

# New Skross travel adapter scales the heights of retail



The new Alpha by Skross travel adapter has a presence in Tech & Fly shops in Spain and Belgium operated by Crystal Media

Premium travel adapter Alpha by Skross, launched in May at the TFWA Asia Pacific fair in Singapore, is now available at several renowned flagship department stores in Europe's biggest cities.

Featured in the brand's Smartech shop-in-shop concept for high-end department stores, Alpha by Skross can be purchased in stores including Selfridges in London, Printemps in Paris, KaDeWe in Berlin, Jelmoli in Zurich, and De Bijenkorf in Amsterdam.

The Smartech concept features enticing displays with a trained sales force that educates shoppers on the advantages of the Alpha by Skross. At the same time, engaging content on modern POS helps to enhance the customer experience.

Sam Gerber, Managing Partner at Skross, said the brand's presence at these premium locations boosted its visibility. "In addition, it emphasizes the high-end character of the Alpha by Skross and gives an exciting opportunity to present this unique product to consumers who are tech-savvy and place value on qualitative and aesthetic gadgets. It also helps to prepare the ground for a set of new products under the same label that underscore the ambitions of Skross to present itself as the most aspirational manufacturer in its sector."

Currently available in duty free stores, Alpha by Skross already has a presence in Tech & Fly shops in Spain and Belgium operated by Crystal Media.