

Duty Free Dynamics and Samsonite expanding their partnership in travel retail



Samsonite line extension covers all aspects of function and fashion

Panama based Duty Free Dynamics (DFD) has announced the extension of its partnership with luggage manufacturer Samsonite. The expansion will combine DFD's reach with Samsonite's line of travel products, to create a formula of success in the travel retail channel of the Americas. This also reflects DFD's ongoing strategy to develop global brands while adding value.

Samsonite continues to offer innovative designs to cater to the growing number of travelers wanting a combination of fashion and function.

Initially only focused on Samsonite's core category of luggage, DFD has now expanded to the brand's complete product portfolio of bags, backpacks and briefcases, all the way to travel accessories such as neck pillows, luggage scales and packing sets.



American Tourister, a brand part of the Samsonite Group, adds a young and fresh feel to attached a younger demographic

This expansion also includes other brands part of the Samsonite Group: "American Tourister", featuring stylish hardside and softside designs and "Xtrem", with a young audience for this brand's urban, school and work styled backpacks, handbags and accessories.

For more information, please visit Duty Free Dynamics website <https://www.dutyfreedynamics.com> or contact Alejo Lopez de Armentia and Jason Restrepo, Business Developers / Brand Managers of the Travel Gear cluster: alejo.armentia@dutyfreedynamics.com, jason.restrepo@dutyfreedynamics.com