



## ***TFWA Asia Pacific Preview***

### **SCORPIO PREDICTS GREAT AVALANCHE AT SINGAPORE SHOW**

Scorpio Distributors will be introducing a number of exciting new product ranges at TFWA Asia Pacific this year (stand K48) including new watch brand Avalanche, which has already received a fabulous response since its initial first showing at the Duty Free Show of the Americas.

Avalanche meets the new trend for bright, colourful watches. The collection comes in a variety of bright, neon colours, as well as black and white, with plastic or silicon PU straps. They are designed to be unisex and are priced at US\$59-US\$79. Packaging for Avalanche is a big plus. They come in colourful building brick style boxes that can be linked together (rather like Lego) to make a dramatic merchandising display.

That colour element is also seen in Scorpio's new collection of Superdry sports watches - with bold colour straps and contrasting faces such as orange and black and white and black Superdry was first added to the portfolio last year and was an instant success. The new line retails at just US\$59 and is expected to be extremely popular.

In addition Scorpio has now added Timberland watches to its airline portfolio with an initial collection of six models. Timberland is a massively popular brand, appealing to the 'rugged, outdoor' male and Scorpio is confident there is a niche within the travel retail market for these watches. Retail price is from US\$149-US\$199.

For its rapidly growing Travel Retail (ground-shop) business, Scorpio will also be introducing a number of new lines at Singapore including new Time Design sets for girls and boys, all priced at US\$29.99. Three styles are offered each for girls and boys and include a watch and a gift such as pen and notebook, 11 interchangeable ribbon straps or bezels for girls; and watch with belt and dog tag, sweatbands and soccer-ball keyfob, or mini compass and flashlight keyfob for boys. (For inflight, under Scorpio's Just brand, the company is now offering a girls watch with 11 interchangeable coloured straps and bezels and boys watch with soccer keyring, both in compact window boxes. The latter item is expected to be a success thanks to the forthcoming World Cup.)

In addition, Scorpio will be showing its new Aviator POS floor and counter display units and new, smaller Pierre Cardin unit for ground-shops. Ideal where space is at a premium, the new Pierre Cardin unit is smaller than the original, at 1.35m. It is single sided with five shelves, allowing 23 sku's to be displayed (the larger version has seven shelves for 32 sku's)

and each shelf is sloped to enable up to eight units of each sku to be stocked. The unit also features an easy access graphic panel on either side to allow different and seasonal visuals to be displayed.

Finally, buyers can see the latest in Just plush ideal for festive season sales and promotions. Choose from Snowflakes snowman or Winter Bear, both 32cm made from super-soft plush material, complete with hand knitted woollen hat and scarf.

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