



## DEUMER'S *DEBUT*

Having entered the travel retail market just this year, Deumer has made some significant inroads into the channel during its first appearance at TFWA World Exhibition. The German brand specialises in high-end, hand-made cufflinks and the products have been well received during the exhibition.

Johan Conze, CEO, Deumer, said: "Most of the meetings we have had have been with people from the Middle East and they have been very positive. We're very pleased with the reaction

we've had and we have arranged some follow-up meetings for next month." As a newcomer to the travel retail market, Conze also explained that he has been delighted with the way the company has been received within the industry. "We recognise that it's quite a small, specialist community that we are trying to enter, but I would say that so far we have been successful on this front and I have no doubt that it will prove to be a good move for us. Our aim now is to secure some new listings and we hope to be listed in some airports in the Middle East and Europe. We also have plans for the Asian market, but that might be slightly longer-term," he said.

**Ambassadeurs U6**