

WEDNESDAY 10 MAY

TFWA ASIA PACIFIC EXHIBITION & CONFERENCE 2017

24

SHOW OPENSComprehensive news
from the exhibition floor

04

**CHILL-OUT
PARTY**Last night at the
Mandarin Oriental

09

**WATCHES &
JEWELLERY**

Special report inside

Scan this code
to visit tfwa.comSEND TFWA A
MESSAGE ON
 **twitter**
[@TFWAnews](https://twitter.com/TFWAnews)

FOLLOW US ON



Sponsored by:

CLOGAU
GOLD OF ROYALTY

VISIT US AT BOOTH
LEVEL 1- T8

A MOMENT OF BEAUTY

Our visionary approach to oil-infused hair and body care.

Your world reimagined.

Discover more at Moroccanoil.com



MOROCCANOIL®

ONE BRAND: A WORLD OF OIL-INFUSED BEAUTY

When it comes to bringing people together, TFWA Asia Pacific Exhibition & Conference is hard to beat. In our often complex business, it's difficult for brands and people new to the sector to make the connections they need to ensure the success of a new venture, and reaching decision makers can be a long and frustrating process.

This event, however, is the perfect ice-breaker. Conversely, for those, like me, who've been around somewhat longer, it's an invaluable opportunity to keep in touch with established contacts in an important part of the world.

Every time I've attended TFWA Asia Pacific Exhibition & Conference I've found plenty in the programme that is of real relevance to my business. We hear from speakers with a broad range of expertise, as well as people who really understand the region. But the direct

INTRODUCTION

THE PERFECT PLACE TO MEET

experience on the platform goes beyond geographical knowledge – at this event, we don't for example have 'just anyone' talking about the impact of Millennials, we have Millennials talking about Millennials. There are learnings for all – whatever challenges you are facing. The show remains an intimate event at which it's easy to do business in a relaxed atmosphere, but it has certainly changed over the years. One aspect that has developed considerably is the TFWA ONE2ONE meeting service. Particularly helpful to newcomers, the service has been a huge success. Last year 360 meetings were held, an increase of 188% since the service was launched in 2009, when 125 meetings were organised.

There are a wealth of digital marketing tools to make your time at the conference that much more effective and efficient. These include our product showcase, exhibition directory and press photo service, while live information can be found on Twitter and LinkedIn, as well as, for the first time this year, on Facebook. But of course our marketing efforts extend beyond the TFWA conference programme. We're currently working hard to get our fantastic new website at www.tfwa.com up and running. This state-of-the-art facility, scheduled to go live this summer, will be much more user-friendly, and will offer easy access to market data, new research and key information on the duty free and travel retail sector, as

well as more images and videos showcasing the best of our great industry. Watch this space!

NOTES FOR YOUR DIARY:

- We hope you enjoyed the golf, tai chi and other social events early this week. The programme continues tonight at 20:00 with the TFWA Singapore Swing Party at Universal Studios. Back by popular demand, this thrill-a-minute event, which will offer TFWA guests exclusive use of four of the most high-octane rides as well as delicious dining options, is bound to be an unforgettable evening. Don't miss the shuttle buses to Sentosa.
- The TFWA Asia Pacific Bar is once again proving the must-visit after work spot.

Many thanks to all our sponsors.

- For a recap on what we are certain will be a great week, look out for The Review on www.tfwa.com after the event. Here you will find reports, interviews, videos and photos that will capture all the highlights.



**Gerry Munday,
Vice-President
Marketing, TFWA**

WiFi SERVICE



TFWA is pleased to provide free WiFi access within the exhibition halls.

REMINDER OF LOCATIONS WITHIN THE MARINA BAY SANDS EXPO & CONVENTION CENTRE:

- Two exhibition levels: Basement 2 and Level 1
- Registration desks and ONE2ONE Lounge: Level 1
- Press Centre: Basement 2
- TFWA offices: Level 3
- TFWA Asia Pacific Bar: Level 4
- Conference/Workshops: Level 5
- Asian Bar: Basement 2
- Western Bar: Basement 2
- Sushi Bar: Level 1

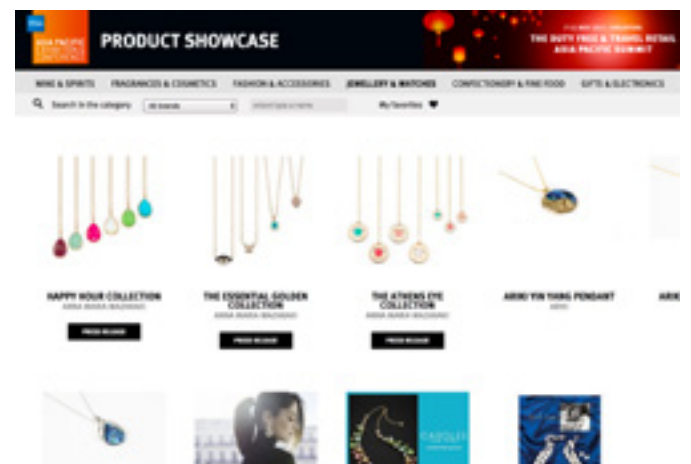
The TFWA Product Showcase is a dedicated online service that allows exhibitors to present their brand innovations in advance of and during TFWA Asia Pacific Exhibition & Conference.

Learn more about the latest exciting product news from brands across all product categories. Many have uploaded information and photos to the website, where visitors can search for products by brand, company or product sector.

Scan this code to visit the TFWA Product Showcase:



TFWA PRODUCT SHOWCASE



BREAKFAST WILL BE SERVED FOR TFWA DELEGATES AT THE ADRIFT RESTAURANT – MARINA BAY SANDS HOTEL LOBBY TOWER 2 – IN A PRIVATE ZONE ACCESSIBLE TO ALL TFWA BADGE HOLDERS.

TFWA ON SOCIAL MEDIA



Find the latest news on TFWA Asia Pacific Exhibition & Conference, and learn more about the Association's objectives, across social media. Visit the TFWA LinkedIn page and join TFWA's LinkedIn Group, follow us on Twitter, and 'like' us on Facebook. They are the ideal platforms to keep up-to-date with TFWA news as it happens.

SUPPORTED BY:



01 Johanne Hedges, Senior Buyer – Fashion Division, Harding Retail, and Gerry Munday, Vice-President Marketing, TFWA.



02 Vincent Allard, Key Account Manager and Travel Retail Manager APAC, Lacoste; Anne-Sophie Goujet, Key Account Manager, Concourse Display Management; and Glyn Williams, General Manager Retail, Sydney Airport.



03



04



05



03 Berenice Salin, Intern, Interparfums; Frédéric Garcia-Pelayo, Vice-President Finance, TFWA; and Simon Heloise, Export Director, Frapin.

04 Jacob Olsen, Travel Retail Manager, Dyrberg/Kern; Antoinette Vanderroost, Inflight Manager, Blue Storks; Peter Dige, Director Travel Retail, Toms Group; Annette Rosendahl, Travel Retail Senior Manager, LEGO; and Pietro Girardo, Account Manager Travel Retail, LEGO.

05 Alain Baiteul, Export Manager, Berdoues Group; Antoine Khouzami, President, Be Keen; Philippe Benady, President, Empire of Scents; Anthony Gambirasio, General Manager, VAG & Distribution; Patrick McCarthy, Managing Director, Brand Point; and Olivier Mariotti, Managing Partner, Etat Libre d'Orange.

06 Thomas Wesch, Managing Director, SKYlink; Jaclyn McGuire, Brand Development, Scorpio Worldwide; and Stuart McGuire, Chairman, Scorpio Worldwide.

07 Frédéric Ruffat, APAC Regional Sales Manager, Bogart; Hamed Arefian, Buyer, Maxaroma; and Adam Sarshoghi, CEO Fragrance Depot Corp.



06



07



CHILL-OUT PARTY

There was a truly magical theme by the shimmering pool of the Mandarin Oriental at last night's Chill-Out Party, kindly sponsored by Lacoste and House of Sillage. Guests enjoyed a tempting buffet selection, calming massages and great entertainment.



7-11 MAY 2017
SINGAPORE

TFWA

ASIA PACIFIC EXHIBITION & CONFERENCE
THE DUTY FREE & TRAVEL, RETAIL, ASIA-PACIFIC SUMMIT

VIEW THE TFWA PRODUCT SHOWCASE
Innovations and new launches in Singapore this year

www.tfwaproductshowcase.com

Look for specific brands via a flat screen the search function

Access press releases or external websites

Select a product category from the easy-to-use interface

Find online details, maker's name, stand location and contact data on a summary screen

7 YEARS OF DUTY FREE
1947 — 2017



DFNI AWARDS

The 20th annual DFNI Awards for Travel-Retail Excellence in Asia/Pacific took place last night at the Marina Bay Sands Expo & Convention Centre.

THE WINNERS

Asia/Pacific Travel Retailer of the Year

DFS GROUP

Asia/Pacific Inflight Travel Retailer of the Year

DFASS

Asia/Pacific Airport Travel Retailer of the Year

DFS GROUP

Middle East Travel Retailer of the Year

DUBAI DUTY FREE

Best New Shop Opening in Asia/Pacific (since January 2016)

**DFS WINES AND SPIRITS DUPLEX STORE,
SINGAPORE CHANGI AIRPORT TERMINAL 2**

Best Travel Retailer Operating in a Single Country/Territory in Asia/Pacific

KING POWER THAILAND

Best Cruise/Ferry Travel Retailer in Asia/Pacific

STARBOARD CRUISE SERVICES

Airport Authority with the Most Supportive Approach to Travel Retail

CHANGI AIRPORT GROUP

Supplier of the Year

TREASURY WINE ESTATES

Best New Product Launch

CABEAU EVOLUTION COOL TRAVEL PILLOW

Lambretta
watches

1947-2017
70
ANNI

Welcome to Stand H30
and Celebrate the 70th Lambretta Anniversary

We are proud to present the Lambretta Watches 2017 Collections of **Cielo**, **Cesare**, **Imola** and the **brand new Classico** models. Modern fashion accessories with a retro twist, clearly inspired by the glorious days of the Italian Lambretta scooters.

CAPELLA INDUSTRIES • LAMBRETTAWATCHES.COM • JD@CAPELLAIND.COM

PARTY TIME



TFWA ASIA PACIFIC BAR

Today, 18:00-19:30

Level 4, Marina Bay Sands Expo & Convention Centre

The TFWA Asia Pacific Bar, at the heart of the Marina Bay Sands, is established as the ideal spot for early-evening drinks. Its superb terrace is an inviting place to unwind and take in the views of Marina Bay. All drinks courtesy of exhibiting companies.

Tonight, 20:00
Universal Studios, Sentosa Island

The 2017 Singapore Swing Party returns to Universal Studios by popular demand. A high-energy dose of thrills and spills is guaranteed, with four rides available for the exclusive use of guests. Live music, entertainment and a delicious array of dining options will ensure it is a night not to be missed.

Entrance by invitation only (part of full delegate status)
Dress code: Casual (comfortable shoes advised)
Shuttle service available from all major hotels

Research conducted by Counter Intelligence Retail shows that, compared with the average global traveller, Asian nationalities are more prominent visitors to the duty free store (49% vs global average of 46%).

