



Wellington Global are assiduously preparing for TFWA Singapore this year, as in addition to their **Pica LéLa** jewellery stand they are set to open their second booth with the **BeeBio**, Natural Organic, Manuka Honey and Bee Venom skincare brand. This decisive acceleration for BeeBio into Travel Retail comes after a successful launch of the brand on board Singapore Airlines in March this year with Cathay Pacific and Hong Kong Air now significant recent confirmations also due to launch this exciting new brand.

Wellington Global have played a determining role in the launch of BeeBio in the Travel Retail channel by providing a differentiated branding service, offering their professional branding and go-to-market travel retail specific experience.

"The team at Beebio has been really excited for sometime at the prospect of launching into the Travel Retail Market. Partnering with Wellington Global has been key to realizing the opportunity. We knew TR was a space that the BeeBio brand and range of premium natural anti-aging skincare was perfectly suited for and Wellington Global had the understanding, knowledge and expertise to execute a tremendously successful launch. It is fair to say that the speed of acceptance and success of the BeeBio brand in TR has exceeded all of our expectations."

– Adam Boot, Marketing Director BeeBio

Travel Retail remains an excellent platform on which to build global brand awareness and a platform on which BeeBio are excitedly anticipating as being a successful pillar of their brand and ongoing pursuits. Together with Wellington Global they are planning on implementing a focused TR strategy which satisfies the needs of the traveling consumer such as launching TR bespoke, innovative products and campaigns. For example, the launch of the new Luxury Travel Pack which features the Venomous Active Manuka Honey & Bee Venom Face Masque, Eye Crème and Royal Jelly Facial Crème. BeeBio offers natural and organic products and this offering is exactly what consumers are looking for as they strive to look for alternatives to chemicals and invasive treatments. BeeBio ingredients are independently scientifically proven as highly bio-active, meaning they product an effective effect on skin tissue – a scientific breakthrough in youth enhancement skincare.



Figure 1. BeeBio Luxury Travel Pack

"Manuka Honey which is only found in New Zealand is gaining worldwide recognition for its unique healing properties and we have taken this to a new level with validated science proving Medical Grade Manuka Honey has amazing skin cell regeneration properties regenerating new skin cells by 80%. Also with the other unique natural Bio-Active ingredients such as Bee Venom we bring something completely new and natural to the ever expanding youth enhancing market."

The scientific research and product development behind BeeBio is only just beginning and Travel Retail presents the perfect environment for us to engage directly with our key target market and develop truly amazing and 100% natural youth enhancing products."

– Chris McElroy, CEO BeeBio

Closer to home and their beloved Pica LéLa brand, Wellington Global continue to forge new partnerships and their focus is now to strengthen existing partnerships and transcribe this success in other regions. At TFWA Singapore in May this year, Pica LéLa will showcase their newest collection, the *Dynasty* collection. In contrast to the previous year's collections, *Dynasty* reflects a change in mood.

Dynasty is a subtle yet contemporary collection, finding beauty in asymmetry with designs incorporating irregular shapes, whilst experimenting with different playful designs. This is a fluid, mix and match, all season wear collection. Design detail includes clear crystal and mother of pearl as the underpinning elements. Rose gold again sets the tone by seamlessly yet strikingly bringing a contemporary approach to traditional components.



Figure 2. Pica LéLa New *Dynasty* Collection



The inspiration for *Dynasty*? The success of the *Queen of Hearts* necklace as featured on board Korean Air from October last year and the *Kayla* necklace currently featured on board Singapore Airlines mark the inspiration behind this charming and remarkable collection. The signature crown of these 2 pieces is integrated with crystal and mother of pearl to create a subtle elegant look. *Dynasty* will offer the consumer a chance to make creative pairings and influence their own style by creating their own edge and sets. This collection will price range from approximately US\$79 to US\$199.

Pica LéLa will also set the foundation for their new in-flight exclusives at TFWA Singapore with the presentation of their first additions to this endeavor. Pica LéLa's partners will hopefully be excited to see the second edition of the distinctive Forever Springtime necklace which was immensely successful as no.1 or 2 across more than 10 airlines and due to consumer demand, still holds its place in their current collection.

So what is next for Wellington Global? It is assured that there are intensifying plans for 2015 and into 2016 as the company aims to bring their partners and consumers unique best in category brands. *"The vision of Wellington Global is to provide the Travel Retail market with a tailor made branding solution to a limited set of unique and exclusive brands, bringing a fresh and exciting experience to the travelling consumer."* – Frank Lum, General Manager Wellington Global

For any enquiries please contact:

Email: sales@wellingtonglobal.com.au

Tel: +612 9264 5190