

SKYlink takes toys to a new level



Cheers to success: The SKYlink team showcases its brand portfolio at TFWA World Exhibition, Cannes

The SKYlink GmbH team, retailer for luxury goods and premium products, hosted a breakfast for *Americas, Asia, Gulf-Africa Duty Free* during TFWA World Exhibition in Cannes to showcase the strengths it brings to duty free. The German based retailer works with all of the major airport operators, airlines, ship and ferry retailers.

The global channel distributor says it has very high expectations for FAO Schwarz - whose New York store first became famous in the 1988 American fantasy comedy film *BIG*, starring Tom Hanks. Listings have already been secured with DFS in 10 of its Galleria stores and negotiations are in process for a number of key airport and cruise ship locations.





With a flagship store opening in Beijing, China, earlier this year and London and Dublin openings scheduled for October 22 and 30 respectively, the potential for the FAO Schwarz experiential toy brand in global travel retail is clear

Barry Fitzpatrick, managing director, SKYlink said: “We were delighted when FAO Schwarz approached us to represent them in global travel retail. This is a brand whose belief in experiential marketing is perfect for the channel; and while other toy suppliers have fallen by the wayside in the face of ecommerce competition, FAO Schwarz is going from strength to strength.”

Earlier this year, FAO Schwarz partnered with Kidsland, China’s largest toy distributor and retailer with almost 200 stores; while a 27,000 square feet flagship store opened in China World Mall, Beijing.

“The opportunity now to expand the international footprint of FAO Schwarz in travel retail is just perfect,” continues Fitzpatrick. “The brand offers everything from plush stuffed animals to the walk-on piano keyboard that featured in the *Big* film and both are key products within the range that we’re offering to travel retail. We’ve selected a core line of around 30 items that reflect the DNA of the brand with some really eye-catching merchandising and display mechanisms that enable retailers to build a truly experiential offer for travelers.”

Listings commence with DFS Galleria in time for the Christmas campaign at outlets in Cambodia, Hawaii, Hong Kong, Macau, Singapore and Vietnam. The range on offer will include Robotic Robotosaur Mini, Bumper Car Set, Flip Stunt Rally, Vintage Bluetooth Musical Microphone, Phantom Racer Trike, Plush Bear Soldier, Construction Set and more.

“At SKYlink our modus operandi is to offer a portfolio of brands that stands apart from others available at retailers. FAO Schwarz is a perfect example of this and we’re very excited about the potential for this historic and iconic brand in travel retail,” concludes Fitzpatrick.