They are also more likely to make a purchase in each of the four categories analysed – alcohol, beauty, confectionery, and tobacco, as well as at an overall level (36% vs global average of 29%). “However, with half of Asian travellers not entering a duty free store, and more than a quarter of those that do leaving without making a purchase, there is a clear opportunity to drive increased rates of footfall and purchasing,” says Garry Stasiulevicus, President, Counter Intelligence Retail (CiR). He explains that footfall can be increased by overcoming leading visiting barriers, such as not needing to buy anything (31%), not having time (18%), not wanting to be tempted (12%) and not wanting to carry any more items (11%). More

60 SECONDS WITH:

GARRY STASIULEVICUS, PRESIDENT, COUNTER INTELLIGENCE RETAIL

Garry Stasiulevicus, President, Counter Intelligence Retail, shares some insights into increasing footfall and driving purchasing among Asia Pacific travelling consumers with Ross Falconer.

passive barriers, such as not needing to buy anything, can be overcome through driving range excitement with in-store activity, special editions and impulsive product lines. Meanwhile, convenience-led barriers, such as not wanting to carry any more items, or not having time, can be overcome through pre-order and home delivery services, Stasiulevicus explains. “Highlighting category gifting ranges and providing added-value gift services have the potential to drive increased conversion among Asian shoppers going forward, with 21% highlighting ‘a greater range of gifting solutions’ as a factor that would encourage them to buy, and 13% finding appeal in gift wrapping services,” he adds. “Highlighting promotional offers (18%) and best-sellers



(13%) via dedicated displays should also be prioritised in Asian traveller conversion strategies.” CiR has also recently launched a comprehensive study of Chinese travellers’

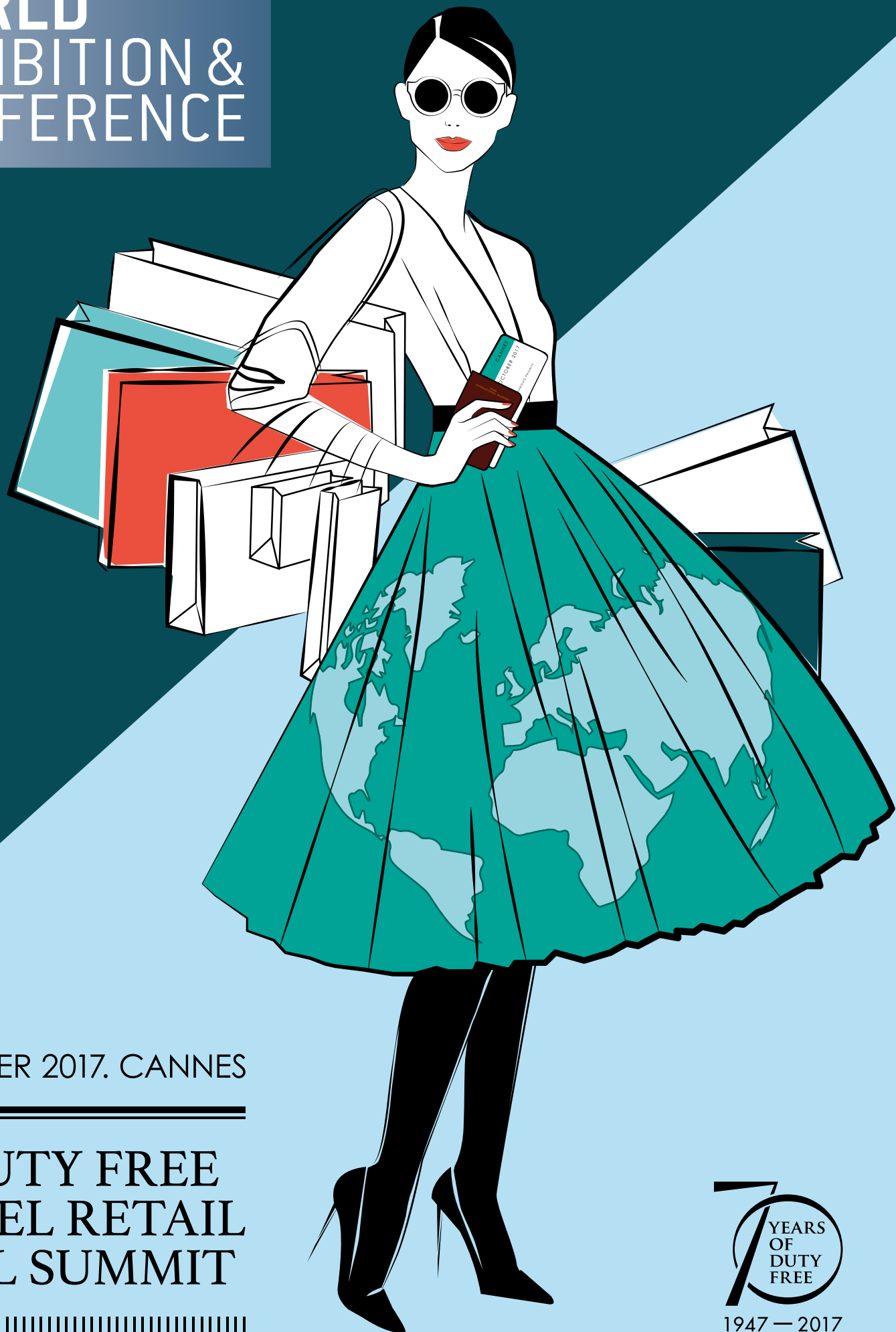
attitudes to shopping in duty free & travel retail. Among the myriad findings, CiR’s Chinese Shopper Study 2017 highlights where the behaviour of millennial duty free shoppers differs

from Chinese travellers overall. “Millennials are a vital shopper in travel retail, with more than half, 57%, of Chinese duty free shoppers being aged under 35, and this proportion is set to

grow in future,” Stasiulevicus comments. “Our research indicated that shopping is an important part of the international travel experience for 9 out of 10 millennials.”

TFWA

WORLD EXHIBITION & CONFERENCE



1—6 OCTOBER 2017. CANNES

THE DUTY FREE
& TRAVEL RETAIL
GLOBAL SUMMIT

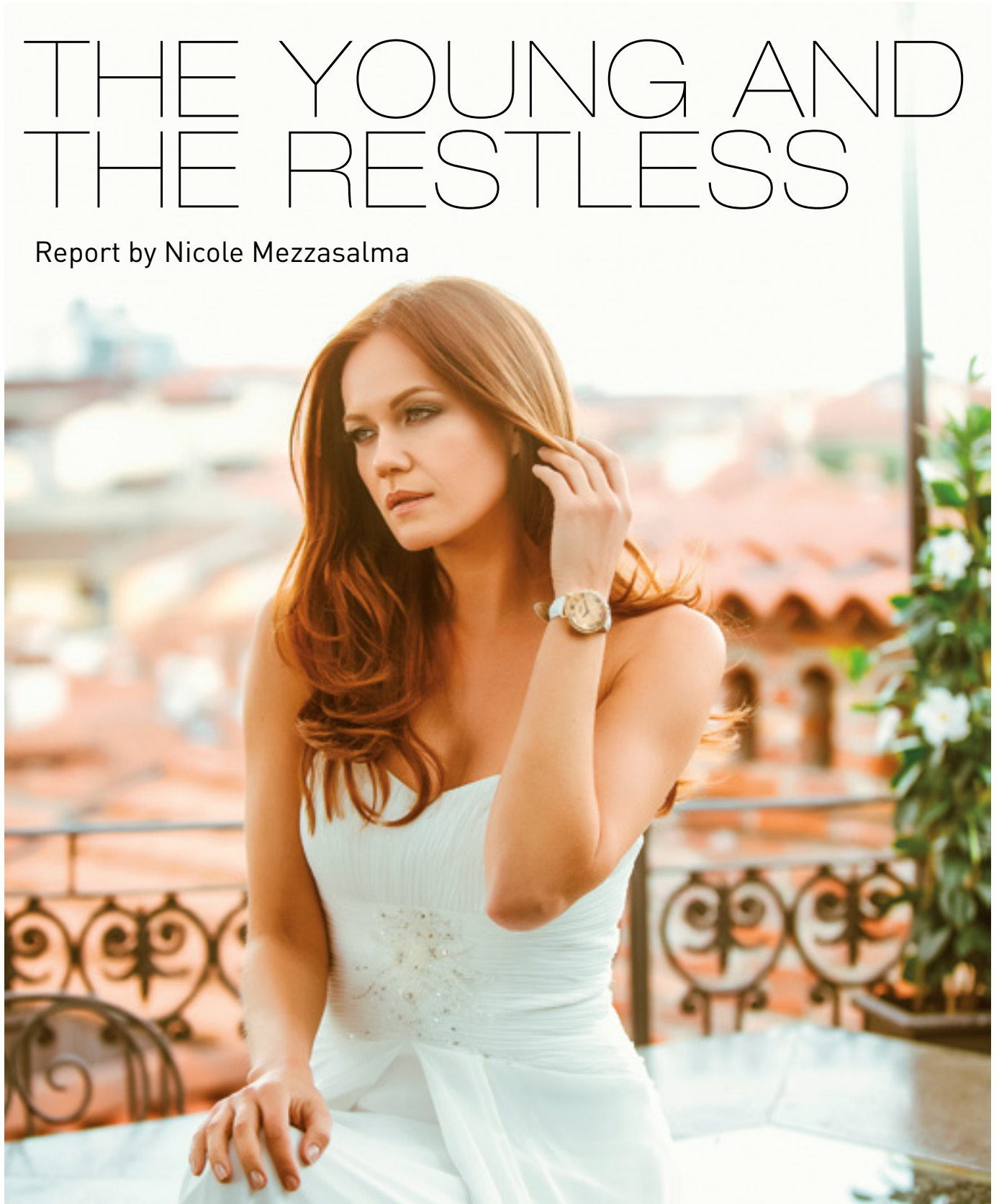


1947 — 2017

For a long time, jewellery and watches suppliers marketed their wares almost exclusively at an older demographic, deemed to have higher spending power and more chances to invest in gifts for themselves and their loved ones. When travel was a luxury restricted to a select few that was certainly the case. But, in more recent years, suppliers in these categories have identified the growing potential of a younger audience.

With mid-set Generation figures showing sales of jewellery and watches in duty free and travel retail recording marked drops over 2015 and the first quarter of 2016, companies have taken to diversifying in order to stay relevant in an ever more competitive marketplace. Rosa Tous Oriol, Corporate Vice-President, TOUS (Basement 2 F26) believes young adults represent its future customers: "They represent about 15% [of our sales] and growing. They are looking for pieces that tell stories through memories, moments and feelings. Now we are presenting TOUS Medallions, a collection that restores and reaffirms the value of the medallion. These pieces transcend jewellery trends, surpassing the purely aesthetic and becoming unique amulets to be treasured forever." Tous Oriol adds that the company is targeting those in the 16-30 age range with special collections, and that its ranges are perfectly suited to Asia Pacific consumers' tastes, with smaller jewels that are key for the market. "[We] stay true to our values: tender, fun and young spirit, perfectly represented by our iconic bear. [These] are aligned with the younger customer," she explains.

For Italian supplier Didofà (Basement 2 G6), younger consumers are an even more crucial demographic, representing over 80% of total sales. Export Manager Marco Meola says: "Younger customers are always looking for fashion jewellery and watches, following what they see on TV or what they find on social media and advertising." He adds that it is difficult to follow market trends in a world that moves ever faster, so while it is important to be trend-led, companies need to stay true to their lines and believe in what they are doing.



THE YOUNG AND THE RESTLESS

Report by Nicole Mezzasalma

Montres Chouriet (Level 1 S12) President Lu Bingqiang also highlights the importance of younger consumers in the category: "The young generation is increasingly important to our products and market. We have designed several new collections particular for young people who are stylish and have [strong] personalities. The young adult market accounts for a large proportion of our travel retail business." To understand what kinds of products younger customers want, you need to understand

them well, adds Bingqiang: "Young people now are pursuing fashion and individuality and they have a strong imagination, so the products will be attractive if they are exquisite, innovative and beyond imagination. Therefore, our products will abide by the brand value 'detail is luxury' and continuously promote the innovation and development." This approach does not mean adopting a one-size-fits-all approach, but understanding regional differences, according to Bingqiang. "People who live in a relatively richer area are

ITALIAN SUPPLIER DIDOFÀ WILL SHOWCASE IN SINGAPORE A SELECTION OF PRODUCTS INCLUDING 3D MADE UP WATCHES, THE COLOURFUL TRAIL JEWELLERY AND THE PARIS WATCHES FROM THE LUXURY COLLECTION FEATURING GEMS AND DETAILS IN BRONZE, SILVER AND GOLD.

more likely to choose the unique products that are luxury and decorated with diamonds and gold material, especially young people, despite being restricted by economic capability," he adds.

