duty free and the Caribbean is excited about the soon-to-be-launched Myme range extension, Myme U, as in University.

Myme offers a full range of distinctive electronic accessories for travel or everyday use. Compatible with most equipment, they include items for Apple MFI certified products and android products. “We are not in the business of selling products – at Myme we sell programs,” says Michael Volovitz, Myme President of Sales & Business Development. Taylor adds, “We can customize programs specifically to the needs of each of our retail partners, maximizing sales by designing link-sell complimenting products to engage the consumer.”



Myme offers a full range of durable, contemporary electronic accessories for travel or everyday use at affordable prices

Myme has the advantage of several different ranges to create programs with. Taylor believes the brand is a perfect fit for travel as the Myme, Myme-Fit, Myme Unity and Fifo ranges offer wireless earbuds, sweat-proof cables, water-resistant speakers, dual and triple USB port chargers, cables galore, the NewCooling Towels, traditional items and new innovations.

Myme, is recommended for people on-the-go who are looking for value and immediate solutions. Fifo targets consumers on a budget by offering smart and trendy convenience items.

Also perfect for entry into the travel segment, Taylor is excited about the soon-to-be-launched Myme range extension, Myme U. Myme U targets Generation Z with its slim, contemporary design and sleek feel.

Taylor believes the brand is finally getting the recognition and brand awareness in duty free she has been working for. Some of the brand's accomplishments have been under the travel industry's radar. However, Myme continues to make strong and steady strides in domestic markets in the USA, Europe and Middle East. "Sometimes it's just a matter of time and repetition for the retailers to see a brand enough in the media, communication and tradeshow before they embrace it," she says.

Industry trend

As an industry trend, the electronic accessories category and the Myme brand are moving into USB Type-C products and moving away from Micro USB. This adaptation is important as compatibility with the majority of electronic devices is key. Consumers are looking for multi-functional and interchangeable products. Accessories are following suit. Myme delivers on this.

The Myme advantage

Taylor emphasizes that Myme has a competitive edge with its value pricing, high quality packaging, and displays. As a privately owned company, Myme is flexible to adapt to market changes quickly, keeping the brand ahead of the curve by creating or updating products as new technologies emerge. This is relevant in the fast-paced electronics category, notes Taylor.

Taylor explains although the electronics accessories category is very competitive, Myme is price-driven and stands out as a premium product in its category. “The quality of the brand is superior with a premium sound and look at affordable prices. We stand up to the bigger brands,” she states. Retail price points range from US\$8 to \$30.

Attractive and smart packaging identifies features and specs in up to six different languages on every package with “how-to-use” photo features as well.



Myme designs custom displays to work with retailer specifications and engage with potential customers

Displays are made to order and can be customized by the retailer to resolve any space issues by tailoring displays from counter tops to floor stands to entire walls. The displays are brightly colored, some with cascading lights and ensure high visibility and strong call-outs.

Cruise ships are another major factor in Myme's success story. The retail area onboard newer ships has grown 20-30%, and travelers are clearly looking to enhance their shopping experience onboard.

The strongest growth channel for Myme has been cruise ships. Taylor notes, "While we look forward to expanding our presence there, we have also begun pursuing other channels more aggressively. With the number of independent operators in travel retail having significantly decreased over the years, connecting with the right retailer is essential. Last year's ASUTIL Show generated a lot of interest in Myme in the Latin American region and we are keen to develop new opportunities and open new territories there."

Taylor's main focus right now is to develop brand awareness throughout the industry, and is working hard to make the Myme name synonymous with electronic travel accessories. "It is just now coming into its own with brand recognition and people in travel retail are starting to recognize the name with the product."

Myme is constantly launching new and innovative duty free offerings, and the brand has the flexibility for quickly adapting to the ever-evolving tech accessories world. "We are a great partner and fit across all retail channels for duty free," concludes Taylor.