



Wellington Global, the founding company of the Pica LéLa fashion jewellery brand have recently added the BeeBio Organic Manuka Honey and Bee Venom skincare brand to their travel retail portfolio and are excited to introduce this unique brand to their travel retail partners.

The latest buzz in beauty! Translated from Latin, 'BeeBio' means 'Bee - Life'.



Featuring medical-grade 16+ active healing and anti-bacterial manuka honey, bee venom and other natural ingredients, BeeBio Anti-Aging Skincare is proudly New Zealand owned and made. Scientific research conducted by Trinity Laboratories has shown that the Certified New Zealand **16+ Active Manuka Honey** is known for its healing properties, and BeeBio uses it to help stimulate new skin cell growth and to moisturize skin. **Honey Bee Venom** (toxin melittin) 'fools' the skin, causing a rush of blood to the area and stimulating production of natural collagen and elastin. Combine the two, and you're looking at stimulating skin cell renewal by **80 per cent**. BeeBio products also contain **six times the antioxidant levels of Vitamin C**.

Very importantly; these positive effects are clearly very visible – the outcome consumers are looking for.

Wellington Global will play a central role in developing global brand awareness of the BeeBio brand by their introduction of this exciting new brand and proven product to their portfolio of travel retail partners and thereby introducing to the global travelling consumer. As General Manager Frank Lum has previously stated *"Our mission is to provide professional branding and go-to-market solutions for upcoming brands and drive their Travel Retail performance. The TR market is an effective platform to seed a brand and that brands image and is often a lucrative and critical component of a successful luxury strategy – but it is also a specialist channel that needs a precise approach, and that's where Wellington Global comes in."*



Closer to home, Wellington Jeweller have recently been able to divulge great success with their first ever Pica LéLa listing on-board Korean Airlines in October, with first month sales topping 4 figures! Further to this, Pica LéLa can announce a successful launch in the duty free retail outlet that is Plaza Bali in Indonesia where the brand reports that consumers are favoring the unique style that the brand embraces. Their signature style, superior product quality and local heritage are also hoped to win the hearts of their newest domestic launch on board P&O Australian cruise liners.

1. Korean Airlines advertisement for the Pica LéLa Queen of Hearts necklace Oct2014

The Pica LéLa international team are also just home from TFWA Cannes this year where they showcased their newest lines, including the new additions to the previously launched and favored *Esmeralda* collection along with a re-launch of their *Victoria* collection, both of which were hot picks with the buyers that visited them. Seen here the favored *Chic* necklace from the *Esmeralda* collection with first confirmed listing on board Qantas from February 2015.



2. Esmeralda Collection – Chic Pendant

Now that the team have developed a significant presence in the Asian market, immediate priorities will see the development of the brand in other key markets such as the Middle East, Africa and Europe and they are actively speaking to distributors in order to accelerate their penetration in these markets.

To see the showcase of the new Pica LéLa collections and for any other enquiries please contact:

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01 Queen of Hearts pendant: Pica LéLa's *Queen of Hearts* as launched on board Korean Air Lines in September 2014.

02 Chic necklace: Pica LéLa's hero piece, the ever so *Chic* necklace from the new Esmeralda collection.