

FILTR appoints James Brown as Communication Director



Describing his first experience at TFWA (2019) as the perfect introduction to the travel retail channel, James is excited to join the FILTR team

FILTR, a global integrated retail marketing and design agency, has bolstered its Communications and Public Relations (PR) department with the appointment of James Brown as Communications Director, reporting to Co-Founder and Content Director, Nick Sutton.

Based in Singapore, James joins travel retail's largest dedicated PR team, bringing with him a wealth of experience in creating and executing global trade, consumer and digital PR campaigns. Prior to FILTR, he spent nine years in the London agency Richmond & Towers, working with prestige brands such as Jameson Irish Whiskey, Havana Club rum and Spanish beer Estrella Damm.

FILTR's Nick Sutton commented: "We are delighted to welcome James to the FILTR team, which now stands at 27 people across our Singapore and London hubs. James' skillset enhances our scope of communications services in the consumer and digital spheres, ensuring we continue to grow and evolve with the communications needs and aspirations of our clients in the travel retail sector."

James Brown added: "With such an impressive client list, breadth of projects and reputation among major travel retail stakeholders, it's a really exciting time to join the FILTR team. Attending my first TFWA World Exhibition & Conference in Cannes last week was the perfect introduction to the channel and I look forward to helping FILTR and its clients go from strength to strength."