

Listings stack up for Tateossian

By **Mary Jane Pittilla** on May, 2 2018 | Fashion, Bags & Accessories



Robert Tateossian, CEO of Tateossian, is betting on his British jewelry brand's DNA of movement, innovation and unique pieces with an element of humour.

The strategy is paying off, as new openings continue across the world. Tateossian has begun trading at Jakarta Airport with Aer Rianta International, and recently opened a corner at Muscat Airport with the major Irish operator. The brand is also opening a counter in Riyadh around December 2018.

Tateossian has performed well in key Asia Pacific duty free/travel retail markets over the last 12 months. Japan's All Nippon Airways currently has "a great listing" of beaded and leather bracelets, which is proving to be successful, the British jewelry designer says. Japan Airlines will be carrying a

variety of its beaded bracelets from May 2. The collection is also carried at Tabitus (JAL Shop) in Tokyo's prestigious Yurakucho shopping district.

For 2018, the company is looking towards steady continued growth with new points of sale at airports and additional airline listings.

Tateossian is launching new products with Cathay Pacific, Japan Airlines and All Nippon Airways.

Demand for bracelets is growing

Mechanical cufflinks continue to be very good sellers, he notes. Bracelets, both leather and beads, are performing strongly, as the demand for classic bracelets is growing.

In terms of consumer preferences, the trend of bracelet stacking is gaining more and more momentum, according to Tateossian. "Personalization is a continuing trend which we are seeing more customers connecting with and wanting to purchase as gifts," he adds.

Turning to the brand's millennial appeal, Tateossian says this demographic has sped up the demand for bracelets, so this category has become a big fashion trend.



Innovation continues to be an important factor for the firm. "We introduce a very large collection every season and extensively research new materials and cutting-edge designs. We are constantly playing on our DNA of movement, innovation and unique pieces with an element of humour," he enthuses.