

SKYlink launches Marlay jewelry with Eurotrade at Munich Airport



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Leading travel retail distributor SKYlink has launched its new jewelry line, Marlay, at Munich Airport Terminal 2 in partnership with Eurotrade.

Further to launching Marlay, the 'little sister' of SKYlink's popular Haus of Dietrich brand in Cannes last year, the youth-led brand has been steadily increasing its presence in Germany. The new Marlay location is within the watches & jewelry area at Eurotrade's main duty free shop and opened on April 17 in Munich Airport's T2 Schengen area.

The new Marlay opening marks the brand's biggest travel retail launch with an assortment of 67 SKUs. The brand's inspiring and colorful jewelry pieces have quickly become a traveler favorite due to their fresh and modern look, which is also represented in the point of sale display and visual merchandizing.

Brand Manager Hannah Lindig and Merchandising Specialist Ralf Zimmermann produced the Marlay jewelry retail concept with a focus on showcasing the brand's colorful displays and easy styling options.

The SKYlink team has invested in training for the Munich store sales staff, and is excited about the new brand which has already been selling well during the VM set-up and initial store trials.

"Marlay is a fantastic new addition to our jewelry offer in Munich. We are pleased to be launching the new brand that has a unique look and feel for our customers," comments Stefanie Göhl at

eurotrade Flughafen München Handels-GmbH. "I have been impressed by the SKYlink team's professionalism and creative spirit, working together has been incredibly fun."

SKYlink recently appointed Ricarda Weber as Business Development & Strategy Director. Weber joins from her previous role as Managing Director at Gebr. Heinemann in the cruise ship subsidiary. "I've been involved in the Marlay launch since I joined the team at SKYlink and it's great to see this kind of energy in the jewelry category again. We would like to thank Stefanie Göhl from Eurotrade for this exciting partnership," she says.

Marlay offers a wide selection of jewelry, including necklaces, bracelets and earrings, all colorful, lively and affordable. Marlay's targeted audience is younger traveling consumers, and has proven popular in under a year of trading, with several airport and inflight listings.

Spring/Summer 24 collections

For spring/summer 2024, the Marlay range comprises three collections, with an average retail price of €45 (US\$50):

Ibiza is a colorful offer featuring pearls and beads, designed to be layered. Matching necklaces and bracelets and 'mix-and-match' options are statement pieces.

Urban offers heavier, more edgy styles with big links, chunky chains and curb chain elements. The texture and haptic of metal, as well as gold and silver colours are key.

Cruise follows a maritime theme, combining shells, pearls and sea stars with heart and sun details.