

Victorinox and Tripidi cut a dash at Munich Airport



Victorinox and Tripidi partner to open multi-category store at Germany's second busiest airport

Victorinox, maker of the Original Swiss Army Knife, and German retailer Tripidi have expanded in the key German travel retail market with the opening of a new multi-category space at Munich Airport.

Located in Terminal 2 Level 5 Non-Schengen, the airside corner is Victorinox's biggest multi-category space in Europe travel retail outside Switzerland and reinforces the importance of the region in the brand's travel retail expansion.

Victorinox's partnership with Tripidi centers on growing the brand's presence in European travel retail, drawing on strong synergies between Victorinox's multi-category offer and Tripidi's distinctive retail concept, which brings together a number of top European brands, including Lamy, WMF and Fissler.

The partners have collaborated on six openings in travel retail, with the Munich space joining four doors in Frankfurt Airport and a shop-in-shop in Vienna Airport.

The Munich Airport shop-in-shop joins Victorinox's more than 100 points of sale in Europe travel retail and encompasses a broad selection of the signature multitool – one of the largest such assortments in travel retail – displayed on bespoke furniture aimed at improving the customer experience.

This is complemented by a curated selection of products from across Victorinox's multi-category offer including products from the brand's travel gear range, fragrance collection and household knives assortment including cutting boards.

Highlights include luggage from Victorinox's Spectra 3.0 collection, backpacks from the new Touring 2.0 line and the Wood men's and First Snow women's fragrances.

Jennifer Noelle, Tripidi Founder and Managing Partner, said: "We are very happy to expand our successful long-term partnership with Victorinox to another major location in Munich Airport. As an iconic Swiss brand, Victorinox is a perfect fit within our retail offer, joining several other leading European brands. While well-known for its world-famous Swiss Army Knives, we are delighted to offer shoppers an experience of the broader Victorinox product universe. Special thanks to the whole Victorinox team for the joint effort to realize this great project."

Florent Breton, Victorinox Senior Sales Manager EMEA Travel Retail, added: "Our thanks go to Tripidi for supporting the brand's expansion in Europe - a critical market for Victorinox as we continue to grow in travel retail and raise awareness of our multi-category offer. Tripidi has a bold and innovative retail concept which provides a fantastic platform for us to reach a diverse customer mix and showcase our innovations alongside a diverse mix of iconic brands. We look forward to continued growth and collaboration as we seek our further expansion opportunities."