

TFWA announces enhanced platform and new Fashion webinar

TFWA has announced the further development of its digital platform, TFWA 365.

Originally created to enable industry professionals to take part in events during the pandemic when travel was difficult to impossible for many people, the platform has emerged as a place available year-round, as the name suggests. At TFWA 365 industry professionals are able to discover industry news and initiatives, network with colleagues and learn more about the key trends that are driving the global travel retail market.

All three elements of the platform are being refined and upgraded over the coming months.

The Discovery section provides TFWA members with the opportunity to showcase their brand portfolio and allows buyers to get in touch with them directly.

In the Networking hub will be the go-to place to meet key contacts and prepare for events. A new search function enables users to search not only by product category but also by region and company, and send private messages to set up meetings or simply connect.

The Learning section will provide members with exclusive access to live streams of TFWA conferences and events, including a new series of online seminars dedicated to individual product categories.

Next up will be the Fashion in Travel Retail webinars for February 22-23, the first of a number of themed online events taking place on TFWA 365 over the course of the year.

Open to all travel retail professionals, the webinars will feature brands and experts from the airport, cruise and downtown markets in the fashion and accessories category.

Erik Juul-Mortensen, TFWA President, states: "Our industry is changing rapidly, and we at TFWA have to change, too. Innovation remains a top priority, and it's essential that we provide the right kind of support to the industry during the toughest of times. As a hub of exchange between industry stakeholders, we are confident TFWA 365 will play a part in helping us emerge stronger together, accelerating the recovery of our industry."

For further information about the upcoming Fashion in Travel Retail webinars, visit <https://www.tfwa.com/industry/news/save-the-dates-tfwa-365-fashion-in-travel-retail-webinars-feb-22-23-100012450>