

Pilgrim partners with 3Sixty Duty Free to extend US duty free network



Pilgrim extends its partnership with 3Sixty Duty Free, featured here at Dallas Fort Worth International Airport

Danish jewelry brand, Pilgrim has partnered with 3Sixty Duty Free to launch at Newark Liberty International Airport, following its debut in December at Dallas Fort Worth International Airport.

Shapes of Life, Pilgrim's 2024 contemporary jewelry collection, is now displayed at both 3Sixty stores. Inspired by Pilgrim's Scandinavian roots, Pilgrim jewelry is handmade and designed in Denmark. The range is gender-neutral and includes earrings, necklaces, bracelets and rings and is

plated with either 24k gold or 925 sterling silver. The necklaces and rings are adjustable. Affordably priced, Pilgrim jewelry starts at US\$20.

From 2024, more than 70% of Pilgrim's jewelry is crafted using a minimum of 75% recycled materials, aligning with the company's ethos and ongoing dedication to sustainability. In addition to planograms and visual merchandising advice, Pilgrim provides retail furniture which displays over 300 items per square meter.

Robyn Cohen, 3Sixty's Senior Buyer Fashion & Accessories, said, "We are really excited to work with Pilgrim to bring their vibrant jewelry to the US. We love the company's forward-thinking approach to inclusivity, identity and sustainability."

"Pilgrim is well established in Canada domestic and duty free markets, however this is the first time the brand is available in the US duty free market," says Pilgrim's Head of Travel Retail, Louise Rohde. "We are delighted to partner 3Sixty for our US launch and quickly to expand our presence from one to two airports. This is not the first time Pilgrim has launched in travel retail prior to establishing a domestic presence and, in line with our adventurous spirit, this approach continues to be successful for us.

"We have further expansion plans in the pipeline in the Americas to be announced soon."