

As 2019 comes to a close, Rodenstock ends the year on a high note



In addition to a long list of worldwide openings, this year, Rodenstock has been particularly successful with its P'8531 CDFG Special Edition sunglasses model

With almost 30 new openings this year across Asia, EMEA, North America and Latam, Rodenstock's Director Global Retail Eyewear, Petra Eckhardt-Koestler, notes that the result reflects the company's commitment to the sector. Working closely with retail partners to offer top quality product supported by in-store marketing campaigns, the team engages directly with the traveling consumer.

This year, Rodenstock has experienced extensive openings in China including airport, downtown and border stores. Furthermore, particularly successful over the last 12 months has been the P'8531 CDFG Special Edition sunglasses model, with only 500 pairs sold in locations including Guangzhou, Haikou, Manzhouli and Cambodia.

Eckhardt-Koestler comments: "Working with retailers to offer exclusives and special editions created for them is crucial in this competitive market. The P'8531 is the best-selling sunglasses model from Porsche Design and the special edition sold extremely well."

In EMEA new locations have been opened in a number of airports with Dufry, while across the Atlantic, business is beginning to take off in the Americas. Coming up: new openings in Canada and the US will expand Rodenstock's footprint in the Americas travel retail sunglasses sector. Describing Dufry as a "superb partner", the Director is looking forward to further developing business.

As a bonus, the team walked away with two awards: the DFNI Sunglasses Product Award & the Travel Retail Consumer-Voted Award for the Best Sunglasses/Eyewear Product. "This has been an exceptionally good year for Rodenstock and we would like to thank all our retail partners for their support and belief in our brands. Here's to an equally fantastic 2020," she adds.