

FRAAS to introduce new point of sale scarf concept at Cannes



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FRAAS - The Scarf Company will return to the TFWA World Exhibition (Red Village K29) having posted a 30% jump in turnover in the past year.

This increase is thanks to new customers gained throughout Europe in the cruise, air and airport sectors.

FRAAS customers in the travel retail sector include Princess Cruises, Minoan Lines, Tallink, Aeroflot, China Airlines, Lufthansa, Swiss and, most recently, AIDA Cruises.

"The past year has been very successful for our company. The increase in turnover and acquiring numerous new customers is the result of hard work from the FRAAS team and also highlights the demand for fashion accessories in the industry," said Christian Rührschneck, Head of Global Retail, FRAAS.

"Our worldwide travel retail presence continues to grow, but we know there is still so much more room for opportunities for FRAAS. The fashion accessories category is full of potential, and we want to be the ones to show it to the travel retail buyers."

This year, visitors to TFWA World Exhibition will experience FRAAS' new Signs of the Zodiac collection, centered on personalized gifting.

The campaign, titled 'Follow your lucky star with FRAAS', includes a POS game where customers are invited to spin the wheel for a chance to win a personalized Zodiac scarf.

With 12 designs (one for each Zodiac sign), each scarf comes in a printed gift box. The scarf comes with a card that reveals their star sign's strengths, weaknesses, lucky numbers, and colors.

FRAAS will also be highlighting its ABC of the Universe collection, which puts learning, respect, solidarity, mindfulness and maximum individuality in focus.

"We have scheduled the Follow your lucky star with FRAAS campaign in Nuremberg and Munich airports and look forward to its proven positive impact with travelers. The presence of FRAAS at the POS is sure to significantly improve both the travelers' shopping experience, our brand awareness and basket sales," said Rührschneck.

Hannes Koch, FRAAS Travel Retail consultant, added: "FRAAS is not just a product; we offer a 360-degree concept that helps to emotionalize the POS and turn travelers into buyers. This is the key to a modern and innovative shopping experience in travel retail."