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Buckley Jewellery shines at the 2011 Airline Retail Awards

Published: 06/07/11

Source: ©The Moodie Report

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UK. Buckley Jewellery has clinched the 'Best Inflight Product' title for its Russian Trio Set at the 2011 Airline Retail Awards last week, held as part of the Airline Retail Conference (ARC) in London.

The UK-based jewellery company was also nominated in the 'Most Promising Inflight Supplier' category, which was voted for online by delegates attending ARC in the run-up to the conference.

The 'Best Inflight Product' award was voted for based on nominations received during the two-day event.

In related news, Singapore Airlines (through DFASS) listed the Russian Trio Set onboard prior to ARC.

Buckley Jewellery Sales & Marketing Director Neil Thompson commented: "It was an honour – and also humbling – to be nominated for two awards by our customers. To then go on and win one is just fantastic. We recognise that we've only been in travel retail for a short time and we are still a relatively unknown brand for airlines and their concessionaires. We are therefore very grateful for the confidence they have shown in us by giving us the opportunity to list our designs with them. It is valuable recognition of the Buckley brand and our ability to deliver the best possible products and service as an inflight partner.

"In winning this accolade it brings with it the obligation to develop the next 'Product of the Year' and, as a design-led business, it's a challenge we relish. With this in mind, we will be launching a new premium brand/range at Cannes. This will be an exquisite silver collection with a distinctive brand icon and we look forward to showing it to all of our customers at the TFWA World Exhibition."



Russian Trio Set was named 'Best Inflight Product' based on nominations received at ARC

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