EMBRACING A VARIED DEMOGRAPHIC

Wellington Global (Basement 2 F23) Executive of Business Operations Sarah Lynch agrees that younger customers are very important particularly in Asia. "The young adult market is a significant one for our brand as we aspire to attract and build brand loyalty from an early age," she explains. "The Pica LéLa personality is young and vivacious, but with an elegant impression which can, therefore, also incorporate an older demographic, and so we embrace both our multi-cultural market and our varied demographic alike. The price point that we offer (\$70-250) is also accessible for this younger age bracket and although the younger market may not spend great amounts per item on jewellery, they purchase frequently. Furthermore, as more and more people are

travelling and from a younger age, travel retail is a great platform to reach these core consumers around the world." Lynch adds that the young adult group may account for about 40% of sales, but explains that it can be hard to gauge. "This is difficult to confirm as we exact little information from airlines and retailers as to customers' demographic data. It can also be said to be regional dependent. Our local domestic market in Australia appears to be the mid-age market versus other countries in the Asia Pacific region, which tend towards the younger age range." In terms of styles, younger consumers have varying expectations, according to Lynch: "We have identified that the



TOUS WILL PRESENT ITEMS EXCLUSIVE TO TRAVEL RETAIL FOR THE FIRST TIME AT THIS YEAR'S TFWA ASIA PACIFIC EXHIBITION & CONFERENCE, FEATURING ITS TRADEMARK BEAR DESIGN.





WATCHES/JEWELRY/BAGS

Visit us: booth G6 basement 2

didofà

DIDOFA.COM

FACEBOOK.COM/DIDOFAWATCH

INSTAGRAM.COM/DIDOFAWATCH

demand is two-tiered in relation to jewellery styles that are trending amongst the younger market. The young adult consumer is often searching for an outlet to self-express through their fashion choices and therefore there is a distinct emphasis on individuality and uniqueness. However, young consumers are also looking for ease of wear with their jewellery and accessories.” Lynch adds that the rose gold trend is also still very popular, in particular with the younger female audience due to its feminine edge, and as such Wellington Global’s collections always feature some rose gold elements. “During TFWA Asia Pacific Exhibition & Conference this year, at Pica LÉLa we will highlight our Dynasty collection. Contemporary definitions of classic styles are increasingly popular and in particular with the younger market where edgy individualistic styles are in demand, yet with a notable flashback to more classic forms,” Lynch explains. “We tend to find that there is a



Thomas Sabo is presenting in Singapore its new Little Secrets collection, with stacking bracelets that represent the wishes of the wearer. Popular motifs from previous collections are included, as well as coins, hearts and bars that can be personalised through a free engraving service.

NEW ZEALAND JEWELLERY BRAND ARIKI SAYS PENDANTS ARE THE HIGHEST SINGLE ITEM IN DEMAND, SO IT HAS DESIGNED AN ADDITIONAL RANGE OF PENDANTS WITH APPEAL TO THE CRUISE DEMOGRAPHIC AND THE YOUNGER DEMOGRAPHIC WHO TEND TO BE NON-CRUISERS.

jewellery size demand in different markets and, therefore, we often need to reflect and tailor to this accordingly within our collections,” she continues.

TAILORING TO MILLENNIALS

Arium Design (Level 1 N011) Creative Director Julie Kim is another advocate of the relevance of younger consumers. “The young adult market currently makes up 25% of our sales, and is very important to Arium Collection because of the great potential it holds,” she explains. “We continue to tap into this lucrative section of the market by delivering both on-trend, sophisticated designs to carry women through various phases of their lifestyles. “Trend preferences amongst the younger customers change so rapidly, presenting a challenge that keeps us on our toes,” Kim continues. “Being raised in a fiercely competitive economic climate where they have the luxury of endless options makes them an ever-changing demographic that we must learn and grow with. Jewellery, clothes, shoes and hairstyles help young adults express their identities, making them stand out or help them fit in. In this age group



more than any other, what one wears indicates their beliefs, culture and tribe. That said, the trends are diverse, however the foundations of affordability, variety and quality will always ring true for us.” Arium Design’s collections at the Singapore show are increasingly tailored with the millennial dollar in mind, she adds. “By 2020, millennials are projected to be 50% of the workforce and by 2025, this number is expected

Clogau is showcasing its travel retail offering of 37 exclusive items during TFWA Asia Pacific Exhibition & Conference. The brand is also offering a Milestones bead charm and bracelet starter set exclusive for the channel, as well as a set of two bead charms.



Request your certificate of authenticity. TOUS is a registered trademark of S.Tous, S.L.



GWYNETH PALTROW in

Tender Stories N°6

Check it out on Tous.com



TOUS

JEWELERS SINCE 1920

Stand F26. Hall Level: Basement 2

to reach 75%, further motivating us to connect and engage them as loyal consumers.”

Millennials are also top of mind for Thomas Sabo (Level 1 R12) Travel Retail Director Jordi Valls, who says: “Through our travel retail business we have the opportunity to increase the network of contact points with consumers from all age groups worldwide. Young adults play an increasingly important focus group in this field, considering that millennials have started to prioritise travelling so much in their life. It is very important that we reach young people where they are and how they are conversing, and sharing. Not only while travelling, but a lot about what they see and do in their daily life, as well as digitally is about networking and getting influenced from diverse cultures and lifestyles. This gets reflected in their consuming behaviour. For our travel retail business, we therefore put together a special portfolio with a certain price structure and ready-to-wear concept to cover this target group.”

In terms of trends, Valls believes young adults look for culturally-inspired symbols and also expressive jewellery and watch



DYRBERG/KERN STRONGLY BELIEVES IN CUSTOMISED JEWELLERY, AND ITS COMPLIMENTS COLLECTION FEATURES A RING SYSTEM THAT ALLOWS CUSTOMERS TO DESIGN THEIR OWN LOOKS WITH DIFFERENT TOPPINGS.



Straight from the Versace woman's Spring/Summer 2017 catwalk, Palazzo Empire perfectly matches the style and design of the accessories collection. The bold 3D Medusa head is positioned between two watch glasses, embellishing and enhancing the sunray guilloche dial.

designs. “They choose their accessories to make a statement and show who they are. We want them to experience our portfolio as open, diverse and tolerant. Not without reason has the term ‘Together’ inspired our current collection and campaign more than anything else.” Another big trend within this demographic is personalisation, and Thomas Sabo has been offering a jewellery range with free on-the-spot engraving at airports and cruise ships since 2015. “In Singapore, we will launch the new Little Secrets bracelet range, which is partly engravable and very personal since each bracelet is intended to symbolise the wishes of the wearer,” Valls adds. “Due to affordable price points we do expect that this will especially generate additional sales amongst younger consumers. Besides this, our Sterling Silver collection continuously gets refined. In Singapore, we will be showcasing new sterling silver series with faceted diamond embellishment that makes diamond jewellery affordable also for consumers with lower spending budgets.” While young adults only represent a small proportion of New Zealand jewellery

supplier Ariki's (Level 1 P11) total travel retail sales, Export Director Barbara Baird flags that group's growing importance to the company. “Ariki has until recently targeted a more middle-aged demographic, but are now including this faction in our planning as they are an ever-increasing part of the market sector currently responsible for approximately 12% of our sales and growing,” she says. “This demographic tend to be looking for jewellery that delivers a message relevant to their lifestyle,” Baird adds. “This requires a diverse range of products from travel memories, which we deliver via our iconic mementoes encompassing land, spirit and sea, to the more classical as this market sector is also frequently a gift-giver. Defined colour is a frequent request from this demographic. A desire to reconnect with nature is a trend that shines through, as they look for a natural product that comes with an interesting story. Sustainability and ethical manufacturing is becoming an increasingly important consideration for this demographic, together with affordability.” For the Singapore show, Ariki's collections are specifically targeting young adults. “Our

Mercedes-Benz Woman.

The star fragrance, eau de toilette.



INCC - License of Daimler AG

Mercedes-Benz





charm bracelet provides a variety of choice that encompasses the requirements of this sector in gathering travel mementoes that can also be worn with pride and enjoyment. This demographic is constantly on the move globally, taking advantage of cheap air fares and the travel lifestyle available to those free of family responsibility," Baird claims.

MAINTAINING A BROAD APPEAL

Welsh jewellery company Clogau Gold (Basement 2 C2) puts less of a focus on the younger

SCORPIO WORLDWIDE BELIEVES BOLD AND COLOURFUL WATCHES ARE A DEFINITE TREND FOR WOMEN, WHICH IS WHY IT IS SHOWCASING RANGES FROM JUST CAVALLI, CATH KIDSTON, DAISY DIXON AND SUPERDRY AT TFWA ASIA PACIFIC EXHIBITION & CONFERENCE.



A blend of style and technology, the new Porthole is the ultimate expression of Nautica Watches' maritime heritage.

demographic, catering to all age groups. International Customer Service Manager Aran Turner explains: "Younger travellers are primarily driven by price, more so than other traveller demographics, hence the emergence of more and more plated costume/fashion jewellery brands in travel retail. With regards to trends, over the last decade, the demand for rose gold has remained constant. "In addition, millennial consumers are less enthused about precious stones like diamonds and instead look for cheaper semi-precious and coloured stones, with many brands working in collaboration with Swarovski Gemstones. For Singapore we will bring our travel retail exclusive range, in addition to some items which have been developed specifically for the duty free market in Asia." Danish brand Dyrberg/Kern (Basement 2 D9) Travel Retail Manager Jacob Olsen agrees that it is important to maximise sales in the channel by catering to different age groups. He says: "We think that everyone has their own individual taste; some people like cleaner classic styles of jewellery, whilst others love

pieces that have a stand-out factor. There is still a demand for colourful jewellery, especially with the younger consumer, which is why our colourful enamel bracelets range is so popular. With trends changing all the time, our Compliments ring concept system is ideal for the younger consumer as it allows them to change the topping of the ring dependent on the latest fashion, style or their own mood."

For TFWA Asia Pacific Exhibition & Conference, Dyrberg/Kern's collections won't focus on a particular demographic, but Olsen says the company ensures its jewellery and watches collections offer the latest designs and materials "at accessible price points" to maintain a broad appeal. "The regional differences we experience are very much in terms of crystals, colours and preference, such as earrings versus necklaces. The young are influencing these differences, but it is also down to culture," he explains. Escale Holding President Caroline Cheung, who represents jewellery and watches brands including Guess (Basement 2 L19), Versus (Basement 2 K8) and Nautica (Basement 2 K6) in duty free and travel retail, does not underestimate the importance of younger consumers for trend-led brands. She says: "According to market indications,

younger customers tend to buy jewellery and watches by occasion, for example for a casual look, career/professional look, athletic/sports activities, or for parties/special dates. So the design of the jewellery and watches that they would select would depend on the occasion [they are buying for]." At the Singapore show, the collections from brands such as Guess and Versus will target young adults and the visual merchandising will also highlight the occasions. "Young adults are mainly influenced by social media and by peers, and this is pretty consistent globally," Cheung reveals. "Aside from innovative designs, the brands will develop more smart or multifunctional watches and versatile jewellery that could be worn various ways, for different occasions." Scorpio Worldwide (Basement 2 D9) Managing Director Ian Cowie believes young adults form a very important part of its customers in travel retail. He says: "Millennials are the current and future travellers, so we have to ensure that shopping in travel retail appeals to them from an early age." While Cowie believes individual preferences are more relevant than fashion trends, he adds that some young adults prefer bold pieces while others go for subtlety. "Some younger consumers prefer a lot of bling

Inspired by the Garden of Eden, Toscow's latest collection is colourful yet elegant. Eden features finely-crafted flowers blooming above glittering crystals hand-set on rose gold plated settings.



moshi

—
Marine-Inspired
Spring/Summer 2017
—

Bahama Blue Coral Pink

Visit us at Basement 2, Stand F24

FIYTA
Endless Exploration

IN COLLECTION

FIYTA, which has a high level of brand awareness among Chinese tourists, brings its new collection to global travel retail market. The brand focuses on mid price durable watches with original design.



IN COLLECTION

TFWA ASIA PACIFIC / BASEMENT 2 STAND G8

www.facebook.com/fiyta www.fiyta.com

Tateossian's Spring/Summer 2017 collection features reinterpreted Skeleton Vintage Glass Cufflinks, which still feature a vintage watch movement within, but with blue or purple glass inlay for those who appreciate the movement and craftsmanship but are also looking for a touch of colour.



and pieces that are very loud and daring – Superdry, Daisy Dixon and Just Cavalli ranges offer some funky colours – whilst others like delicate pieces that offer subtlety – Pierre Cardin has some beautifully delicate jewellery sets. This is one of the reasons we offer such a diverse range of both jewellery and watches; we want to have brands that appeal to all tastes and we feel that with the addition of our new brands and collections we do this,” he explains.

