

# Radley's double digit success translates to new international locations with Dufry

By **Jas Ryat** on December, 5 2017 | Fashion, Bags & Accessories



Radley London's SS18 Travel Exclusive Collection

[Radley London](#) continues to build on the success of their Travel Retail business. 2018 has continued to see double digit growth in the channel, partly obtained with success in the cruise industry due to the strong, on-going partnership with Harding Retail and with new openings across the globe, including their first openings in America and Canada. The brand's strengthening global partnership

with Dufry has allowed Radley London to open concessions in Seattle, Vancouver International Airport, Varna Airport (Bulgaria) and Madeira Airport and Faro Airport, both in Portugal.

Radley London's Canadian debut will include the launch of the first gold edition of the Global Travel Retail unit into a branded shop in shop during December 2017 in Vancouver International Airport. The collection will include the SS18 handbags and accessories and the brand's Travel Retail Exclusive Collection, made up of a number of handbags and travel accessories.

The brand will also launch in Madeira Airport in Portugal with a concession covering 2.115 square meters. The brand's Portuguese debut, launches with a collection of 53 handbags and accessories, including Travel Retail Exclusive product. Following this, Radley London will open in Faro Airport in Portugal in May 2018 with the same handbags and accessories collection as in Madeira.

The brand's arrival in Bulgaria launches in December 2017 with their SS18 Travel retail collection in Varna Airport, the country's third largest airport. Another result of Radley London's ongoing, successful partnership with Dufry, the Greek, Portuguese & Bulgarian tourist market is a great fit for high number of visiting British tourists.

Early 2018, will see further brand debuts in America with two locations within Seattle International Airport and Greece with placements in Rhodes International Airport & the country's second busiest international airport, Heraklion

International Travel Retail Manager, Hayley Lyttel explains, "Our new GTR unit & location launches, with two key industry debuts, demonstrate the ongoing strength and investment in our Travel Retail Business. It's been a pleasure working with Dufry and all our valued partners and extending our global presence with them. The openings in December and January only give us further confidence in our investments and plans. Especially, Seattle (Concourse A and the South Terminal main store) which are set to open in early 2018, this US opening - our first in the country - complements the business' recent phenomenal success launching in Macys and QVC USA and we're very excited to see where it takes us as a business next."