

# Promoting a holistic approach to business growth, Victorinox opens two new locations at GRU



The company's second opening – in Dufrý's T2 Arrivals store – focuses on Victorinox's Travel Gear portfolio

Victorinox, maker of the "Original Swiss Army Knife", has reported constant growth in the travel retail sector over the past few years, expanding its presence to almost 50 airports worldwide. In collaboration with Dufrý, the brand has opened two new destinations within the retailer's T2 and T3 Arrivals stores at Sao Paulo-Guarulhos International Airport (GRU). The two join Victorinox's existing corner at Dufrý's T3 Departures store and bring the brand's Americas travel retail points-of-sale to 21.

The 15-square meter space at Dufrý's T3 Arrivals store is the first site in Americas travel retail to offer Victorinox's flagship Multi Tool product range. A selection of items from the brand's Travel Gear portfolio is also available to purchase.

The second opening – in Dufrý's T2 Arrivals store – focuses on Victorinox's Travel Gear portfolio. Travelers can pick up a selection of business and leisure backpacks and hardside and softside carry-on luggage from its Connex collection.

To support the openings at Guarulhos International Airport, which align with the company's holistic approach to business growth, Victorinox conducted six training sessions in which 90+ sales associates were educated about Multi Tool, Travel Gear and Watch products.

Thomas Bodenmann, Head of Travel Retail, Victorinox, explains: "These latest two openings at the largest hub in Latin America are a significant step in our mission to expand our geographical footprint and build visibility in key airport locations. The new spaces, highlighting our Travel Gear and Multi Tool categories, enable us to showcase our two best-selling categories in travel retail to the millions of

people passing through Guarulhos International Airport.”

Tobias White, Global Brand Manager, Dufry, shares: “Victorinox’s Multi Tool is a world-recognized product that is bought by millions of consumers globally. We’re pleased to be the first to offer the brand’s flagship product in Americas travel retail – at one of our most important stores globally – alongside the popular Victorinox Travel Gear range.”