In Singapore, Scorpio will present several collections described as ideal for young adult travellers, including Just Cavalli watches, Pierre Cardin jewellery and watch sets, Daisy Dixon watches, and timepieces from Cath Kidston, Superdry and Timberland. “In Asia and the Middle East there is an obvious difference in younger adults’ disposable income in comparison to Europe,” Cowie says. “This means that the watches and jewellery items that are bought vary in price, material and design. The Asian market tends to look for branded products or products that are exclusive and not readily available. The Middle East prefers a different kind of style, bolder and more colourful, whereas Europe seems to have a more conservative taste and this is due to cultural demographic rather than age.”

JEWELLERY WITH CHARACTER

While for other suppliers younger consumers might be an important consideration,

for Toscow (Basement 2 B18) this demographic is absolutely crucial. General Manager Francis Ng says: “The young adult is the single most important sector for Toscow. Even though they are not the sector with the highest disposable income and spending, they are fashion-conscious and willing to spend money to purchase our products. They are also the group with highest purchase frequency.”

According to Ng, young customers are looking for jewellery with more character and “personality” and this is a global trend. “They are not content with generic shapes such as round and oval; they are looking for asymmetrical-shaped jewellery that is more exciting and fun and somehow provoking,” he enthuses. “They love colourful jewellery as they would like to draw attention. Asymmetrical and colourful jewellery is getting more popular and they are popular worldwide.”

While Toscow’s collections do not target young adults particularly, Ng says its jewellery always appeals to this group due to its colours and designs. “Our new creations to be launched in Singapore are both colourful and exciting, and we are confident that they would be well received among the young adult demographic,” he adds. “Generally our Asian customers would prefer jewellery a bit smaller in size than other regions. This is mainly due to the smaller Asian physical size rather than age and so not restricted to younger customers.”

UK men’s accessories brand Tateossian (Basement 2 G32) has in young adults about 30% of its total travel retail sales, but the supplier claims they are attracted by classic designs. Founder Robert Tateossian says: “They tend to look for mature designs and are especially interested in our silver cufflinks and bracelets. We have two main segments: men from the ages of 35 to 54, and 18-34, and they are both equally important so we will not be focusing on just the young adult market. In general men are homogenous in their buying patterns; however, they have different product preferences so we offer designs that suit their diverse tastes.

“There are slight taste differences from market to market; for example, the demand for more simple, subtle designs comes from Asia and Europe, whereas bolder designs are more popular in the Middle East and the US,” Tateossian completes. “Matching jewellery sets such as pen, watch and cufflink are particularly popular in the Emirate and Gulf States and Saudi Arabia.”

Kurate International (Basement 2 H32) Travel Retail Manager Claire O’Donnell says young adults are “hugely important” for its products in the channel. “Our brands are ideal for the

millennial traveller as they offer great quality jewellery and watches at very impulsive price points,” she explains. “We certainly appeal to this demographic, however jewellery is so accessible now and not limited to age. It has a wide appeal to many age groups. Our ranges vary from the fun and fashionable to more sophisticated, traditional pieces.”

O’Donnell also believes individual taste weighs more than general trends among younger consumers, adding: “We try to offer a broad range of designs, shapes and colours to ensure we appeal to a wide variety of consumers. We find that exclusive products are very important to the younger customer, so as all of our brands are travel retail exclusive, they go down very well.”

At TFWA Asia Pacific Exhibition & Conference, Kurate will showcase brands such as Moon, Aeon and YOU, which are “perfect for the younger adult”, according to O’Donnell. “The Asian consumer likes to buy branded products, and jewellery and watches that are quite delicate and subtle. The Middle East prefers bold, statement pieces that are easily recognisable for their price and quality. Europe is more conservative in taste. These regional differences tend to be influenced by culture

rather than age.” For Christian Mode (Level 1 N16), South Korea’s largest watch manufacturer, 16 to 30-year-olds represent over 80% of total sales. President Young Kim says there are varying trends and tastes within this demographic depending on country, but trends change rapidly and regularly. “The younger customers are keen on trends and follow what kind of watch celebrities such as famous actors, singers and sports stars are wearing,” he adds. Kim predicts thin watches, automatic mechanical movements and lady bracelet watches will perform well in the coming seasons.

Montres Chouriet’s Bingqiang says technology plays a part in determining future collections. “We pay attention to the market and always keep an eye on the industry dynamics,” he explains. “We also observe the latest products in other brands and try to combine the popular elements with our products, such as the augmented and virtual realities in the game industry. No matter where the trends lead, we will start from our brand value, detail and luxury. We will combine the advantages of the traditional industry and the present popular elements and technology. Exploring the market



KURATE INTERNATIONAL’S AEON JEWELLERY RANGE IS AMONG THE BRANDS BY THE SUPPLIER THAT ARE TARGETED AT THE YOUNG ADULT DEMOGRAPHIC.



Christian Mode is the largest watch manufacturer in South Korea and it predicts automatic mechanical timepieces will be among the big upcoming trends in the watches category.

needs and catching young people's eyes will be the next focus for the brand." Arium Design's Kim seconds the importance of technology, especially among younger consumers. "Generally speaking, this is a group of people that grew up with digitalisation and social media as part of their daily life. This means they had access to social networks, smartphones, tablets, and pretty much all of the other pieces of technology that we use today and the new behaviours that go along with them. The digitals allow us to connect worldwide, anywhere at any time." Stacking and layering are among the future trends mentioned by Kim, and Robert Tateossian agrees, adding that this will move from bracelets and rings to necklaces next. Kurate's O'Donnell also cites rose gold as a continuing fashion, moving towards statement pieces and larger items. In terms of future trends, Tous Oriol highlights "make-your-own jewellery" as an already existing fashion that will continue to be relevant, together with pieces that tell stories through memories,

moments and feelings. Customisable pieces are also the trend to watch for Dyrberg/Kern's Olson, with new collections focusing on personalisation. With jewellery and watches universally accepted as a way for young people to express their personality, Thomas Sabo's Valls says: "We don't see a clear trend when it comes to jewellery, besides the personalisation aspect. Also next season, there won't be the one piece of jewellery that you need to have since it's always about choosing one item or several designs in combination which are full of emotions for the wearer." He concludes: "Jewellery is much more independent from trends than fashion is. When our design teams are working on the next collection, it's important to have the key figures from previous collections in mind, what was successful and what didn't work. Besides this, our designers constantly do look at the people on the streets. Jewellery is as personal as the event they are associated with and as unique as the person who wears them. And interestingly, also watches have become jewellery in their own way. This is our inspiration."

Learn more about the watches & jewellery innovations being presented at TFWA Asia Pacific Exhibition & Conference by visiting the TFWA Product Showcase (www.tfwaproductshowcase.com).

Scan this code to visit the TFWA Product Showcase



CLOGAU®



Tower Bridge, London



GOLD OF ROYALTY

TFWA Asia Pacific Exhibition & Conference
Stand C2 | 7th - 11th May 2017 | Marina Bay Sands, Singapore

www.clogau.com

'AL MAKTUUM INTERNATIONAL THE NEXT BIG GROWTH AREA FOR DUBAI DUTY FREE'

Dubai Duty Free opened 7,000sqm of retail space in Concourse D at Dubai International Airport last February, which has truly taken its retail operation to the next level. The offer is now being renovated in Concourse C, while Al Maktoum International is seen as the next big growth area for Dubai Duty Free, as Colm McLoughlin, Executive Vice Chairman & CEO, Dubai Duty Free, explains to Ross Falconer.

Dubai Duty Free's retail operation continues to go from strength-to-strength. Annual sales are forecast to be positive in 2017.

First quarter sales show a slight rise, with Perfumes, Liquor and Tobacco remaining the top 3 best-selling categories.

"We opened the 7,000sqm of new retail space in Concourse D in February 2016, which continues to do well and help grow our business, delivering healthy levels of penetration," says Colm McLoughlin, Executive Vice Chairman & CEO, Dubai Duty Free. "Concourse D's sales performance has been very much in line with our expectation, generating over Dhs371.56 million (US\$101.8 million) in sales in the first quarter.

Year-to-date, Concourse D now accounts for 21.6% of the sales at Dubai Duty Free."

In December 2016, the operation added about 1,300sqm in the link

corridor between Concourse B and Concourse C. Concourse C has been dedicated to Emirates Airlines since 8 March last year, and the new retail offer in Concourse C has helped Concourse D to do very well. "This concourse is up 18% in sales from 8 March to 31 March of this year, as compared to the same period last year," McLoughlin explains. "The total retail space operated by Dubai Duty Free at both of Dubai's airports is 36,000sqm."

Retail developments in 2017 include adding about 2,000sqm of retail space in the Passenger Terminal Building (PTB) of Al Maktoum International Airport and that will nearly double the retail space in the PTB. Dubai Duty Free is also completely renovating its retail offer in Concourse C at both apron and departures level between now and summer 2018 (though there will not be a significant addition to total space in this

Concourse). Meanwhile, the operation continues to upgrade its back office infrastructure with a major upgrade of retail systems expected to be complete in August, and an expansion of its automated system that stores perfumes and cosmetics by over 25% by the early part of next year. "Our online business is performing well, generating US\$18 million in sales last year, with the top categories being Electronics, Perfumes, Liquor and Watches," McLoughlin adds. "Dubai Duty Free communicates to its customers through email and SMS on the status of their orders and inquiries, and through Facebook mainly for promotions and Dubai Duty Free events." "It is important that the online offer is as attractive as the in-store experience, and that is something that we are constantly reviewing," McLoughlin notes. As part of its commitment to the customer experience, the operator



Colm McLoughlin, Executive Vice Chairman & CEO, Dubai Duty Free: "In addition to developing the retail area and offer in the two airports, we are also looking forward to developing our DDF Leisure division. Last year we opened a second Irish Village at Riverland™ Dubai at Dubai Parks and Resorts, which is fantastic."

is increasingly collaborating with suppliers, particularly Perfumes & Cosmetics suppliers, and this is delivering results. Promotions, special offers, and other similar concepts, are implemented when high traffic volumes are expected – during holiday periods such as Eid, for example.

"Our discussions with the brands in order to make shopping at Dubai Duty Free more attractive from the point of view of ambiance, service and price is a continuing activity and some of the major brands have responded well to our efforts," says McLoughlin. "As the factors that tend to affect our business negatively at present, such as the dollar strength, oil price weakness and geopolitical tensions worldwide, move in cycles,

As part of its commitment to the customer experience, Dubai Duty Free is increasingly collaborating with suppliers, particularly Perfumes & Cosmetics suppliers, with promotions, special offers, and other similar concepts, implemented when high traffic volumes are expected.

Dubai Duty Free is investing in both the front and back areas of the business to be better positioned when the cycles do turn in our favour, which we are starting to see."

Indeed, Dubai Duty Free expects to achieve annual sales of US\$3 billion by 2020/21, no doubt helped by the millions of visitors expected for Expo 2020 Dubai, starting on 20 October 2020.

"We see Al Maktoum International as the next big growth area for Dubai Duty Free. We currently have 2,500sqm of retail space at Al Maktoum International; by the end of 2017 that will be 4,000sqm; and by 2022/23 we will have 80,000sqm of retail space at Al Maktoum," McLoughlin concludes.



THE NEW COLLECTION



CORSET

Mauve & Lilac

Visit us at Stand 37
www.ktinternational.eu

Smoking seriously harms you and others around you

the THOMAS SABO

w rld of TRAVEL RETAIL

.....
THOMAS SABO, founded in 1984 by Thomas Sabo, is a leading international provider in the jewelry, watches and beauty segment.

The lifestyle company operates on all five continents. The list of major cities with shops ranges from Paris, London, New York, Singapore, Seoul, Shanghai, Bangkok, and Hong Kong all the way through to Sydney. Globally, THOMAS SABO also cooperates with approximately 2,600 trade partners, leading airlines, cruise operators and airport destinations such as Heinemann, DFS, Harding, Aer Rianta, Sunrise, Lufthansa, and Singapore Airlines.



Glam & Soul – offers irresistibly feminine designs and always provides a splash of elegance and glamour.

