

Adrienne Ogier **Frédérique Constant**

## Appetite for affordable luxury grows



Family-owned watch manufacturer Frédérique Constant watches are sold in over 2,500 stores around the world and in a growing number of outlets in travel retail as Adrienne Ogier, Head of Travel Retail, Frédérique Constant works hard to push the Swiss brand around the world.

**Could you please tell me about your specific role and what is involved in a typical week?**

My role is to develop our travel retail business on a global scale. My main focus this year will be on building closer relationships with our travel retail partners and enhancing brand visibility, and identifying new growth opportunities. A typical week involves travelling to the different markets, meeting with buyers, visiting our PoS, training the staff, and developing new sales opportunities.

**What are the key areas of focus for you in 2011?**

Our clear aim is to continue opening new PoS and to solidify our position with existing operators. In order to achieve this, we will continue to invest heavily in promotional campaigns at major international airports, which will further strengthen our positioning and enhance our brand exposure. We also hope to team up with our strategic duty-free partners to launch promotional events with the



aim of offering an exclusive retail experience for travelers.

**What are your plans for 2011?**

Exclusives and limited-editions have proven to be very successful and we have once again increased our offer for 2011, which features a new Vintage Racing Collection. It's a tribute to the legendary automobiles from a bygone era and was created to celebrate the latest edition of The Ultimate Driving Adventure: the Peking to Paris Motor Challenge.

**What are the current consumer trends you are seeing in the travel retail market for watches?**

Since the economic downturn, trends indicate that consumers are still conscious of prices and looking for classical designs and more affordable items. And Frédérique Constant watches have proved to be very successful in the affordable luxury segment. Nevertheless, higher-priced watches are still enjoying steadfast growth due to strong interest in exclusive, luxurious timepieces from higher-end consumers. Thanks to increased brand awareness via celebrity brand ambassadors, and the emergence of a new class of affluent

consumers, we can foresee a bright future for luxury watches in travel retail.

**What lines are proving particularly popular in the marketplace at present and what do you forecast for the rest of 2011 in terms of demand?**

As consumer confidence returns, the trend is still towards classical timepieces. We are observing a strong demand for vintage-looking and ultra-slim timepieces. With increased competition in the watch sector, the need for technological innovation is even stronger and we constantly need to come up with new materials, designs, technical complications, that highlight our Swiss savoir-faire.

**What are the big issues and key events in 2011 for the watches and jewellery sector in travel retail?**

The development of Frédérique Constant in travel retail has been relatively smooth last year, due to continuously increasing interest in the brand from the operator side. Our main challenge in 2011 will be to adapt to changing consumer attitude and values, and identify new potential customers within the emergence of a new class of affluent shoppers. **DM**

## PERSONALFILE

**Based** Geneva, Switzerland

**Drives** Audi A3

**Essential gadgets** Blackberry, Bose Noise Cancelling Headphones and a good paperback to entertain myself during long airport layovers

**Favourite cities** Paris, my hometown, and New York City for its excitement

**Favourite airport** Changi Airport for its incredible shopping experience