

WiTR launches its 2018 calendar for charity, celebrating women in travel retail

By **Jas Ryat** on December, 1 2017 | Associations



Women in Travel Retail today launched its 2018 calendar that features some of the dynamic women in Travel Retail.

After the success of its video interviews with 14 women in the duty free and travel retail industry last year, which drew many viewings on *The MoodieDavitt Report*, Desigual has partnered with WiTR to create this calendar and to raise money for WiTR's 2018 charity.

In August Desigual invited women from WiTR's 500-strong network to volunteer to feature on the calendar. The final list includes women from a variety of sectors in the industry, on different continents and at varying stages of their careers.

The photoshoot took place on Desigual's stand during TFWA World Exhibition in Cannes in October.

Aurore Rezzoagli, Global Travel Retail Marketing Manager, Desigual said: "Desigual is delighted to partner with Women in Travel Retail for the first-of-its-kind WiTR desktop calendar. As one of the leading female-focused fashion brands in the industry, we pursue a mission to 'Make Women in Travel Retail Happy'; be that travelers or industry executives. Working on this project with so many dynamic and inspiring women of the industry was amazing fun and the energy, passion and commitment of the

models is truly reflected in the end product. The 2018 calendar is for a great cause, so I'd encourage as many people – women or men – to purchase a calendar for themselves or as a gift, and help support WiTR's 2018 selected charity."

The calendar is available for purchase on WiTR's new website www.womenintr.com and costs £15 (US\$20), easily payable in any currency through PayPal.

"The final decision on WiTR's charity for 2018 is yet to be taken, but sales of this calendar will give a brilliant kick start to WiTR's fundraising activities in 2018. We are very grateful to Desigual for its continuing support of the WiTR network," says Gerry Munday (Furla), WiTR's Vice Chair.

"WiTR's new website, designed by FILTR, was launched earlier this week and has immediately generated considerable interest; we already have paid up members from eight countries and two corporate sponsors – Shiseido Travel Retail and Dufry. This is a brilliant start and we urge all women in the travel retail industry to join (membership is only £25 (US\$30), and to buy a calendar," adds Sarah Branquinho (Dufry), Chair of WiTR.

WiTR's next meeting will be held during MEADFA in Dubai (January 28 – 30), kindly sponsored by JTI.

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