Since restructuring its travel retail business in 2015, THOMAS SABO has been constantly increasing its business operations and is proud to operate with leading airlines, cruise operators and airport destinations worldwide. The brand has been further analysing its growth opportunities within the segment and is looking forward to intensifying its relationship with operators in the Asia Pacific region at TFWA Asia Pacific 2017.

excellent platform for perfectly showcasing popular collections such as Sterling Silver, Charm Club and Watches in a customised manner. Amongst the innovations that the brand will be showing in Singapore, operators can look forward to new product concepts such as Glam & Soul Diamonds, Little Secrets and Power Bracelets, as well as new designs from the popular Karma Beads-inspired watch series.

THOMAS SABO has optimised all product concepts that it is presenting to the travel retail segment to serve customers' needs in the best possible manner. As the items of jewellery are essentially presented in line with the 'ready to wear' principle, they are inspiring and customer-friendly for both travel retail partners at airport destinations and in-flight partners. Self-service units and special modular systems ensure a totally positive and efficient shopping experience and offer travel retail partners an

Jordi Valls, Travel Retail Director of THOMAS SABO: "We have recently seen great progress in our focus markets of China, Hong Kong and South Korea and are thankful to our partners and customers who are spreading the THOMAS SABO philosophy worldwide: Express your own personality with jewellery and watches! Travel retail has become an extremely important business segment and we are very much looking forward to further strengthening our presence across the Asia Pacific region."



Karma Beads - every bead is a filigree masterpiece with individual significance.



Watches – time to enjoy those exceptional moments.

.....
Visit us at: Level 1 – Booth R12



Thomas Sabo

JEWELLERY & WATCHES

THOMASSABO.COM

SHOW OPENS

The exhibition was officially opened yesterday morning with the customary and colourful lion dance. The dance is performed to ward off evil spirits and bring good luck to the show.



EXCLUSIVE GIFT PACKS

Accolade Wines is showcasing a range of new wines from Australia, as well as a selection of travel retail exclusive gift packs for Flagstone and Hardy's alongside its New Zealand wine brand Mudhouse. "Within two-and-a-half years, Mudhouse has grown, in the UK, from nowhere to something like the number five

New Zealand brand. It is selling so well now in independent retail, and is well suited to travel retail too. People are starting to pick it up. We do a lot of tastings and this leads to conversion," said Rupert Firbank, Commercial Director Global Travel Retail, Accolade Wines Limited. "This year, we would like

to get some exposure for some of the new stuff we're doing, we have made progress outside of Europe and yet we have much more room to grow. We are doing quite well in Australia, but would like to grow more in Asia Pacific," Firbank added.

Basement 2 J5

HOLIDAY STYLE

Holiday fashion and swimwear brand Heidi Klein is exhibiting for the first time at TFWA Asia Pacific Exhibition & Conference, with an edited version of its range that

is available at leading UK department stores Harrods and Selfridges. "This is our first year and so it is the first time we have been looking at travel retail, our focus

as a business is very much about resort wear, swimwear and accessories. With travel retail we are focusing more on the accessories and our resort wear – cover-up dresses and children's wear as well," said Penny Klein, founder & Commercial Director, Heidi Klein. "The vision is for women

to think of Heidi Klein when they are getting their things to go on their holidays," added Eric Koby, Chief Executive Officer, Heidi Klein, revealing that the brand's presence in Asia is small currently, but has begun to grow.

Basement 2 E9



ICONIC BRAND

INCC Parfums has introduced a line of new fragrances for women under its Mercedes Benz brand.

"Our key focus this year is our feminine fragrance for Mercedes Benz – we want this brand to go global," said Thibaud de Vaulchier, Vice President Sales, INCC Parfums. "We see there is huge potential in Asia – people are looking for brands and they have big brand awareness. The Asian market is very

aspirational and that's the reason why it is a very good target for us with Mercedes Benz," he explained. INCC Parfums has also launched a blue packaged Mercedes Benz fragrance for men which is "a lighter version" of its flagship global bestseller. "This has been specifically

developed for Asia, where lighter fragrances are in demand," said de Vaulchier. The scents will be available at Changi Airport from June, and the company hopes to further expand in the region.

Basement 2 J11

QUARTER CASK SCOTCHES

Brown-Forman Global Travel Retail is featuring BenRiach Single Malt Scotch Whisky, the newest entry to its whisk(ely) portfolio, here at TFWA Asia Pacific Exhibition & Conference.

"Whisky consumers are becoming more discerning, and BenRiach is a brand with lots of potential," said Douglas Cook, Regional Sales Manager, The BenRiach Distillery Co. Ltd.

He explained that BenRiach Scotches

being showcased include BenRiach Peated Quarter Cask Single Malt Scotch Whisky, BenRiach Classic Quarter Cask Single Malt Scotch Whisky and BenRiach 10 Year Triple Distilled Single Malt Scotch Whisky. All three are travel retail exclusives.

"We are very excited about the BenRiach Quarter Cask Scotch Single Malts, which we are showing here," added W. Colton Payne, Customer Marketing Manager Global Travel Retail, Brown-Forman. "We are focusing on our whisk(ely) portfolio that includes the Jack Daniel's family of brands, Woodford Reserve Bourbon, Double Oaked, Woodford Reserve Rye, Old Forester Bourbon, Coopers' Craft Bourbon and Slane Irish Whiskey."

Basement 2 M1+2



NATURAL TREASURE

CheongKwanJang (CKJ) is a South Korean iconic legacy brand for herbal supplements. It has 118 years of history and is loved in over 40 countries. CKJ is showcasing its ginseng and ginseng dietary-based products.

"Ginseng is a natural treasure. It is made completely from a natural ingredient, which makes it different," explains Rian H.S Lee, New Business Leading Team Senior Manager, Korea Ginseng Corp. CKJ invests

in technology to guarantee the purity of its raw materials, which Lee explains builds this strong relationship between the brand and its customers.

"The reason we are here is to establish a more precise brand presence in travel retail channels, such as airports, downtown stores, cruise lines and onboard airlines in South East Asia countries. Our next goal is to expand in the Middle East," says Lee. CKJ's main emphasis during the event is on the competitiveness of the travel retail channel, and how important it is to stand out.

Basement 2 D2



CERRUTI 1881

TFWA ASIA PACIFIC 2017 | BASEMENT 2, BOOTH H22



WATCH THIS SPACE

Didofá is hoping to come away from its debut appearance at TFWA Asia Pacific Exhibition & Conference

with its first partnership with a duty free store. Its unique range of hand-finished accessories and fragrances share a playful style and hand-crafted elements. "Our core business is our 3D watches," explained Export Manager Marco Meola of Didofá's timepieces. At price points of US\$79-100, with hand

finished elements below the watch face creating a unique diorama effect, Meola enthuses: "We are the only one at the moment producing this type of watches." The brand has already made contact with one Malaysian distributor during Sunday's Welcome Cocktail at Raffles, and hopes to communicate

its unique positioning: Italian artisanal design and a romantic style that appeals to women from teenagers, right up to the 35-40 age bracket. "When teenagers come in-store with their mothers, both always seem to leave with watches," Meola added.

Basement 2 G6

PREMIUM ALTERNATIVE

This year's TFWA Asia Pacific Exhibition & Conference is the first for Moshi – a premium accessories brand for professionals who are always on the move. The company is hoping to expand further into travel retail. "We are in airports worldwide, particularly in the US, but not as much in Asia and Europe," said Dan Capelle, Director, Business Development, Moshi. "We just haven't met the right people yet, so that is why we are here." The increasing demand for premium mobile accessories has led Moshi into

travel retail, where the brand is hoping to show potential partners that it is important to target the right customers. "A lot of the mobile accessories that are available in travel retail are cheaper and not of such high quality," said Capelle. "It seems like we are forgetting what kind of customers visit the airports. We have some of the best premium customers we can get, so that is where we stand – a premium alternative for mobile professionals."

Basement 2 F24



BEST BRANDS

Capi constantly anticipates developments in the fast-changing electronics market, offering the best

brands, the latest innovations and an inspiring shopping environment for travellers.



Fatima Ezahra El Ayadi, General Manager, Capi Global, explained that the company has six marketing concepts, three of which it is particularly focusing on at TFWA Asia Pacific Exhibition & Conference. These are The Gadget Table, Travellers Choice

and Special Offers. "The Gadget Table was created to increase impulse purchases," said El Ayadi. "It forms the centre of each Capi store and is aimed to surprise and inspire travellers with unique gifts and gadgets." Here at the show, visitors can experience The Gadget Table and try out exciting innovations, such as Smart Home solutions, drones and VR. Meanwhile, Travellers Choice highlights the best-selling product in each section of Capi's stores, making it easier for customers to make a decision if they don't have a specific product in mind.

Basement 2 H19

The Asian market is one of the most important for Hanse Distribution. Its focus here at TFWA Asia Pacific Exhibition & Conference is on meeting with Asian-based airlines. "This show is the perfect place to show our novelties. We're highlighting some different, innovative products," said Anna Berezhnaya, Sales Director, Hanse Distribution. This includes a new range of watches and jewellery targeted towards a younger age group, with an attractive onboard price point of US\$29-69. It is an in-house Hanse Distribution brand, and an inflight exclusive, which is being launched for the first time here at the show. Berezhnaya explained that the new range

INFLIGHT EXCLUSIVES



is already generating significant interest. "It will definitely go

into production and we expect the first listings onboard Asian carriers

in Q4 2017," she said.

Basement 2 A7

MASTERPIECE WITH 118 YEARS OF HERITAGE: 'CHEONGKWANJANG'



CheongKwanJang of KGC, a luxurious brand of Korea that has inherited the tradition of the Korean Red Ginseng having the pride of Korea that is the birthplace of ginseng over 118 years. Let's meet world's No. 1 ginseng brand*, CheongKwanJang that is in limelight as a leading brand with new engine of growth for the global travel retail industry at this 2017.



Best Selling Products of CheongKwanJang which are the favorites of Chinese tourists. [Top] 'Good Grade 10ji (Roots)': A Korean Red Ginseng product with the finest quality carefully handpicked by Korean Red Ginseng masters. [Left] 'CheongKwanJang Korean Red Ginseng Extract Everytime': A stick type product that could enjoy Korean Red Ginseng anytime anywhere.

If you are looking for a new market or a new brand that will lead the travel retail industry at TFWA Asia Pacific Exhibition & Conference 2017, it is needed to focus on KGC's Korean Red Ginseng brand, 'CheongKwanJang' that is the iconic masterpiece of Korea in which various industries prefer for their test bed.

Along with the modifier, 'Brand trusted and chosen by Chinese tourists' in the Korean travel retail market, which is the number one in the world in its size, CheongKwanJang has shown a CAGR of 20% for the last seven years: As a single item, it takes 2.5% of the market share at the Korean travel retail market, leading the travel retail market exceptionally among the

supplement brands. In 2016, CheongKwanJang was selected as the brand with the second highest revenue (1: KT&G, 2: CheongKwanJang) at Incheon International Airport duty free shops and in the same year, the monthly sales amounted to US\$6.42 million, proving its competitiveness in the travel retail industry. The main customer of CheongKwanJang at Korean duty free shops are Chinese tourists, in addition to foreign tourists from Japan, Southeast Asia, and the US, and its growth potential in the global market has been verified. For 118 years, CheongKwanJang has adhered to the principle based on the reliability and careful and thorough manufacturing process that takes a long time from raw materials to produce a product. So, customers have high credibility on its quality. It has produced its products after going through a strict quality management that conducts 290 kinds of safety tests over seven times from soil management to producing end-products. CheongKwanJang's thorough manufacturing process has received credibility from choosy Chinese customers and CheongKwanJang has been recognised as a Korean Red Ginseng brand trusted and chosen by Chinese tourists.

In addition, CheongKwanJang is not complacent with its existing bestselling products. Rather, it has developed new products in line with the customers' needs that have been diversified while establishing leadership in the global supplement market. CheongKwanJang has invested 20% of its annual operating profits into R&D and set a new trend in the supplement market by developing new and innovative products that fit into consumers' lifestyle. On top of that, since launching a stick type product, 'CheongKwanJang Korean Red Ginseng Extract Everytime' that helps customers easily consume the product anywhere anytime, while stressing the portability fit into the lifestyle of young generations targeting 20s and 30s, it has become a representative product of CheongKwanJang and foreigners who visit the duty free shops have been fond of this product as a gift.

