

After a successful debut at TFWA, Havaianas plans major travel retail expansion



With Asia Pacific a vital market for the leading flip flop brand, Havaianas plans to increase its existing 31 travel retail outlets in the region to 50 by the end of next year

After celebrating a successful debut week at the TFWA World Exhibition in Cannes, Havaianas, the world's most famous flip flop brand, is eyeing a rapid expansion in travel retail. The team welcomed a large number of visitors to its stand to explore the brand's iconic Brazil flag flip flops alongside new additions to its You St Tropez and Brazil Slide lines. Both buyers and visitors were pleased by Havaianas range of products.

Led by a 10-square meter pop-up, which opened at Changi International Airport in early December, the vibrant Asia Pacific market is a key focus of this movement. In May, the company will return to the

TFWA Asia Pacific show in Singapore to exhibit for the second time, with Havaianas planning to open seven new travel retail outlets in the region before the end of 2020.

Guillaume Prou, President EMEA, Havaianas, says: "Our travel retail business is a huge part of Havaianas' strategy going forward. This brand is perfect for travelers, as our product is both a travel essential and a stylish gift that fits into any case. Asia Pacific is a vital market for us and we aim to increase our existing 31 travel retail outlets there to reach 50 by the end of next year.

The TFWA World Exhibition was the perfect launch pad for the next phase of our growth within this sector. The reaction to both the brand and our products has surpassed all of our expectations and we're excited about our plans to develop within this sector in the coming year."