

Travel Lodge

In what has been a tough time for the tourism industry, the fantastic travelgoods market has stood firm with smart designs and a flexible approach to business. Read on to find out more...



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All of the most popular tales of adventure require a long journey of discovery and are set in an unknown land, with many twists and turns on a road that, eventually, leads to prosperity for those brave enough to explore it. This can be said to be true of the trail that the tourism industry is currently taking, but against all the odds the market for travelgoods, which obviously relies on the consumer appetite for travel, continues to be strong and valuable.

Whilst other markets may panic in the face of such huge changes as airlines disappearing, new security requirements and favourite destinations becoming financially impractical, suppliers of travelgoods have swiftly adapted both their approach to business and their products, with exciting designs and clever strategies that suit the new needs of the consumer. Diana Fiveash, Chief Executive of the British Travelgoods and Accessories Association (BTAA), explains the reason for the industry's positive outlook. "The type of holiday taken may change but the consumer has developed a taste for different types of travel luggage, and today uses more than one piece as this is more in tune with their lifestyle."

This change has led the the market to open up, with consumers spoilt for choice between new lines and more established brands in stores as many retailers opt to stock travelgoods in addition to their traditional product offering. Although the economic climate has undoubtedly changed too,

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an encouraging point is that quality products that are true value for money, rather than those that are simply the cheapest, still attract the crowds. One way in which the BTAA has noted the market is changing is a trend towards decreased volumes, as Diana explains. "There is a trend towards decreased volumes but with the increases in prices from China the RSPs will rise, and some of this additional cost will have to be passed on by the supplier to the customer, which will have an effect on margins. To maintain margins retailers will put suppliers under pressure for additional margin and this will result in more own brand products being considered by the major store groups with endorsements from branded houses to qualify the price and quality."

Useful advice for retailers from the BTAA includes investing time in the world wide web. "On-line sales are growing year on year and all major retailers have their own website. It has become accepted as part of the route to marketing

products to the consumer. There is a percentage of consumers that use the web as a bench mark for price, but still prefer to purchase direct from a store," comments Diana. The BTAA also reminds retailers to keep the catwalk in mind whilst creating ergonomic products, as trend-led design can lead to new interest from shoppers.

"Casual bags, fashion influence and fabric trends have opened new markets for travelgoods, and the increased interest in smaller, lighter luggage from the consumer is driving technical development."

Overall then, it would seem that the market for travelgoods is as strong, resilient and attractive as its best product offerings, as Diana is happy to point out.

"Growth in the market place is still there and I would estimate 4-6% over the next two or three years from the less traditional outlets that have developed. Travel is still popular and growing both for business and pleasure."

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Briggs & Riley



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Read on for our pick of the best new lines...

Briggs & Riley travelware offers a variety of innovative, high-quality luggage and business cases, each aimed at a specific user lifestyle, including Baseline, @work, Transcend and Verb.

The company backs every one of its products with its "Simple as that" warranty, one of the most comprehensive lifetime guarantees in the industry, and the only warranty that covers damage caused by an airline. The new Verb™ business case collection is designed to meet the demanding lifestyles of tech-savvy professionals. Lightweight, smart and tech-oriented, the Verb collection gives professionals the freedom to remain organised and stylish with one bag meeting all their needs. Briggs & Riley are launching Verb at Chic from the 18th-21st of January 2009. To find out more telephone +44 (0)1491 576 912.

Saxoline is a luggage range aimed at young consumers and families, and is ideal for holidays thanks to its bright and hard-wearing products.

Available in various models, colours and original designs, this range is aimed at all travellers on a limited budget and those who love to buy on impulse. The seasonal offering features the tropically named and hued Polynesia and Mauritius collections, whilst the permanent collections include the resistant and elegant Tanzania line. The Saxoline range is constantly updated and its unique design allows the consumer to own identical yet individualised articles of luggage. Telephone **Navigator Distribution Ltd** on +44 (0)1202 848 137 to find out more.

With bags of style, leading edge design, chic colours and high quality craftsmanship, **Carlton Travelgoods** is the brand of choice for the savvy globetrotter. The understated Metro range has been created for the professional and stylish consumer with comfortable, padded handles and a push-button aluminium lightweight trolley system for

easy manoeuvring, whilst the casually styled, sporty Deuce collection is made from ruffled textured fabric and comes in three contemporary colours of olive green, denim blue and ebony. The successful Eclipse range is Miss England's choice of luggage, and this season the texture and colours have been developed with a fiery magenta colour in a snazzy new 'fishnet' finish. This is also available in a new platinum silver colour, which has been added to the shiny mirror range due to popular demand. Access www.carltontravelgoods.com for more information.

The latest invention added to **Jump**'s sophisticated product range is the cool Dot Drops collection. The Jump philosophy is to continuously strive to achieve harmony between aesthetics and function, and since 1979 the company's creations have been the product of a marriage of modish colours, smart design, and unexpected materials. The impressive new Dot Drops collection focuses not only on strength, but also on subtle distinction, originality and urban elegance to emphasize the consumer's personality and lifestyle. Visit the handy website at www.jump.fr for further details.

Jump



Carlton
Travelgoods



Travel Lodge

Alison van der Lande



Caterpillar



Tusting



The message from **Caterpillar** is that the company's products are, of course, built to last and the latest CAT products are no exception. Available from Navigator Distribution Ltd, the tough range of travelgoods includes the New Travel collection, a total solution to all of consumers' needs whether the journey be for business or pleasure.

The collection incorporates innovative design, functionality and durability, answering to the expectations of today's traveller with high quality materials and unique CAT details. In addition to this is the just launched New Travel Ltd collection, which has been updated in style with improved hardware and inner organisation for clever packing. The range uses lightweight materials and is available in three sizes in colours of oil print, yellow and basic trend shades. For more information call +44 (0)1202 848 137.

Available from **Navigator Distribution Ltd**, a subsidiary of the well established Brington Group, 2Be is the name featuring on products in the company's ranges of travelgoods, including rucksacks and backpacks as well as sports bags, schoolbags, handbags, and many more. With a fresh and modern style, 2Be features the eye-catching En Route collection alongside the sturdy Outdoor designs as well as the practical Traverse and Intercity styles. The affordable 2Be products aim for high quality at highly competitive prices, and further details can be obtained by calling +44 (0)1202 848 137.

Proudly flying the heritage flag for British-made luxury and stylish design, **Tusting** leather goods are the ultimate companion for those who have an eye for style. This acclaimed family-run company has been at the heart of the English leather trade for five generations and has gained a reputation as one of the very finest leather goods brands available, boasting a loyal and discerning clientele. Included in the company's latest collection is the covetable and spacious Encounter overnight bag, which features a floor-to-floor zipper to allow for easy packing. Available in a wide selection of colours and leathers, Encounter can be utterly feminine or totally masculine. To find out more visit www.tusting.co.uk.

In just over three years, the **Alison van der Lande** collection of luxury leather luggage has become an international success with a celebrity fan-base spanning Hollywood, New York and London, and a worldwide distribution in over 15 countries.

New luggage pieces this season include the small and large, lightweight Venezia weekender made from soft calf leathers in rich autumnal colours of raspberry, whiskey and chocolate. In addition to this the celebrity favourite Buster overnight bag has been updated in sleek, contemporary black patent with two large pockets and finished with chic chrome fittings. Crafted by Italian artisans in stunning Italian leather each piece gains beauty, depth and character with age. Access www.alisonvanderlande.co.uk for more information. **A**

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