



Philipp Wille **Misaki**

Evolution a constant at Misaki

New shop designs around the world and the introduction of a series of fresh product ranges throughout 2011 will keep the whole travel retail team at Misaki busy, particularly its President and Managing Director Philipp Wille.

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

I am involved in all aspects of the company: sales, marketing, product development and financials. And the typical week consists of many meetings including those involving product development: looking at new designs and giving input to changes to those designs as well as ideas/sketches for new designs to internal designers and external design houses as well as choosing details such as pearl type and colours, lengths, functionalities, sizes, and stones etcetera. There are also sales meetings: discussing contracts for new potential customers as well as analyzing sell-in and sell-out figures per sales manager's clients. And there are marketing meetings: discussing new communication policies/plans, positioning of new lines/collections, merchandising and decorative merchandising, graphic layouts of catalogues as well as new designs for Misaki shops.

What are the key areas of focus for you and your business in 2011?

The introduction of new categories in Basel such as men's watches and cufflinks, which received a lot of promising feedback, and the appropriate launching of watch displays. We are also developing a series of very modern Misaki shops in the US, Central America, Europe and Asia as well as investigating whether we should participate for the first time in the Bijorca exhibition in Paris.

What are the plans and launches due in 2011?

In the spring/summer of 2011 we've men's watches, scarves, men's cufflinks, women's watches and jewellery (Tropical Temptation). And in the autumn we've jewellery (Monte Carlo), the premium collection and new variants of men's and women's watches.

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

We see a strong trend towards affordable luxury, which is our category.



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?

We see 2011 as a good year worldwide, 'cash and carry' displays are particularly popular and drive higher sales. **DM**

PERSONALFILE

Based Monaco

Drive Jaguar XKR convertible

Essential gadget iPhone

Favourite city London/Paris/New York/Sydney/Amsterdam/Vienna

Favourite airport Singapore