

Rodenstock brings iconic designs to Moodie Virtual TR Expo



Taking on the role of Silver Partner for the travel retail industry's first online expo, Rodenstock will look to capture the attention of shoppers returning to the market

Global eyewear specialist Rodenstock will be a Silver Partner for the first ever Moodie Virtual Travel Retail Expo. Offering an exciting opportunity to bring the travel retail market together following a challenging several months, Rodenstock and Porsche Design lines will showcase their latest models at the Expo.

Rodenstock's virtual stand will feature market-leading and trend-setting designs from its own-name line and the popular Porsche Design brand. The company will also take this opportunity to launch a new Porsche Design Iconics collection, with the goal of capturing the attention of shoppers returning to the market.

"The last few months have been an unprecedented challenge for the travel retail market and it will be wonderful to bring the industry together again at an event like the Moodie Virtual Travel Retail Expo.

This chance to engage directly with existing suppliers and colleagues, as well as capturing the attention of new and potential partners will be the perfect way to begin building our industry back toward growth. It will also give us a unique opportunity to craft our own virtual showcase on our stand at the Expo and bring our brand's message to life for all to see.

The sunglasses sector is a key piece of the travel retail puzzle and both Rodenstock and Porsche Design have new and stylish designs which will thrill shoppers as they return to stores," says Petra Eckhardt-Koestler, Director Global Retail Eyewear, Rodenstock.

The travel retail industry's first online expo will offer industry delegates the chance to visit from their home desk and view product launches, as well as browse digital and video brochures and take part in online private meetings.

"People from across the travel retail industry need to come together and share plans, ideas and innovations, as we look to put our market back on track. This Expo will be the perfect time to do that – and it will be good to catch up with friends again, while showcasing the latest from our market-leading brands," concludes Eckhardt-Koestler.