

Rodenstock applauds Virtual Travel Retail Expo

Global eyewear specialist, Rodenstock, says that it is absolutely delighted with the results of this year's first Virtual Travel Retail Expo, organized by The MoodieDavitt Report. Described as having deepened existing relationships and created positive new partnerships, Rodenstock considers the online event a success.

"The whole team was extremely impressed by the professional approach of this virtual travel retail event. We saw a lot of traffic during the week and, for us, it was a very good event with excellent attendance, informative webinars and very good meetings," shares Petra Eckhardt-Köstler, Director Global Retail, Rodenstock.

The company notes that meetings were split between pre-arranged and spontaneous requests throughout the week. Alongside meetings, the team says that it was most impressed by the quality of the webinar sessions - particularly the interviews with the CEOs of Dufry and Lagadère.

Despite an incredibly difficult time for the industry, Rodenstock is confident that the event has enabled it to gain new partners for when recovery begins, with positive conversations across all territories and channels. For example, new business has since been confirmed with Rouge Duty Free in Grenada.

The Rodenstock virtual stand highlighted both Rodenstock and Porsche Design sunglasses brands with interactive content giving visitors insight into the latest collections, innovative concepts and sales and marketing initiatives to support travel retail operators.