

TOUS

TOUS presents its new *travel retail* at the industry's international fair being held in Cannes

- **Once again, the company is showing its commitment to this booming industry where it will be occupying more than 100 spaces in 26 countries.**
- **On-board business continues to grow for the brand in different markets, especially in Colombia and Spain.**

Barcelona, August 3rd, 2018.- TOUS, Spain's leading brand for affordable luxury jewelry and complements, takes part for the fourth time in the Cannes TFWA fair, which acts as exhibitor for the world's top luxury tourism brands. Through their involvement in the event, being held from September 30 through October 5, the company is showing their firm commitment to the *travel retail industry*, where they already have more than 100 spaces in 26 countries.

In line with its internationalization strategy, *travel retail* is a strategic distribution channel for the company. Proof of that is the plethora of new openings that the brand boasts at main airports and in-flight business (*inflight*), where it continues to expand in different markets, Colombia, with Avianca, and Spain, with Iberia being among the most important. Moreover, this year, 2018, TOUS has debuted a new on-board sale with Hainan Airlines in China and Gulf Air (Middle East)

TOUS enjoys international presence in places like Saudi Arabia, China, Spain, United States, Indonesia, Italy, Poland and Mexico, where they are already present in the major cities (Mexico City, Guadalajara and Monterey). As of this year, TOUS has a presence in South Korea in the new Shinsegae store and will also open a new point of sale at the Sheremetyevo airport in Russia. Moreover, it is at *duty free* stores at the most important luxury tourism destinations; an strategy expanding in Europe and already ubiquitous in Asia.

During the fair, TOUS is also introducing its new "Travel Exclusive" sets. These are a selection of products specially created for sale at international airports and on board.

About TOUS

With over 4,000 professionals, TOUS has been fostering its corporate culture based on legacy, commitment and creativity ever since its beginnings in 1920 when the company was already engaged in the jewelry business. A global brand, TOUS is now present in 53 countries, with more than 620 stores in cities such as Barcelona, Mexico, Dubai, Jeddah, Madrid, Miami, Moscow, New York and Paris. Riyadh, Shanghai and Tokyo.

With their mission to be desired around the world for offering jewelry and accessories that celebrate each moment of life and to be an exciting brand, TOUS's vision is to be the most desirable and successful affordable luxury jewelry brand in the world, committed to providing value to customers, associates, and society as a whole. The business generated 446 million euros in sales in 2017, which amounts to a 10.6% growth compared to the previous year. www.tous.com

