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Cœur de Lion appoints Gary Leong to lead travel retail entry into Asia Pacific

By Jill Sayles in Asia/Pacific, Brand News, Jewellery & Watches | June 23, 2025

The brand's move into the region builds on its success across various travel retail channels



German jewellery house **Cœur de Lion** has announced **Gulf Pacific Founder, Gary Leong** as its **Business Developer** for **Asia**, as the brand targets the Asia Pacific region, marking its next chapter in its growing presence in global travel retail.

Cœur de Lion and Aeternum Holding CEO, Markus Lampe said: “We are excited to embark on an expansion into Asia, where we have recently appointed Gary Leong to strengthen our presence in this dynamic market.

“This marks an exciting new chapter for Cœur de Lion, and we look forward to the future projects ahead.”



Founded in 1987, Cœur de Lion makes handcrafted jewellery inspired by geometric forms and the beauty of nature. The brand has gained international recognition for its **GeoCube** designs, contemporary colour combinations, and use of semi-precious stones and pearls—crafted to suit everyday wear and all ages.

Cœur de Lion is part of Aeternum Holding, alongside brands such as Qudo, Liza’s, and Danish jewellery label Sif Jakobs. Together, the portfolio offers accessible, timeless jewellery rooted in sustainable practices and designed to resonate with Gen Z and millennial consumers.

Cœur de Lion's expansion into Asia Pacific builds on its success across various travel retail channels—including airlines, airports, cruise lines, and border shops. The brand's products are sold in more than 30 countries by 4,000 independent jewellers and are featured by leading global retailers such as **Avolta** and **Gebr. Heinemann**.

The recent launch of the **Spring/Summer 2025** collection at **Stuttgart Airport**, in collaboration with **HSG Flughafen Stuttgart**, is a testament to the brand's increasing airport retail visibility.

Travel retail now accounts for approximately 20% of the company's total revenue, according to Lampe.

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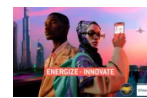
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He said: “Cœur de Lion has built a robust and expanding footprint within the global travel retail sector. This strong performance underscores our strategic commitment to travel retail as a cornerstone of our business.”

Cœur de Lion has established a dominant position in the cruise retail market, with a presence on more than 300 river and ocean ships, through partnerships with **Starboard, MSC, Harding+, and Heinemann.**

In the airline segment, the brand is featured on board premium carriers such as **Swiss, Eurowings, Condor, and Lufthansa.**

“Cœur de Lion saw amazing developments in cruise retail in 2024, and our results show we are growing year after year,” said **Ana Vassallo, Key Account Manager at Cœur de Lion.** “We have established ourselves as a ‘must-have’ jewellery brand in both air and sea travel, appealing to a wide range of ages and nationalities with our strong product design and colourful stone aesthetics.”

The brand continues to grow its airport presence across Europe and the Americas, with successful points of sale in Stuttgart, Munich, Frankfurt, Hamburg, Palma de Mallorca, London Heathrow, and Manchester amongst others. It is also preparing to debut in São Paulo and Rio de Janeiro airports.



Gary Leong

Speaking about the brand’s upcoming entry into Asia Pacific, **Leong** said: “It is exciting to be collaborating with Cœur de Lion and its brands to drive further growth into Asia Pacific.

“Our goal is to bring newness to a generation of travellers who appreciate the craftsmanship of handmade jewellery.”

“Cœur de Lion pieces are vibrant, long-lasting and rich in personal expression. It’s important for brands in this sector to offer keepsakes that connect with customers and remind them of their travel experiences.”

Asia Pacific is seeing robust recovery in both trade and tourism. Governments are investing in infrastructure upgrades, including the ongoing expansion of Changi Airport, which will increase annual passenger capacity to 135 million by 2030.

At the **TFWA Asia Pacific Exhibition & Conference, Singapore Minister of State for Trade and Industry and Minister of State for Culture, Alvin Tan** commented that these developments would help “enhance [Singapore’s] attractiveness as a leading MICE and business hub,” adding that the travel retail industry stands to benefit greatly.

The country’s thriving cruise industry will continue to gain momentum with the highly anticipated **Disney** cruise ship arriving in 2025, reinforcing Southeast Asia’s leading home port as one of many key markets for Coeur de Lion to establish its presence in.

Vassallo added: “Timeless designs and top quality guarantee the longevity of our products,” reflecting the brand’s commitment to meet the on-going demands of a diversified global travel retail sector.

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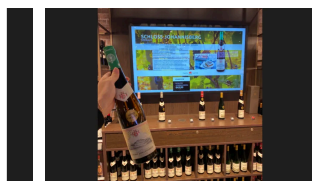
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