

IAADFS Duty Free Show of the Americas is one of the premier events for the duty free and travel retail industry, which brings together as many as 1,000 buyers representing more than 330 distinct duty free store-operating companies and more than 170 exhibitors showing the latest, most sought-after products. This year the event was held in Orlando World Centre Marriott from 9th to 12th March, a perfect setting for the scale and prestige of the event.

"Cross is best known as a writing instruments brand but is now developing a reputation for its high-quality leather. It is targeted at young consumers, consultants and bankers on their way to success. The leather accessories range from its high quality top grain leather, and peerless fit and finish, available at an accessible bridge to luxury price point.

CROSS Leather was one of the sponsors of the event as the '**Supporter of the Presidents Reception**'.

CROSS Leather products received rave reviews from operators and retailers alike. Over the four-day event it displayed its whole array of consumer offerings exuding peerless quality, unmatched workmanship, and high utility value

"CROSS Leather has taken forward the legacy of CROSS Pens. It has great a great value proposition for the buyers and the consumers. The styling is perfectly balanced with the utility and is perfectly suited for the consummate air traveller of today", said Mr. Yashovardhan Gupta, the CEO of Torero Corp-global licensee for CROSS Leather Accessories.

"We want to make it hard for the consumer to say no, offering quality but at accessible price points. People are surprised to see a great quality, full size leather wallet at US\$60-70, and the response at the [Orlando] show was tremendous." The company offers wallets, women's purses, belts and bags in a variety of styles and colors.

"With the ubiquity of technological devices on offer, the consumer is keen to differentiate his phone and tablet. Our Apple-approved iPhone and iPad case have been phenomenally popular. Our full leather technological cases, passport wallets and laptops bags have captured the imagination of many travelers."

Esteemed publishers are betting on the Cross Leather to be 'in for the long haul'. The appreciation of the offerings can be seen by the publishing of couple of blockbuster ranges; Charol for women and CoCo BiColor for Men; in highly followed magazines like Daily News.

The company has been weighing opportunities in the travel retail channel. "We have our own duty free fixtures that can be adapted to each retailer's needs. There is a self-service option so that the consumer can touch and feel the items."

Travel retail will be a key channel for building brand awareness. Gupta said: "We look at travel retail as a break-even channel in the early days so we can get the traction we need. We see the brand growing through individual units and wall bays in the stores rather than boutiques at this stage, though we hope to do that within two years. The task now is to earn the confidence of retailers and consumers."

The overwhelmingly positive feedback from the IAADFS show only validated the pedigree of CROSS Leather and confirmed its high demand from all channels and further validated the immense future prospects for the brand