TARGETING GLOBAL TRAVEL RETAIL

KGC has prepared for pre-emptively tapping into the global travel retail industry by initiating the efforts of creating the supplement category with CheongKwanJang. It is planned to dominate the supplement category market

by strengthening its global business through its debut at TFWA Asia Pacific Exhibition & Conference 2017. In addition, CheongKwanJang unveils new strategic products – the 'CheongKwanJang Korean Red Ginseng Plus series', launched to target the global travel retail industry. The 'CheongKwanJang Korean Red Ginseng Plus series' mixes recent functional ingredients required by each age group or gender based on Korean Red Ginseng that demonstrates the efficacy of immunity and anti-oxidation. It will be a good gift for the health of family like parents, children or spouses, when traveling or having a business trip. Given the character of the travel retail industry, the package is light and easy-to-carry, and by applying a colour strategy differentiated with other existing products, it reflects the core concept of each product with a colourful sense.

VISIT US AT: BASEMENT 2, STAND D2.

CONTACT POINT

Name : Rian HS Lee
Email : rainmaker@kgc.co.kr
Tel : +82 2 2189 6568
www.globalkgc.com
www.kgcus.com

CHEONGKWANJANG'S NEW PRODUCT

'CheongKwanJang Korean Red Ginseng Plus series', a new product line that is launched with 6 kinds of products fit into each age group with the concept of 'Family Care'

For parents, 'POWER+' that invigorates with Korean Red Ginseng, Maca and Octacosanol, 'ENERGY+' that boosts immunity and recovers fatigue with Korean Red Ginseng, Milk Thistle and Hovenia Dulcis Fruits and 'BEAUTY+' that brightens inner beauty with Korean Red Ginseng, Collagen and Hyaluronic Acid are recommended.

'FOCUS+' that provides immunity and nutrition to brain with Korean Red Ginseng, EPA and DHA and 'KID+' that promotes growth, immunity and healthy intestine with Korean Red Ginseng, lactobacillus and calcium are prepared for students and children respectively.

'GINSENG+' is a product that could feel the power of pure Korean Red Ginseng wholly with powder of Korean Red Ginseng for male and female aged 20 years and more to comfortably enjoy it.



*Source: Euromonitor International Limited, Vitamins and Dietary Supplement category; % retail value share, 2007-2016 data. CH2017 edition

TOBACCO INNOVATION

JTI is focusing on two key brands here at TFWA Asia Pacific Exhibition & Conference – Winston and Mevius. “Asia Pacific is a very important region for us,” said Gemma Bateson, Corporate Affairs & Communications Director Worldwide Duty Free, JTI. “We are bringing people into the Winston brand world here at the

show, so they can experience this modern, innovative, high quality, international brand.” Winston is one of JTI’s fastest-growing brands in Asia Pacific – a market in which customers are looking for innovation. Meanwhile, Mevius is JTI’s number one brand in the region. Bateson explained that JTI had

a great year in 2016, and has similarly had a good start to 2017. There are, of course, regulatory challenges in the travel retail channel, across several product categories, including tobacco. Bateson urged a collaborative industry approach to tackling these.

Basement 2 B38



GOLD STANDARD

Harison Premium Chocolate, an exclusive travel retail brand, is showcasing its growing confectionery portfolio, with its premium chocolates coming from Belgium, Switzerland and Italy. A highlight here at TFWA Asia Pacific Exhibition & Conference is the newly-launched Goldline range. Featuring classic

European recipes, with a focus on Italian flavours, Goldline comes in elegant white and gold packaging. There are four SKUs: the tablet-shaped Pralines Delight (700g and 400g); crunchy Pralines Grand (700g and 400g); Chocolate Heart (300g); and Gianduitto (300g). “Goldline was developed

especially to cater to evolving customer demand and is designed to encourage footfall into duty free stores,” said Shibu Thomas, CEO & Chief Brand Architect of Harison Premium Chocolate and MD of Sweet Garden Travel Retail, the exclusive travel retail distributor and marketing partner. “In travel retail you need a premium product and packaging, and perfect pricing for the industry. The new Goldline range has been very well received – the demand is there.”

Basement 2 D1

CASK COLLECTION

Patrón Spirits International is introducing the new Patrón Cask Collection Sherry Añejo tequila. This distinctive ultra-premium spirit is characterised by its bright, medium-gold colour and its complex aroma of pecans, fresh-cooked agave, light butter, and dried fruits. A very limited,

exclusive allocation of Patrón Cask Collection Sherry Añejo was initially produced for global duty free in 2017. “Travel retail continues to play a vital role in the global growth and success of Patrón tequila, which is why we’re committed to offer unique duty free exclusive products and



packages in this important retail channel,” says John Kilmartin, Vice President, Global Travel Retail at Patrón Spirits International. Patrón Spirits International is performing very well, with Kilmartin reporting year-on-year growth of +6%. It is also doing particularly well in Asia Pacific with its aged statement tequilas. Its portfolio of iconic brands including Patrón tequilas and liqueurs, Ultimat vodka, and Pyrat are all being showcased here in Singapore.

Basement 2 L5



Butlers Chocolates is proudly presenting its new Mini Bar Collection, including two new travel retail exclusive collections of 30 and 52 12g miniature chocolate bars respectively. “People are responding really well to the flavours and textures,” said Marketing Director Aisling Walsh of the range, which includes on-trend ingredients like coconut and salted caramel. The two mini bar collections are smartly packaged

RAID THE MINI BAR

in boxes with windowpanes and a clear colour-coded key guiding consumers to navigate the flavours. There are six flavours: White Chocolate and Almond, White Chocolate and Raspberry, 40% Milk Chocolate, 70% Dark Chocolate, Milk Chocolate Salted Caramel Crunch, and Dark Chocolate Almond and Orange.

“Our point of difference is our flavours. Bars are an important part of our business anyway – this mini bar concept is one we have been thinking about for quite a while and we’ve matched our flavours to some of our best-selling bars,” Walsh added.

Basement 2 C31

POLICE

LE
GE
ND

THE NEW EPIC SCENTS



MAVIVE SPA
BOOTH F18

#POLICELIFESTYLE

Wherever you go,
take pure goodness
with you!

visit us at
Stand Basement 2
J29



Toacker
GRAN PASTICCERIA

www.loader.com

Loader, pure goodness!



Bric's is celebrating the successful launch of a two-year partnership with Qatar Airways that sees it offering branded miniatures of two of its most iconic luggage designs as amenities pouches onboard long-haul flights in business and first class. "One million passengers travel in business class each year. Qatar is one of the very top airlines serving them. To be

AMAZING AMENITIES

positioned here for us is very, very positive," said Michele Maccapani, Travel Retail Manager. "We have seen lots of photos on Instagram and elsewhere online of VIP people showing off these

products. This is better than advertising." The Italian luggage brand is enjoying the opportunity to meet with friends and partners old and new. Bric's recently celebrated a new opening

at Bangkok Airport and is looking forward to being present in Singapore Changi Airport's new Terminal 4. "We are working hard to increase our presence in Asia travel retail. We are very happy, as we were able to organise meetings with the most important players we are looking for," Maccapani added.

Level 1 R11

ALL FIRED UP

As well as new products and an innovative new sales gondola, Agio Cigars is showcasing a host of awards it has won in recent months. "I think they



have helped us, because we've had a lot of new listings since," said Gertrude Stormink, Global Travel Retail Manager, Agio Cigars. The company is also presenting a brand new range of hand-rolled cigars, which will be officially launched later this year. The Añejo XO collection comprises five cigars and is expected to retail at around €45. "It's a response to our partners who said they

wanted something smaller," said Stormink. Agio is also showcasing a new 'mini tower' sales gondola, which had a successful trial at Düsseldorf Airport. "The gondola generated 70% more sales in Düsseldorf, so I think it's going to work well for us," Stormink added. "We are also going to be trialling it in Kuala Lumpur."

Basement 2 B17



INCREDIBLE INDIA

Flemingo is writing an exciting new chapter in its history having secured two major coups at Mumbai and Colombo airports, where it has increased its footprint by 13,000 sq ft and 5,000 sq ft respectively. It has also secured additional floor space at regional airports across India, which is showing fast and sustained growth in travel retail.

"We heard in the TFWA Asia Pacific Conference how India is showing huge growth," said Paul Topping, Director, Flemingo. "It has a stable government, its economy is growing, and there is a lot of investment, so we are in the right place at the right time." Flemingo, which now has in excess of 63,000 sq ft of retail space at Mumbai Airport, is looking for

new partners to help the operator expand its portfolio of products. "In terms of our range, we need to be broader in our offering," Topping commented. Flemingo is also repositioning itself in the market with a funky new image, which has been rolled out at regional airports in India. "We felt a fresh look was worth trying," Topping added.

FRESH OFFERING

Imperial Tobacco launched a new menthol cigarette at the show yesterday. "It's the strongest menthol cigarette that Davidoff has ever produced," said Dr Jennifer Cords, Imperial Brands Head of Corporate Affairs and Compliance (Global Travel Retail). Delegates can try the new Davidoff Freeze at Imperial Tobacco's scenic

smoking room, which overlooks the trade floor and provides a respite from the busy show. With increasing legislation making things tough for the tobacco category, Dr Cords believes communication between Imperial Tobacco and its partners is more important than ever. With that in mind, Cords is using the show to meet

with retailers to discuss the legislative challenges going forward and how Imperial Tobacco will overcome them. "We have been having a lot of dialogue with our retailers - it's about building long-term relationships and trust," she said. "We have to be creative within our boundaries."

Basement 2 D38





ARIKI™

100% New Zealand made.
 Ariki New Zealand Limited was established in 1932 and today is the largest jewellery manufacturer in New Zealand.

Visit our friendly staff and see our range on
**LEVEL 1
 STAND P11**



PASHMA

**Stand No. G2 (Basement 2)
 Marina Bay Sands
 Singapore**



T E D B A K E R
 L O N D O N

TFWA ASIA PACIFIC 2017 | BASEMENT 2, BOOTH H22



AVI-8



DANISH DESIGN



ROSEFIELD

AMS|NYC



EARNSHAW
- 1805 -



ABELER & SÖHNE
SEIT 1898




**AERONAUTICA
MILITARE**





SPINNÄKER



JACOB JENSEN™



**STAR
WARS**





[For more information](http://www.brands4travelretail.com)
www.brands4travelretail.com

FINE FABRICS

Pashma is capitalising on both the trend for personalisation, and its rare ability to offer a truly tailored service to its clients. "We are playing to our strengths. We have our own factory and manage the whole process from spinning yarn, to weaving, to design, to printing. Not many people

can offer that level of service," said Deepti Kumar, VP Marketing, of Pashma's recent collaborations. The fine silk, cashmere, cotton and linen specialist is showing off a batik motif scarf produced for Singapore Airlines to mark its 70th anniversary, as well as a stunning orchid



print scarf produced with Changi Airport to mark the SG50 celebrations. "Each design can take 1-6 months to finalise. Every client has an idea in mind and it's up to us to support them to tell the story," Kumar added. Also new on the Pashma stand is its line of menswear, launched six months ago. Boldly patterned shirts in fine fabrics are priced between US\$79 and US\$150.

Basement 2 G2

BAGS OF IDEAS

Radley is proving that good things come in small packages, displaying the first prototype for a new travel retail unit optimised to an airport environment. "It's been a long and thoughtful design process. We hit a gap in the market



for this sort of solution and we've worked really hard to get this right," said Hayley Lyttel, International Travel Retail Manager, Radley. The new unit, which can be as compact as 0.89sqm, uses adaptable compartments, including drawers that neatly display small leather goods such as passport covers and card wallets, up to 12 deep. Pegs show off pocket bags, including an updated version for Autumn/Winter 2017 with

refreshed hardware. "When space is at a premium, and where staff aren't available to man the unit all the time, it can look after itself to an extent," Lyttel added. Radley himself, the loveable dog at the heart of this British brand, is present on every bag – and now in a new 'cookie cutter' incarnation that has a more contemporary, stylish feel.

Level 1 S16

"Toys are here to stay," enthused Anette Rosendahl, Travel Retail Senior Manager, LEGO. "In the past 10 years the toy category has undoubtedly proven itself successful and we keep pushing forward." And by the looks of it, LEGO is also growing tremendously. This year the company is celebrating its 85th anniversary in style with a Global Play Day, which takes place later in the year, when 70,000 employees will gather

85 YEARS OF PLAY

together for a LEGO play. Visiting Singapore for Rosendahl has proven quite beneficial, as she shared that she managed to make a quick stop at the LEGO headquarters in Singapore, where she exchanged valuable information on trends in the region with her colleagues.

