

DFD introduces Champion to its apparel brand portfolio



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Duty Free Dynamics, major distributor of world-renowned premium brands within the travel retail channel, is pleased to announce the addition of the Champion brand – leader in sports apparel since 1919 – to its portfolio.

As an exclusive partner for the Travel Retail Channel of the Americas, DFD will now distribute a select assortment of Champion core products including the legendary Reverse Weave Sweats, widely recognized for its perfect execution, among others. This collection also features other Champion's best-sellers such as the Classic Heritage shirt and the Jersey Jogger.

To ensure ultimate visibility, Duty Free Dynamics' strategy is to establish Champion stand-alone boutiques in the most prominent locations and shop-in-shop concepts within the travel retail channel, while in some cases it will adapt to the operators' available spaces to create unique and personalized environments.

"We are excited to announce our partnership with the iconic Champion brand. This addition to our apparel line-up continues to provide our retail operators with lifestyle products that inspire confidence, inclusiveness and commitment. Champion is an authentic brand that is fully in line with the attitude of consumers who seek that distinctiveness for both, every day and sports activities," states Jason Restrepo, Category Manager, Apparel, DFD.