



TFWA Asia Pacific Preview

Morgan & Oates goes wild with animals

Trend-setting Morgan & Oates has expanded its successful range of 'animal prints'; which will be shown at at TFWA Asia Pacific this year (M10).

Animal print designs now include Leopard Beige, Tiger Beige, Black Leopard Herringbone and Black Leopard Square, all featuring strong stripe and spot designs against plain colours. All are hand-painted and are made from 20% Cashmere and 80% Merino wool mix.

In addition, Morgan & Oates will be featuring a new collection of sophisticated tie-dyed items, hand finished, along with various new printed designs including a black and cream hounds-tooth.

Finally, for an elegant look, the company has added a new single colour pleated wrap, initially available in Cream and Cerise with further colours to be added.

Morgan & Oates continues to focus on airline listings with all items exclusive to travel retail. New listings for 2010 include Qantas, offering a pink Cherry Blossom; Icelandair, taking two Leopard Square designs in beige on black and soft white on deep purple; and Saudi Airlines taking the Floral Lilac and Ikat Stripe designs.

Existing customers are also adding new designs. BA is adding a new purple Cherry Blossom, while Aer Lingus is extending its listing with a pleated cream Herringbone presented in a luxury box. The airline also offers the Cherry Blossom in pink. Air France - which in the past has only listed plain wraps in exclusive colours - has additionally added the Purple Cherry Blossom.

The company continues to perform well in Asia Pacific with sales last year holding up well, despite the recession. 'We were generally very pleased with business in 2009,' says sales director Kevin Galbraith. 'Our main customer in the region continues to be ANA, Japan, selling 100% cashmere scarves and wraps, while we have consistent sales onboard Eva Air and China Airlines. We're very pleased to be adding Qantas for 2010 and hope to further extend our business in the region.'

All wraps and scarves are presented in a zipped see-through pack which includes diagrams showing various ways to wear the wraps.

For further information on the company, go to www.morganandoates.com.

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