

DFS reveals spectrum of fashion in Sydney

Tina Milton
Fashion editor



Travel retailer DFS Group has outlined further details of the fashion and accessories offer at the renovated four-storey T Galleria by DFS store in The Rocks precinct in Sydney, which opened in April.

The category accounts for around 20% of the floor space at the 70,000sq ft shop, and as it evolves the variety of space, segments and brands is growing. The space is used in a targeted way to cater for a wide spectrum of shopper needs and to support buying choices, while offering a distinct retail environment.

Ariel Gentzbourger, Executive Vice-President Merchandising, told *DFNI*: “Fashion is an important category and one in which we will continue to invest by allocating more space and investment to pop-ups and multibrand spaces. At present, Gucci, Burberry, Loewe and Moncler have special collections and collaborations, and offer the categories relevant to a new generation, whether in fashion



Gentzbourger: investing in space

down jackets, sneakers or capsule ready-to-wear offerings. On the pop-up front, we have introduced brands such as Balenciaga, Chloé, Bally and Piaget to name a few.”

DFS aims to continually introduce newer brands to travellers, such as Moncler, which has its only brand-dedicated space at the store. The Michael Kors x DFS collection is also exclusive to the outlet.

The shop features collections consisting of standalone boutiques such as Cartier, and shop-in-shops from

fashion brands including Bvlgari, Fendi, Dior and Ralph Lauren.

The fixtures in the sunglasses store have been refreshed with the latest generation of furniture to highlight the temple and lenses of each product. More than 20 sunglasses brands are featured with a variety of price points and styles from international brands to niche labels.

“At DFS, we go where the travelling customer goes and this part of the world is very important to us, and we see huge potential as the visitor numbers continue to rise. The fashion category has grown over the years and is now in line with the popular beauty category,” said Gentzbourger.

“We anticipate the fashion segment will grow as we become more known to travellers in Australia with our collection of brands and exclusive collections.”

The Galleria’s refurbishment began in 2016 under the direction of Australian design company PMDL, which was also responsible for the T Galleria renovations in Macau and Siem Reap.

Lussoartigiano sparkles with diamond sunglasses

Optic company Lussoartigiano is collaborating with Premier Global Trading to introduce its premium sunglasses line in travel-retail. The signature of the collection is precious gems, designed to transport the sunglasses from accessories to jewellery.

There are three collections: Diamond, with three models in three colours (for women); Sapphire, featuring nine models in two colours (for men and women); and an exclusive edition Las Gold, featuring two models – one with white diamonds and the other with black diamonds. Las Gold features 18-carat gold plating with real crocodile skin on the sides embellished by diamonds set in gold.

The Diamond collection is priced at \$502, while the Sapphire line carries a \$350 tag, with Las Gold 001 sold at \$12,500 and Las Gold 002 available for \$10,900.



The brand provides certification for each pair of sunglasses with diamonds and sapphires in partnership with World Diamond Group. Diamonds have been sourced from legitimate sources not involved in funding conflict and in compliance with UN resolutions, according to Lussoartigiano.

The company made its debut in the channel by exhibiting at the Summit of the Americas earlier this year. Lussoartigiano Export Manager Daniela Valenti said: “This is only the beginning of a great adventure for Lussoartigiano

and we look forward to reaching the most important duty-free and travel-retail places, showing our precious and high-class collections. We met many potential clients, especially for the airport, inflight and cruise channels, and we are in discussions regarding future partnerships.”

Lussoartigiano is a new entrepreneurial company born from a group of managers with more than 10 years’ experience in the optic industry. On the Italian market, the sunglasses collections are available in optical stores and boutiques, alongside optical shops that particularly focus on Made in Italy items and Italian craftsmanship located in New York and Zurich. Internationally, the brand usually works with distributors in locations including Russia, Ukraine, Israel, Greece, Macedonia and, last month, Spain.



Luggage comes in three sizes

Swissbrand plans travel-retail push

Lifestyle, luggage and travel accessories company Swissbrand is working with duty-free consultant Walter Aguilar to expand in the travel-retail channel.

Richard Sosnoff, Swissbrand Vice-President Global Sales, told *DFNI*: “Swissbrand’s management team is committed to focus on travel retail and plans to have a major presence in duty-free stores by the end of the year.”

The brand already provides Latin American carriers Copa Airlines and Argentina Airlines with luggage and bags for all flight attendants.

With product development offices in Italy (Florence) and China (Guangzhou), the company is focusing on the Americas, Europe and Asia. Swissbrand products target business executives, travellers and outdoor enthusiasts. Its luggage range includes the polyester Drone and Apollo cases, which are available in three sizes.

Last year the company introduced new products including ergonomic and technology-based backpacks, and luggage with USB ports are under development.

“As travellers become more discriminating about what they buy, these new technological advances will become the norm,” Swissbrand said in a statement.

