



BY APPOINTMENT TO
HER MAJESTY THE QUEEN OF DENMARK

GEORG JENSEN

ESTABLISHED 1904

WORLD RENOWNED SCANDINAVIAN DESIGN HOUSE GEORG JENSEN IS BACK AT TFWA

GEORG JENSEN, AN INTERNATIONAL AMBASSADOR FOR SCANDINAVIAN DESIGN

Georg Jensen is returning to the TFWA world exhibition and conference 2018 in Cannes. The Scandinavian design house is aiming at widening its distinctive design and product offering to the travel retail industry all over the world. Georg Jensen's assortment includes Scandinavian jewellery, watches and objects for the home. For the 2018 TFWA world exhibition and conference, Georg Jensen is revealing a mix of the brand's core design together with new products.

When the Danish sculptor and silversmith Georg Jensen founded his company in 1904, he almost immediately looked outside Denmark's borders. Soon after the founding, Georg Jensen opened stores in major cities across Europe as well as the US. Since then, Georg Jensen has maintained a pioneering global position within Scandinavian design, and today the company's operations include Scandinavia, Europe, North America, Asia and Australia.

With more than 110 year's design heritage, Georg Jensen embraces both traditional and contemporary Scandinavian design, along with a strong tradition of collaborating with internationally recognised artists and craftsmen.

RETURNING TO TFWA WITH HIGH AMBITIONS AND A STRONG PRODUCT ASSORTMENT

Georg Jensen's return to the travel retail industry is a deliberate strategic decision to strengthen the company's global position - while offering travellers all over the world unique Scandinavian design and shopping experiences. The TFWA world exhibition is a first vital step for Georg Jensen to re-enter an industry, where luxury goods have seen steady sales growth over the past ten years. In addition, industry statistics and airport passenger disclosures confirm an increase in travellers. It demonstrates that the travel retail industry is a step closer to consumers as well as adapting the product offer to their needs.

"The duty free and travel retail industry is rapidly evolving and increasing globally. At the same time, we know that

Scandinavia is influencing global consumers, and in particular, the Scandinavian design scene. We naturally aim to optimise where our Scandinavian heritage and design can honestly claim a position. I truly believe that Georg Jensen's Scandinavian design is a great match in the global travel retail industry", says Francesco Pesci, CEO Georg Jensen.

At the TFWA world exhibition 2018, Georg Jensen will be revealing products from both the core and news assortment. Some product highlights include, Georg Jensen's celebration of Henning Koppel, who would have turned a hundred years in 2018. Koppel is considered one of the most definitive and influential designers, and to honour him a collection of new items inspired by original sketches, has been developed to complete and complement the existing Koppel collections. On the jewellery side, Georg Jensen is bringing an array of the iconic Swedish silversmith Vivianna Torun Bülow-Hübe's designs. Vivianna began collaborating with Georg Jensen in the late 1960' and she brought with her a fresh, invigorating perspective, and her ground breaking designs have proven their power over the course of five decades, and counting.

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MEDIA ASSETS FOR DOWNLOAD:

Georg Jensen TFWA Cannes press material

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