

Denizen's flying start in China and India

By **Jas Ryat** on February, 11 2019 | Fashion, Bags & Accessories



DENIZEN Double Happiness bracelet Air China and Hainan Airlines.jpg Denizen's Double Happiness bracelet is now available on Air China and Hainan Airlines

American travel-inspired jewelry brand Denizen is kicking off 2019 in a festive way onboard three major Chinese carriers.

The listings, secured via China Sales Group, are timed with the Lunar New Year celebrations.

Passengers onboard Air China and Hainan Airlines can share travel memories with the unisex Double Happiness bracelet. The listing targets traveling couples – the brand's main customer segment – who often collect and wear matching bracelets.

China Southern is celebrating the Sichuan mascot, the Chengdu panda, with a more upscale feminine piece: an 18ct rose gold-plated pendant embellished with a pink cubic zirconia.

"Our presence onboard these three major airlines is a milestone for our development on the Chinese market and in Asia in general," said Estelle Baumann, Duty Free Director, Denizen.

"We designed these symbols as popular lucky charms for Chinese New Year and Valentine's Day. Our original patented concept is about map cut-outs but considering the Chinese don't necessarily relate to their nation as a whole, rather cherishing regional roots, we are working on pieces depicting local

landmarks for upcoming summer listings."

In other news, Denizen has made its debut in India. The India collection launched in January with Mumbai Duty Free at Chhatrapati Shivaji Maharaj International Airport.

The line of rhodium-plated stainless steel bracelets and necklaces sports the brand's signature map cut-outs in popular colors, priced from US\$49 to US\$59.

"We are very pleased with our prime location right in the heart of the fashion area of Terminal 3," said Baumann. "And we are glad to witness strong engagement with staff wearing their colorful promotional bracelets.

"2019 is a meaningful year to give India its own Denizen collection as the nation celebrates the 70th anniversary of the Republic and the 150th anniversary of Gandhi's birth. Mumbai is our entry door to 'incredible India' and we are already discussing with other airport locations to create their exclusive collections."