This year, LEGO is excited about its latest products, which include LEGO Batman, based on the LEGO Batman movie, as well as upcoming collection of LEGO Ninjago, which will come out later in the year, alongside The LEGO Ninjago Movie.

Basement 2 G28



KT International speaks with such passion about its latest product, the Corset Shell Pack, that it is possible to tempt even the non-smokers.

"It is the launch of our product actually here today," said Teodor Penev, Trade Marketing Manager MENA, KT International. "The product was in

RARE ACCESSORY

development for three years, so this is the first exhibition in which we are showing it."

Indeed, the newly-launched Corset Shell Pack is a one-of-a-kind experience. Milena Stoyanova, CEO Executive Assistant, KT International, said: "The Corset Shell Pack is designed for women exclusively. The product is very special because it is designed by our company and you won't find it anywhere else. It is unique." KT International is targeting Asia and the Middle East with two exclusive packs – Tahitian Pearl and Akoya Pearl. Mysterious on the inside, gorgeous on the outside, Corset is a product that needs to be seen.



Basement 2 F37

TASTE OF CHINA

It's one of the most popular drinks in China – and therefore the world – but few people beyond Asia have heard of Moutai.

However, Silver Base Group believes the travel retail channel could change that and allow its popular rice liquor to find a new global audience.

"Moutai is a traditional drink, but we are mainly selling to the Chinese market," said Ken Xian, Director of Wine and Spirit, Silver Base Group. "We are looking for new

clients elsewhere in Asia, but also in Europe and the Middle East." The amount of Moutai consumed at the show this week could be a reliable indicator of how successful the show has been for Silver Base Group. "Doing business in China involves a lot of drinking," said Xian.

Basement 2 B36



Toscow is excited to tell visitors all about its latest jewellery concepts. Since the company is already present with the top 20 biggest duty free operators in the world, Toscow's mission here at the show is not so much to meet new partners, but mainly to present its latest collection to its already established circle of customers and partners. "Basically we know everyone in the business," said Sunny Lam, Chairman, Toscow. "Each year here at the

IDYLIC CONCEPTS

event we introduce a new concept. So, this is a good opportunity to let our customers know what is new." The focus this year is on Eden – a new range of flowery, fresh jewellery, which creates the feeling of paradise. Inspired by the Garden of Eden, the

necklace is targeted at women aged 30-55 and comes in different colours, including rose, white and yellow gold. Adding a bracelet and earrings, every woman would want to have the full collection.

Basement 2 B18

FUN FOR EVERYONE



Haribo has only been present in the Asia Pacific region for the past two years, and is already growing strongly, with the region accounting for 7% of its total sales. Juan Miguel Cabrera, Head of Travel Retail, Haribo, commented: "Today the region has increased and we are very happy that our products are starting to be part of a showcase, such as Singapore, and be more visible at the airports." Haribo is extending its popular range of travel-exclusive confectionery pouches with the addition of Phantasia and Tropifrutti 750g assortments. Joining the pouches in the spotlight is the cute new Haribo Goldbear Candy Tin 120g, a premium collectable gift in red, green or yellow. "Haribo is a brand linked to fun, so our main aim is to create a brand accessible to anyone – from kids to adults," Cabrera added.

Basement 2 C28

WHITE CHOCOLATE Coconut & Almond	WHITE CHOCOLATE Raspberry	DARK CHOCOLATE 70%
DARK CHOCOLATE Orange & Almond	MILK CHOCOLATE 40%	MILK CHOCOLATE Salted Caramel Crunch

MINI BARS

.....

VISIT US AT

TFWA AP 2017, Stand C31

EYES ON ASIA

Barton & Guestier, as well as Patriarche, are showing wines specifically suited to the Asian market. "Patriarche is showing wines from Burgundy and sparkling wines, and

Barton & Guestier is a strong brand internationally and has all types of wines from France, from entry-level to high-end," said Victoire Desvigne, Area Sales Manager, Barton & Guestier. "We have different wines for different markets, but one of our duty free highlighted products includes the Ice version of the sparkling wine from Veuve Du Vernay," added Aymeric Dehont, Area Sales Manager – South East Asia, Patriarche. "In Asia they like sweeter wines and they put everything in ice. Also, the sugar levels are increased and yet we manage to still keep the consistency of the wine."

Basement 2 C10



AFFORDABLE LUXURY



Calvin Klein, which is also presenting the Tommy Hilfiger brand, is showcasing its ready-to-wear fashion range and accessories at this year's show. For the Calvin Klein

brand, visitors can see its performance sportswear, as well as accessories such as bags within both its Premium line and its Jeans line. The items are positioned as affordable luxuries

and the jeans wear and lifestyle brands are very popular within the Asian market. The Performance line includes items with ventilated backs, which are suitable for exercise while staying stylish with mix and match accent colours. The model Gigi Hadid recently launched a clothing line for Tommy Hilfiger, which features within the travel retail range. The Tommy Hilfiger collection uses classic colours and labels using hints of red, blue and yellow.

Basement 2 M18

PERFECT FOR ASIA

This year, Capella Industries, renowned for its iconic retro Lambretta watch brand, has expanded its sales team in Asia, launched a selection of newly-styled timepieces, and celebrates its 70th birthday as a brand.

"We are reinforcing our sales network in Asia and now have Ailing Seah-Langeland as our new Key Account Manager Asia. Ailing speaks Mandarin and is native Singaporean, and really understands the market," said Jonas

Dahlgren, CEO Capella Industries. Dahlgren highlighted that the company recently launched a smaller version of Cielo – named Cielo 34 due to "the previous model, the Cielo 37" having been "really successful for many



years." The Cielo 34 is "slightly more petite" and "perfect for the Asian market." "We are also launching a premium range of watches that are \$250-\$300 with chronographs and in high quality thick leather for both men and women," added Dahlgren.

Basement 2 H30

ENGAGING CONSUMERS

Ferrero is focusing its efforts on three conceptual areas for its confectionery this year, covering some major themes amidst its displays. "We are showing our raw

ingredients so people understand what we are working with – this is a main focus right now," said Sebastien Deflandre, Marketing Manager, Ferrero Travel Market.

"Secondly, we are trying to innovate as much as possible, and thirdly, our focus is experience – this can be seen by our retail activation with Kinder. We are not just displaying products – we are making things engaging. "This is a new world we have been creating and launching this year, the Kinder brand gives a sense of place, but a different one. We created a magic world called 'the world above the clouds' where we are stimulating and engaging with travellers."

Basement 2 N1



HEAD TO TOE

Moroccanoil has plans to develop its relationships with current partners in the Asia Pacific market, as well as further opportunities in premium airports it is not currently present in. "We would also like to look at opportunities in some new emerging markets in Malaysia and Indonesia too," said John Gates, Vice President, Retail and Travel Retail Sales, Moroccanoil. "We have pretty much all of the inflight business that



we want to be with, but we may change up the assortment a little bit with the next listings. We are thinking about partnering up our two hero products to give the full head to toe experience for the body." Moroccanoil is showcasing its three different

fragrances and skincare including the butter scrub and soufflé in its signature line, as well as its hero hair SKUs in light and original. The body line, which includes Argon oil – its signature product, is also available.

Level 1 T8

pierre PRÉCIEUSE™



THE NEW TIMELESS PERFUME RANGE



WHITE DIAMOND
THE NEW SHIMMERING PERFUME



BLACK DIAMOND
THE NEW SCINTILLATING PERFUME



PURE DIAMOND
THE NEW SPARKLING PERFUME

A TREASURE FROM A PAST ERA
www.pierreprécieuseparfum.com

Booth No:
B2 E14

VOICE OF CHANGE

Chantecaille is exhibiting for the first time at this year's TFWA Asia Pacific Exhibition & Conference, and it definitely has a lot to say. Chantecaille creates high-quality luxury products, however, the luxury quality is not based

on the price point, but on the ingredients and products it offers. Harvey Tsao, Global Training Manager Asia Speciality, Chantecaille, explained: "We use between 74% and 100% natural ingredients in our products, which is the

highest, purest amount on the market." Chantecaille wants to give its customers a healthier choice. It doesn't use parabens, artificial colours, artificial fragrances, palm oil, or animal testing. One thing that makes Chantecaille truly stand out is its philanthropic focus and its strive to protect the environment. "This year we are focusing on a very serious matter, deforestation," Tsao added. "We want to remind our customers that through beauty we can also change the world and be the voice of change."

Basement 2 B3



NEW VARIANTS

La Martiniquaise and Bardinet are displaying new bottlings, variants and link-ups with experts this year. For La Martiniquaise, "we have launched the official Saint James YouTube channel" and "the Rum

Ambassador, Ian Burrell, will be teaching people about agricole rum and "how you could use the Saint James Cuvee 1765 in the Petit Passion cocktail," said William Ploquin-Maurell, International Brand Manager, La

Martiniquaise. "For Label 5 we are launching three limited editions in red, yellow and purple using the street art style to attract an urban and younger audience," said Ploquin-Maurell. "For Bardinet, we are focused on two brands – Glen Moray and Negrita," explained Marion Divaret, Brand Manager, Bardinet. For the Negrita rum brand, there will be a new variant launch, Anejo Reserve, which has been aged in ex-Bourbon casks, while for Glen Moray, it's the 20-year anniversary of the brand.

Basement 2 L2



Z-Zoom, which is part of the Travel Blue Group, is a new brand to travel retail and has launched its range of reading glasses and sunglasses this week. "We found a niche in the market for reading glasses which people who want to go out in the sun to read their book on holiday can use. They are called Z-Zoom," said

SIGHTS ON EYEWEAR

Jonathan Smith, Director of Travel Retail, Z-Zoom from Travel Blue Group. "We have a website, a catalogue, and a whole range of products, and we are introducing our own unique packaging

for reading glasses which have a magnetic attachment making them polarised sunglasses." "Having them magnetic, rather than with a clip makes them cleaner and much more fashionable,"

Smith added. "The magnetic attachment is no extra charge, so you buy a pair of reading glasses and the sunglasses part is free."

Basement 2 G1



SPECIAL SENTIMENT

This is Infinity & Co's first appearance at TFWA Asia Pacific Exhibition & Conference. Having been established just two years ago, it has already found some success with its 'affordable luxury' jewellery approach targeted at

travel retail. The brand's jewellery sets, featuring genuine leather and mother of pearl, are already a hit inflight, including on some 30 Asian airlines, mainly LCCs. They're also popular on charter flights, whose

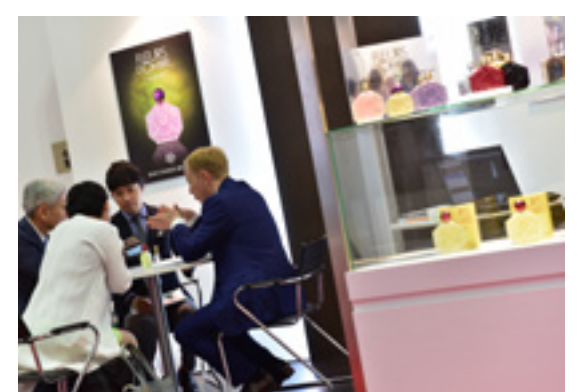
passengers are in a holiday mood and pleased to be able to treat themselves or a loved one with an impulse jewellery purchase. "We can build sets targeted to particular airline demographics," said Director Sam McDermid. Elsewhere, distinct sub-brand Love X Infinity offers something that Infinity & Co feels is a fresh concept in travel retail: gift-packaged jewellery, packaged with a range of heartfelt sentiments designed for gifting around the US\$25-30 bracket.

Basement 2 B9



SUCCESSFUL SCENTS

Jean-Charles Brosseau is presenting novelty floral scent Fleurs d'Ombre Thé Poudré to existing clients and new prospects at TFWA Asia Pacific Exhibition & Conference. President Benoit Brosseau reported a busy first day in the exhibition. "I had more meetings than expected, and a number of drop-ins," he said. "For example, today I met a Ukrainian duty free company. I did not expect to find them in Singapore, so it goes to show you never know what will happen here." The French perfumer positions itself between



selective niche and mass appeal, which Brosseau said has helped it remain relevant and flexible since its first classic fragrance was launched in 1981. "It's

a good point of difference. We have to be able to adapt to each market and its wishes," he added.

