



TFWA Asia Pacific Preview

Morgan & Oates gives new twist to classic design in Singapore

Cashmere specialist Morgan & Oates continues to set the trend in scarves, stoles and wraps for the inflight sector with a fashionable new twist to a classic design that will appeal to both men and women.

Its new Autumn Winter 08 collection of 100% cashmere scarves is being introduced at TFWA Asia Pacific (G5) and is expected to appeal particularly to the Far East market. The collection includes a range of Antique Tartans which are coloured in such a way as to mimic the dilution of pigment caused by weathering and/or the passage of time. The result is a modern slant on a long loved design that is sure to become a real winner inflight. Travel retail price will be in the region of US\$110.

The company will also showcase a number of new Cashmere/Merino mix pashmina designs, including a collection of animal prints and new fine stripe colourways.

For Morgan & Oates, Asia Pacific is an important and expanding market and the company - whilst a specialist in inflight sales - is now looking to additionally target ground shops, having already broken through in China. 'Our main market is still Japan and we do excellent business with ANA; however we continue to work actively with Korea, Taiwan and Malaysia,' says sales director worldwide Kevin Galbraith.

'We're delighted to announce that we are selling our range in mainland China, at Pudong International Airport Shop T3, from the end of March. This is a real move forward for us and we are confident that the brand will build further airport retail distribution from here.'

In addition, Morgan & Oates has won a new listing onboard ANA International flights for its 100% Cashmere Stole in Ice Blue, effective March 1. It retails onboard at 18,000 Yen.

'This new listing, plus our new business in Pudong, is a great start to the year in Asia,' continues Galbraith, 'and we very much look forward to developing distribution further through contacts we make at TFWA Asia Pacific this year.'

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