

Desigual will attend the TFWA in Cannes to present the Spring-Summer 2019 collection

- *For another year, Desigual will participate as an exhibitor at the TFWA (The Duty Free and Travel Retail Global Summit), the leading European fair in travel retail, which will take place in Cannes from 1st to October 5th.*
- *At the fair, Desigual will present their Spring-Summer 2019 Travel Retail collection, which includes versatile and practical garments.*
- *One of the new developments of the season is the launch of a new boutique store concept, a cube-shaped corner.*

Barcelona, September 27th 2018.- For another year, Desigual will have a stand at the TFWA, the fair that brings together more than 3,000 brands and almost 500 international exhibitors. With a stand located in the RA 04 area, Desigual will present the Travel Retail collection which corresponds to the Spring-Summer 2019 season, with garments from the Woman and Kids categories taking centre stage, as well as accessories.

This year, Desigual's presence is marked by practical, light and versatile garments, specially designed so that travellers can buy and transport them easily. 'Colour me' is the name of the collection, which is dominated by an explosion of colours as the brand is well-known for. Also, this season bags will be the star product: reversible and with multiple functions, from diverse prints to various strap combinations.

Among new developments the new Travel Retail Exclusive collection stands out, as well as new in-flight products for sale on airlines.

Desigual will arrive with a new boutique concept

Among the new developments of the season is the launch of a new boutique store concept. A cube-shaped corner that allows to display the brand's product in a 100% Desigual space. Adjustable according to the stock, adaptable to any space and quick to implement (about a month), this boutique concept allows to create a Desigual space in the most versatile way, as well as making the most of every centimetre of space.

Reopening in Mallorca

The company also reopens its corner in the airport of Mallorca with a store model that stands out for being functional, bright, essential and flexible. The walls, specially designed for Desigual and with sculptural motifs, cover an interior filled with wooden furniture of white, stained and natural pine, that help to distinguish between categories and bring a warm atmosphere to the space.

About Desigual

Desigual is an international fashion company founded in Barcelona in 1984. It is defined by its unique creations, designed to dress thousands of people with positivity and authenticity, who are looking to express the best version of themselves.

Currently, the company has over 4,500 employees and is present in almost 100 countries through 13 sales channels, more than 500 single-brand stores and eight product categories: Woman, Man, Kids, Accessories, Shoes, Living, Sport and Beauty.