

IT'S NOT ABOUT FASHION, IT'S ABOUT STYLE



“Fashions fade, style is eternal.” This timeless fashion quote confirms the philosophy that has been the driving force behind KARELIA’s product development.

Backed by their traditional standard of high quality that has earned them respect and prominence as a brand innovator in the highly competitive global tobacco industry, KARELIA has developed some of the most modern and luxuriously stylish brands. KARELIA also recognizes the importance of a highly dynamic channel that sets trends rather than follows them while giving brands an excellent opportunity to rise to a new level of performance, and has concentrated on growing its presence in the duty free and travel retail industry.

LUXURY AND THE INDIVIDUAL

“Luxury and the individual are particularly suited to the Duty Free and Travel Retail business because aside from it being the place where exclusive products are launched, it is also by consequence where more brand switching takes place,” says KARELIA’s Public Relations Manager, Joanna Kamarinopoulos. The huge success of Karelia Slims is a prime example of this. From the outset, it was apparent that Karelia Slims would develop into a

big success. When it was first launched it quickly became clear that the brand had all the right attributes to make an exciting product presentation and consumers picked up on this right away. Now Karelia Slims is available in many of the world’s largest airport outlets, and also the menthol version is the only slims brand being carried on board a major British airline with international destinations.

LAUNCH OF OMÉ

Kamarinopoulos is convinced that the launch of the new Omé this year at Cannes will do a similar job to that of Karelia Slims because of its strikingly stylish design and the huge potential of the superslims category. The growth of superslims and the convenience they offer as well as how they appeal to different kinds of people has been noted. So far the brand has been launched in a number of countries with extremely satisfactory responses. “We’re going to repeat our success with Omé because it is such a modern and distinctive brand, and particularly well adapted to duty free and travel retail,” says Kamarinopoulos. In a different market segment, the Company has also enjoyed success with the sales of its highly exclusive flagship brand called George Karelias and Sons Excellence, now sold in a number of duty free outlets, including World Duty Free at Heathrow’s T5, which houses a plethora of luxury brand experiences for the discerning world traveller. The Excellence brand is absolutely suited to this channel and now the launch of Omé will enrich its presence in an exciting developing category.

MERCHANDISING INNOVATION

KARELIA supports the notion that travellers are more receptive to buying different and distinct brands. Andrew Karelias, Managing Director comments, “Most travellers are in an unfamiliar and exciting environment surrounded by a choice of products on display. In that situation, there’s a strong incentive to buy something new especially if their perception of a brand’s added value gives them something their current brand doesn’t. This is why we also place so much importance on the development

of merchandising units and marketing promotion”, says Andrew Karelias. KARELIA has invested heavily in high quality customized stands and gondolas around the world for Karelia Slims, George Karelias and Sons Excellence and Omé, with this sort of market borne in mind. Mr. Karelias continues, “This is one of the few, if not the only, places where a consumer can pick up a carton of cigarettes and really appreciate it. At that stage, conventional influences are absent, and the traveller is left to absorb the attributes of the brand and its overall presentation, including the merchandising unit, to make his or her own comparisons. If there is a promotion also going on at the same time, then the buyer is also more likely to be influenced in his or her purchase decision. Simply put, it’s a naturally great environment to try new things.”

CUTTING EDGE IN STYLE

But there is still much more than meets the eye with exclusive brands, especially when it comes to being on the cutting edge in style. KARELIA prides itself on cooperating with some of the world’s most innovative packaging designers who spend months, even years, to deliver the brands’ unique and sophisticated packaging into the hands of smokers. Careful attention is given to colour hues, various texture grades, and packaging

design characteristics to keep the brands painfully stylish and luxurious, as those at KARELIA know all too well.

Inside each pack, KARELIA cigarette blends are made of the world’s best leaf tobaccos that have been hand-selected and crafted by their Master Blenders. The finest crops from the world’s richest and most exotic tobacco regions are selected for their character, colour, smoothness and richness of aroma from the U.S., Brazil, Zimbabwe, Korea, Malawi, and from many other countries.

KARELIA brands are currently available in almost seventy countries around the world - in Europe, the Far East, the Middle East and Africa. And since two years, due to the high demand for its brands, KARELIA has established two new subsidiaries in Turkey and Bulgaria for the purpose of expanding its presence particularly in the duty free market of Turkey and for the purpose of selling its brands in the Bulgarian market.

One can but conclude that everything KARELIA does is not about fashion – it’s about style. Growing numbers of consumers seeking life’s finer pleasures are discovering the KARELIA style for unmatched flavour, finesse and finest quality.

