

# DFD welcomes Manduka to its portfolio



Manduka is a lifestyle brand acclaimed for its collections of mats, clothing and accessories for the practice of yoga



Duty Free Dynamics (DFD) is pleased to announce the introduction of Manduka, a brand acclaimed for its collections of mats, clothing and accessories for the practice of yoga, to the lifestyle category of its brand portfolio.

Manduka was founded on the idea that a better yoga mat could make a world of difference and that the practice can encourage a more positive outlook on the world, all while creating responsibly sourced products that would minimize environmental waste.

Designed by yogis, this concept evolved into a wide range of innovative yoga products for many different practices and preferences. Built with passion and precision and loved by teachers and students worldwide. Practitioners of all levels can experience and share the transformative power of yoga.

DFD is a leading one-stop partner for international brands within global travel retail, providing business models and services that add value to brands and retail operators alike. The company is proud to represent Manduka across the GTR landscape.