

CROSS®

QUALITY ACCESSORIES AND GIFTS.....CROSS PREMIERS AT TFWA SINGAPORE

Join Cross at Stand J27 at TFWA Singapore to view their full range of accessories and travel retail exclusives designed especially for the duty free market.

Cross are exhibiting for the first time at the TFWA Show in Singapore in May and are delighted to be able to share their high quality collections including some new launches. They are joined by Torero Corporation who are the Cross Leather Licensee offering a stunning range of high quality leather accessories such as wallets, purses and bags. Cross's leather accessories have captured the imagination of retailers and consumers alike, and are launching their new collection at the show.

Travel Retail Exclusives

Available exclusively to the duty free market Cross have a choice of Giftable Multi Packs featuring our Tech2, dual function ballpoint pen and stylus in three colours (satin black, pure chrome, pearlescent white) from \$75 and a Nile ballpoint pen quad pack (satin black, pure chrome x 2, satin chrome) from \$100.

Each pen comes in an individual gift box for easy gifting and they all are supported by the Cross Lifetime Mechanical Guarantee.



The Global Passport wallet, with the metal Cross agenda pen in Chrome, retailing for \$72 (DUTY FREE), has turned out to be a blockbuster product, listed on many airlines including Korean Air, Air Canada, Asiana Airlines and many more.

The Leather accessories are certified for in-flight, shrink wrapped and are a delight to own and use.

PROVEN WINNERS

Cross will also feature key lines which have proven success in the duty free category such as Tech3+, the master multitasker offering black ballpoint, red ballpoint and 0.5mm pencil all in one! Change from one to the other with a seamless twist. Tech3+ is

available in a range of colours from black to metallic blue, pearlescent white and pink (RRP \$55).



Cross Readers are as meticulously engineered as our writing instruments with scratch resistant aspheric lenses and precisely aligned lensecentres to help reduce eye strain. A great pick up from the airport or on board by travellers these retail at \$30 and are available in a range of styles. Bryson the full frame style with a rich black frame and silver-tone appointments is a clear winner.



All Cross writing instruments come with a lifetime mechanical guarantee, underscoring the company's commitment to exceptional craftsmanship and customer satisfaction.



Cross leather accessories have won rave reviews from retailers, operators and customers alike. The consumers have appreciated the high quality, 100% genuine, top grain leather and the faultless fit, finish of the products. the Apple approved iPad and iPhone cases have proved to be extremely popular. Leather accessories are rapidly growing as a category and Cross leather accessories, banking on its peerless quality, and accessible pricing is well poised to become a leader in this category.

Cross products are sold worldwide in upscale department and specialty stores, as well as in shop-in-shops in many major international cities and duty-free markets.

For stockist enquiries for all AT Cross products check out www.cross.com

About A.T. Cross Company

Building on the rich tradition of its award-winning writing instruments and reputation for innovation and craftsmanship, A.T. Cross Company is a designer and marketer of branded personal and business accessories. A.T. Cross provides a range of distinctive

products that appeal to a growing market of consumers seeking to enhance their image and facilitate their lifestyle. A.T. Cross products, include award-winning quality writing instruments, timepieces, businessaccessories, and leather accessories and are distributed in retail and corporate gift channels worldwide. For more information, visit the A.T. Cross website at www.cross.com.

About Torero Corporation

Torero Corporation is the exclusive global licensee for Cross Leather accessories, based out of Spain and India. Torero's parent companies have over 50 years of experience in designing and manufacturing high quality leather accessories and have been manufacturing for brands such as Mont Blanc, Chanel, Nina Ricci, Prada, Hugo Boss and DKNY among others.

Cross leather accessories have been targeted at the quintessential Cross consumer, young and on their way to success. The blend of form and function, top shelf materials, neo-classical, minimalistic design, accessible pricing, technology and the sheer utility of Cross's leather accessories have been instrumental in catching the fancy of marquee retailers. Cross's leather accessories are available in many department stores, duty free and in in-flight. For any distribution inquiries or any other information please contact us on bd@torerocorp.com website www.torerocorp.com

ENDS

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**For further press information please contact Nicola Shepherd at Cross on +44 1582 437884 or
email nshepherd@cross.com**