

# Coccinelle features SS2020 collection and seasonal dress code in Cannes



Promoting fun in the sun, Coccinelle brings its summer collection to the TFWA World Exhibition and Conference

Coccinelle featured its Spring/Summer 2020 collection at the TFWA World Exhibition and Conference last week.

Made up of two lines: *Music is in the air* and *Ready for vacation*, the collection is inspired by famous female rockers and the Mediterranean lifestyle, respectively.

Based on popular shared experiences: the reactions to good tunes and the feelings of summer love, *Music is in the air* is inspired by musical icons Carly Simon and Lou Doillon and influenced by the soft-rock genre. The collection showcases decorative studs, gilded brass guitar pick clasps & natural leather shoulder bags in dark tones.

Switching to vacay mode, *Ready for vacation* expects to take shoppers to the beach (à la plage) and re-create sun and sand moments. Described as pure happiness, the brand's season dress code is coordinated, in sync and includes a couple of new bag styles that feature shoulder and cross-body straps. The latest additions: the Marvin bag is available in soft suede and the Florence bag is made from coco print leather. In addition to the new products, the range consists of icons such as the Arlettis, Ambrine and Zaniah, which have been updated with a rainbow python print.

Emanuele Mazziotta, Commercial Director, Coccinelle, shared: "Travel retail will continue to be considered a pivotal channel in Coccinelle's global expansion and growth." As part of its overall marketing strategy, the team recently introduced Coccinelle in the inflight business to expand its offering and generate brand awareness.

The exclusive inflight collection capsule is comprised of two models: a mini Arlettis bag and a mini cross-body bag, which offers versatility in the form of a classy clutch or functional wallet.

Currently, Coccinelle has 170+ travel retail doors worldwide in key locations and onboard the latest

cruise ships.