Basement 2 N02



TOP POINTS

Treasury Wine Estates is introducing visitors to both its American line-up and its new 90+ points club, which groups a compelling range together for the travel retail audience.

"We are showcasing our US portfolio, which we brought into our stable late

last year, and this has given us a really strong offering," said Barry Galloway, Director – Global Customers, Treasury Wine Estates.

"The 90+ points are also going to be popular, which show wines that scored highly with experts. It's a really great opportunity to help people navigate the range and also show the premium positioning of our brands. It's also a great platform to really dial up the luxury cues of our brands," he added.

Basement 2 J35

WORLD'S BEST

Hailed as the world's best Single Malt Whisky at the World Whisky Awards 2017, CRAIGELLACHIE® 31 Year Old has seen a surge in demand ever since and global supplies are now limited. Visitors to the Bacardi stand at TFWA Asia Pacific Exhibition & Conference will be pleased to discover that highly limited stocks of the world's most revered single malt are available on allocation. "CRAIGELLACHIE was first launched in select customers in global travel

retail in 2015 and accelerated rapidly to gain a tremendous following amongst connoisseurs in a very short space of time, winning two highly prestigious global whisky awards within two years," said Vinay Golikeri, Regional Director Asia Pacific, Middle East & Africa. "We're delighted to have secured highly limited stock for our high net worth and discerning travellers, especially given the popularity we have seen for CRAIGELLACHIE in the region to date." Bacardi is also sharing news of an upcoming older age statement of CRAIGELLACHIE, a new limited edition, coming soon to the region.

Basement 2 D10



brics.it

Galleria Vittorio Emanuele, Milano

TFWA Asia Pacific Exhibition & Conference
Marina Bay Sands Exhibition Centre - Singapore
Booth R11 - Level 1



AVAILABLE ONLY IN DUTY FREE SHOPS

Travel Retail Partner | Sweet Garden Travel Retail | Dubai | Email: sgtr@sweetgarden.ae

SWEET TREATS

Guylian is presenting products that are on the healthier side of life. The dark chocolate covered blueberries, cranberries, and raisins pouches are the

perfect balance between bitter dark chocolate and sweet fruit. Visitors can also get a little snippet of Guylian's new Master's Selection, which will be launched in September to celebrate its 50th anniversary. While Guylian is already a premium brand, the Master's Selection will be a very new concept,

which targets the extra-premium market. Guylian is also presenting products made specifically for upcoming celebrations, such as Ramadan, Diwali, Chinese New Year, and Christmas. "Our main message as a brand is that we have very high quality chocolates with an affordable price,

and for each segment in the category we have something," said Steven Candries, Sales Director, Guylian. "For example, we have products for gifting, for sharing, and even small bars for individual consumption."

Basement 2 H26



NEW LEAF

J. Cortès Cigars is exhibiting its new Oliva range of handmade cigars, a product that is helping the

brand tap into the premium end of the cigar market. "This is the first time we have exhibited the new Oliva range in Singapore and people are really excited by them," said Thomas Gryson, Travel Retail Coordinator, J. Cortès Cigars. "I like the cigars because they are handmade, which means

each one is unique." The company reports steady growth in duty free sales, though it admits navigating regulations has posed a challenge – particularly in Europe where EU member states seem to have different interpretations of the same EU legislation. J. Cortès Cigars has been

impressed by the growth of TFWA Asia Pacific Exhibition & Conference, which over the years has yielded results for the brand. "This has become a great show for us," Gryson added.

Basement 2 B27

TIME TRAVELLERS

Schaefer Travel Retail is showing a new collection of stylish designer watch brands that target millennials and the younger shopper at affordable prices ranging from US\$99 to US\$329.

From the entry level James Barts of Sweden to the higher-end Abeler & Sohne, Dufa and Danish Design, to blogger-led brands such as Rosefield, there is a model to excite the most seasoned

traveller. Also present are military wings and sailing inspired watches by Aeronautica and Spinnaker. Schaefer's products always push the boundaries between fashion and technology. "Schaefer is keen to meet travel retailers at the show who want to move up the value chain by offering fashionable and ground

breaking tech-driven accessories to the curious traveller," said Vimal Kumar Rai, VP Asia Pacific, Schaefer Travel Retail. "We are mounting a strong push into Asia, and China in particular, targeting shoppers under 40."

Basement 2 N12



CROCODILE ROCKS

Lacoste's global strategy of 'fewer, bigger, better doors' is helping its travel retail business go from strength-to-strength. Last year, the

heritage brand enjoyed double-digit growth, with Asia its fastest-growing region, accounting for 45% of sales. "We are lucky to be a

global brand," said Jean-Louis Delamarre, CEO of Asia Pacific and Global Travel Retail, Lacoste. "If you show people in the street the crocodile mark, probably nine out of ten will recognise Lacoste." Lacoste will seek to capitalise on the worldwide appreciation for its 'effortless elegance' brand as it approaches its

85th anniversary. "We will soon be airing a big global campaign that really goes to the centre of our brand DNA – the essence of what Lacoste is all about. If you are travelling through any of the top 10 airports in the world over the next months you shouldn't miss it," Delamarre added.

Basement 2 K23

SUPREME CHOCOLATES

There's a gap in the travel retail market and Leonidas thinks it has the Belgian chocolates to fill it. The brand is relatively new to the industry, but has quickly developed a range of

travel retail-friendly products, including the new Supreme Collection, which it is showcasing here in Singapore. "There is the luxury market and the cheaper market, but nothing in

between," said Salvatore Scalia, International Sales Director, Leonidas. "I believe we are filling that gap." Leonidas is looking to strengthen its presence in Asia, where its products

are not yet widely-known. The recent appointment of Hong Kong-based Alva Lin to the new position of Business Development Manager Asia is perhaps indicative of how serious the brand is about conquering new ground. "I think Leonidas has huge potential here," said Lin.

Basement 2 D31



ICON WATCHES

Daniel Wellington is showcasing its newest Icon range of timepieces, which it launched this spring with Kendall Jenner. "We launched the Classic Petite mesh strap on 1 April with Kendall Jenner, so that was a big deal," said Josefine Nybacka, Key Account Manager, Travel Retail Europe, Daniel Wellington. "The fashions are going towards smaller watches again. We have also launched

leather strap versions as well, which are presented as unisex." Daniel Wellington is looking to secure "new contacts and partnerships" this year at the show, and is excited to be able to display the range for visitors. Classic Petite is a new 32mm watch, which represents the brand's neatest classic yet. It also introduces Daniel Wellington's first-ever mesh watch band. The beautifully-crafted strap is soft and lightweight, sitting comfortably on the wrist. The mesh strap is available with a silver or rose gold plating, and its length can easily be adjusted.

Basement 2 G33



TOYING WITH ASIA

Smaller, more affordable items are front and centre at the Steiff stand, ready to appeal to the travel retail market as the brand hopes to build relationships with airlines and airports.

"We're onboard some airlines already, but hope to connect with more airlines and duty free shops, especially in Asia where we are not yet as well represented," said Ken Wakatsuki, Area Sales Manager Asia-Pacific/Middle East, who took on

the travel retail side of the business two months ago. Steiff, the iconic soft collectable maker with more than 100 years of heritage, is showing off its three latest travel retail exclusives. Three mini suitcases perfect for the young – and young at heart – hold a huggably soft animal companion, with travellers able to choose from a bear, a monkey and a dog. "I think the dog is very interesting for Asia – it is the Chinese year of the dog next year, of course. So we've been sure to bring a few other dogs along to the show too," Wakatsuki added.

Level 1 Q12



Happy moments deserve Guylian's finest Belgian chocolates.

GUYLIAN

The World's Favourite Belgian Chocolates

© 2017 Chocolaterie Guylian N.V., Belgium
www.guylian.com



SHINING IN ASIA

So how does a brand like Braun continue to stay relevant in the increasingly competitive travel retail environment? "Innovation," said Mariangela Pichierri, Sales Manager. With that in mind, the company is using the show to promote its new Oral-B Genius, an electric toothbrush that can connect to your smartphone. The toothbrush hooks up to an app, which identifies where users are not being thorough enough in their brushing. It also comes in a case that doubles as a battery pack,

which means travellers don't have to take a charger with them on holiday. Korea is Braun's biggest market in Asia and it is using the show to improve its business in the region. "We are trying to figure out what the best environments are for our products and what products would fit into other environments," said Pichierri. "We are always developing new products that show the innovation Braun offers."

Basement 2 H11

NEW LOOK BOTTLES.

William Grant & Sons hosted a cocktail party at its stand last night to celebrate the re-launch of its Cask Collection. Delegates were treated to cocktails – and, for the purists, a dram or two of neat whisky – as the company unveiled its new look bottles.

"I think it's a really bold statement," Ed Cottrell, Managing Director Global Travel Retail, William Grant & Sons said of the new look bottles. Matthew Fergusson-Stewart, Regional Brand Ambassador, added: "In a competitive marketplace like global travel retail, it's



important to have something striking, but you have got to have the liquid behind it."

Basement 2 N19

RECIPE FOR SUCCESS

Valrhona has an exciting new proposition for the confectionery category: a collection of chocolates based on France's most famous desserts.

The new Petits Délices selection features four different recipes – millefeuille, fondant au chocolat, tarte tatin, and



crème caramel – which are handmade by chocolatiers in France. "Valrhona has been working with France's best chefs since 1922," said Delphine Schmitt, Marketing BtoC, Valrhona. "It is a brand

that was created by pastry chefs, for pastry chefs." In recent years Valrhona has turned its attention to consumers rather than chefs, and the Petits Délices collection represents something of a missing link for the brand. "It is the missing link between the chefs we have been working with and consumers," said Schmitt. Valrhona believes it has the recipe for success in travel retail as one of the only confectionery companies to have its own plantation, which adds exclusivity and storytelling to the mix.

Basement 2 F32

STRONG POTENTIAL

FIYTA is showcasing its well-established Chinese watch brand here at TFWA Asia Pacific Exhibition & Conference. "I think for this brand we are very focused on the automatic product. This brand is from China and is very famous there among Chinese tourists. We already distribute this brand around 33 countries," said Jobs Wang, Overseas Market Deputy Manager, FIYTA. "The brand has potential as it is famous and a leading brand in China, and when people see it in the duty free shops they will compare the prices and see they



are better in duty free. There will also be more models in duty free and rather than two years of free service, people can get three years of service so people have

many more benefits if they buy from duty free," he added.

Basement 2 G8



TAX FREE WORLD ASSOCIATION
23-25, rue de Berri
75008 Paris France

Tel : +33 1 40 74 09 86
Fax : +33 1 40 74 09 85

Alain Maingreud
MANAGING DIRECTOR
a.maingreud@tfwa.com

Cécile Lamotte
MARKETING DIRECTOR
c.lamotte@tfwa.com

Produced by:



Ian Hill
PUBLISHER
ian@pps-publications.com

Paul Hogan
MANAGING DIRECTOR
paul@pps-publications.com

Ross Falconer
MANAGING EDITOR
ross@pps-publications.com

Marta Dimitrova
ASSISTANT EDITOR
marta@pps-publications.com

Gavin Haines
Jessica Mason
Lucy Taylor
ASSISTANT EDITORS

Richard Jende
HEAD DESIGNER
richard@pps-publications.com

Samita Brant
DESIGNER
samita.brant@pps-publications.com

Grant Pritchard
PHOTOGRAPHER
photography@grantpritchard.co.uk

PPS PUBLICATIONS LTD
3a Gatwick Metro Centre
Balcombe Road, Horley, Surrey
RH6 9GA, United Kingdom

Tel: +44 1293 783 851
Fax: +44 1293 782 959
post@pps-publications.com

© PPS Publications Ltd 2017

TFWA Daily is distributed by:



THE MEADFA CONFERENCE

20-21 NOVEMBER 2017
BEIRUT, LEBANON



Managed by

TFWA



جمعية الشرق الأوسط وأفريقيا للأسواق الحرة
MIDDLE EAST & AFRICA
DUTY FREE ASSOCIATION

Dubai Duty Free

**Win
\$1,000,000**

Entries for "Millennium Millionaire"
at Dubai Duty Free or
online www.dubaidutyfree.com



Full of surprises.