

Málaga Airport welcomes the addition of TOUS

By **Laura Shirk** on October, 23 2019 | Fashion, Bags & Accessories



Strengthening its European travel retail presence, TOUS adds a sixth airport location within Spain and brings to life a growth plan that includes the coexistence of retail stores and travel retail points of sale, wholesale and e-commerce

TOUS, the Spanish jewelry and accessories leader in the affordable luxury sector, has opened a standalone store at Málaga-Costa del Sol Airport. The opening brings the brand's total number of boutiques in Spanish airports to five.

The 60 square meter store features a spacious, open layout for customers to easily navigate. Furniture includes a new self-service tower, which displays jewellery. The store offers products from TOUS' travel retail-exclusive jewellery and leather goods collections as well as the brand's regular lines.

With over 700 stores in 54 countries, TOUS is present in five continents. As an omni-channel global brand, this latest opening is part of the growth plan that includes the coexistence of retail stores & travel retail points of sale, wholesale and e-commerce. Within Spain, TOUS has stores at airports in Barcelona, Madrid, Valencia, Bilbao and now Malaga. The company plans to increase its number of airport boutiques over the coming months.

In 2018, TOUS filed consolidated net profit of US\$30.3 in a year characterized by international growth: two out of every three TOUS stores are now outside of Spain.

End-customer sales totaled US\$517 million; +4.5% growth compared to 2017. The brand invested US\$61 million throughout the year, an increase of approximately

+15%. Top of the list: innovation, brand development & the construction and renovation of stores.

The company also experienced steady growth in the online channel with its firm commitment to digital transformation, omnichannel retailing and service flexibility. E-commerce sales climbed +43% in comparison with the previous year and the brand started selling in five new countries, growing the number of countries where its products are sold online to 19. This powered the online channel to become the company's third-largest market in sales figures, just behind Spain and Mexico, accounting for 8% of global revenues.

All of the brand's product categories experienced growth, with fine jewellery sales accounting for 67% of total sales – up +4.4% on the previous year.