

Tous targets Asia Pacific travel retail expansion

By **Hibah Noor** on May, 7 2019 | Fashion, Bags & Accessories



American actress Emma Roberts is the new face of jewelry brand Tous

Spanish affordable luxury jewelry and accessory brand Tous is returning to TFWA Asia Pacific exhibition for the fifth consecutive year ahead of several key new travel retail openings in the region (Stand number: F26).

These planned openings build on the brand's record sales in 2018, which were boosted by 30%

growth in the travel retail channel.

Tous is partnering with major duty free retailers in China to push its expansion in travel retail this year. A major development for the brand in China travel retail is the opening of a new standalone store, scheduled for the second half of this year.

The burgeoning South Korea duty free market will also be a priority, with the brand set to open more shop-in-shops with key travel retailers in the region.

At TFWA Asia Pacific, Tous will showcase its Spring/Summer 19 jewelry collection. Inspired by the longevity of a jewel, the collection focuses on the origins of the jewelry profession and the creation of lasting pieces that are kept, restored, repaired or inherited and are enjoyed over and over again by generation after generation.

The SS19 line features jewelry made from pearls, rose gold vermeil, gold vermeil and sterling silver.

Highlights include the Straight Collection, which aims to unite urban, ethnic and cultural tribes and groups through the use of gemstones, and the Tartan collection, combining craftsmanship and new technology such as 3D printing and meticulous manual enamelling.

Other collections include the Mabe Pearl, a yellow gold collection that revives a jewelry classic, and the Falla, described as a bold silver collection featuring pastel colors, based on nature and paradise.

New brand ambassador

In a bid to attract younger consumers, Tous recently unveiled 28-year-old American actress Emma Roberts as its new face. Roberts has nearly 13 million followers on Instagram and has appeared in films such as Adult World, We're the Millers and Nerve.

As a global brand, Tous is present in more than 50 countries with more than 700 stores. It aims to be the most desirable and successful affordable luxury jewelry brand in the world.