

## Smart new Davidoff travel humidors released for holiday season

By **Mary Jane Pittilla** on November, 2 2018 | Spirits & Tobacco



Davidoff's new travel humidors feature lightweight materials, a smart tray, and innovative welding techniques designed to lock in humidity

Davidoff has introduced two new Davidoff travel humidors - a Business version and a "Davidoff of Geneva since 1911" Stores Exclusive.

The humidors feature lightweight materials, a smart tray engineered exclusively for keeping cigars protected as well as innovative welding techniques designed to lock in humidity.

They include a two-way humidity device by Boveda to ensure cigars are kept at their best for up to 45 days.

Claire Richert, Product Innovation Manager Accessories at Oettinger Davidoff AG, said: “With the Davidoff Travel humidor, we not only reinvent the way cigar aficionados can bring cigars on their travels, we also do it with Davidoff’s iconic elegance and style. By expanding the line and partnering with Boveda, we offer aficionados the best, most convenient and protective solution for traveling with cigars.”

The Business model features knitted jacquard fabric in a reinterpretation of modern tweed for a stylish and elegant look. Equipped with a handy, black leather strap, it aims to exude the formal elegance of a business suit.

The “Davidoff of Geneva since 1911” Stores Exclusive humidor is a tribute to the Davidoff of Geneva stores and cigar lounges.

It is inspired by the “cosy, sophisticated and modern atmosphere aficionados experience in these destinations of choice”, the company said.

The beige Tuscany fabric and the brown, recycled bonded leather are designed to evoke the comfortable lounge chairs, while the orange fabric accents add a stylish twist.

These limited and numbered travel humidors are only available in Davidoff of Geneva stores across the world.

Both models will be launched globally starting in October 2018.