

JEWELLERY

Secret Wish's iPhone strap voted 'Best New Inflight Product' at ARC

Published: 04/07/11

Source: ©The Moodie Report

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Successful newcomer to inflight: Secret Wish

called the DisplayDrawer.

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FRANCE. Delegates attending the Airline Retail Conference (ARC) 2011 last week in London voted Secret Wish's iPhone strap the best new product for inflight sales.

"We are truly delighted by this award," said the company's Managing Director Nadia Skouri.

"Secret Wish is a newcomer in the fashion jewellery business. We came to ARC with our first collection and it is both rewarding and encouraging to get this sort of support from airline buyers and industry leaders".

The iPhone strap is a light piece of jewellery designed to accessorize a traveller's favourite smartphone. Unlike the previous generation of similar products, it ties up instantaneously to the smartphone's audio output plug thanks to an innovative tip.

This patented tip fits both 3.5 mm and 2.5 mm mini-jack outputs, ensuring compatibility with 90% of modern smartphones. The iPhone strap can be customized by adding various charms, sold separately.

About Secret Wish

Secret Wish is a new jewellery brand based in Paris. Founded by travel retail veterans Nadia Skouri (ex-Oxygen) and Pierre Freyssinet (ex-Aeroboutique Inflight Retail), the company claims its products are specially designed for inflight retailing, through exclusive patented designs, travel-minded packaging and GWPs and an innovative merchandising tool

The Moodie Report

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