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GLOWING RESULTS

Defined brows, jelly textures, sheet masks and mineral-rich muds are among the trends on the radar for those looking to refresh the beauty offer. Suppliers share what's top of the agenda... By Faye Bartle



With the skincare and cosmetics segment becoming increasingly sophisticated, brands are breaking down barriers to target travellers before they shop and inspire them with all that's new at the point of sale.

One such example is 'The Beauty of Thailand' campaign by Shiseido Travel Retail (Riviera Village RJ5) in collaboration with King Power Thailand, which took place in April/May and leveraged influencer marketing to target Chinese tourists travelling to Bangkok. The campaign utilised a strong 'sense of place' concept that included Thai-themed travel retail exclusive packaging and digital and social media platforms.

"The initiative was a big success, and we will be reactivating the campaign with King Power Thailand from September through to November with additional locations and personalisation elements, such as a photo app for filter and onsite photo printing onto customised postcards for customers to mail to their loved ones," said Shiseido Travel Retail Vice-President Marketing Elisabeth Jouguelet.

The strategy is working. In the first half of 2017, Shiseido Travel Retail's net sales (including Japan travel retail) grew by close to +80% year on year, driven by Asia Pacific. Also on the agenda has been integrating its new brand Laura Mercier into the portfolio – and we can expect big things to come from it. "This year our focus has largely been on the handover and developing a new brand concept to be introduced in 2018," said Jouguelet. "The biggest achievement will be the opening of a brand new Laura Mercier counter – the first opening for the brand under Shiseido Travel Retail's management – in downtown Bangkok with King Power Thailand on 1 October."

Benefit Cosmetics (Harbour Village ACCAMA DELTA), is shaking things up by introducing all of its star products in travel-friendly sizes to recruit new customers. By the end of the year, the company is set to open stores in around 50 airports, strengthening its growth in Korea, China and the UK ("the three biggest markets for beauty") and expanding its distribution in Central Europe, MEA and the Americas.

"Brows is the second fastest growing segment in make-up after lipstick," said Beatrice Charreire, VP Marketing and Business Development – Travel Retail, Benefit Cosmetics. "Consumers are focusing more on make-up and less on fragrances and skincare."

Ahava is launching two mineral-rich muds for millennials. Masks are estimated to be the fastest-growing skincare segment through the end of 2019, according to Euromonitor.

To reel them in, the company is launching a new travel retail identity and visual merchandising concept for travellers, with brow styling consultation helping to bring the vision to life. The brand is also reaping the rewards of its celebrity collaboration with Yangzi in China. The young actress and superblogger (who has no less than 20 million followers on Weibo) is taking her role as a Benefit Brow Ambassador seriously, with a comprehensive campaign on social media in the works, as well as in-store animation in all airports with a predominantly Chinese passenger profile set to cause a stir around the products. Maintaining an exclusive edge is paying off for SLA Paris. “Travellers, and mostly millennials, are looking for exclusive

and unique products that they cannot find anywhere else,” said Carolina Montes, Commerciale Export, International Sales Department, SLA Création (Ambassadeurs Village U10). “The airport has become a discovery platform where even new brands can innovate and seduce consumers with special gift sets or travel exclusive products. This, combined with the advanced knowledge consumers have about cosmetic products, is bringing positive benefits for our brand.” An uplift is also being felt by Special Cosmetics (Marine Village S8). Its Make up Studio brand is now available in almost 80 countries – a figure that’s pegged to rise to 100 by 2018. “The biggest achievement this year is that we are going to open in almost all Middle East



Shiseido Travel Retail is working with its partners to explore new and innovative ways to incorporate digital into its retail animations. One successful example of this is the NARS animation with King Power Thailand in January/February where NARS was the first make-up brand to leverage the retailer’s Weibo Live channel for a live broadcast of a make-up demonstration.



The Spongellé Regenerating Facial Buffer with Built-In Cleanser is a buffer infused with cleansing gel that gently cleanses, exfoliates and hydrates the skin – all in one easy application.

countries,” said Bertil van der Sluis, Global Sales Director. “Trends are based on glowing, matte and contouring, and we have different hero products for each type of skin and colour tone.”

BODY DOUBLES

Those in the skincare and bodycare realm are innovating by championing their unique attributes. “We’ve been experiencing a continued influx of visitors to Israel to experience the Dead Sea region,” said Barak Orenstein, CMO, Ahava (Green Village M62), which has several duty free locations, including one at Ben Gurion Airport. The focus in Cannes this year is on its natural, mineral-rich Dead

Sea mud, which detoxifies, hydrates and smooths the skin. “We are the only cosmetics provider licensed by the state of Israel to sustainably source this ‘black gold’,” said Orenstein. There are more than 15 products in the Ahava range containing the famous mud, with new additions including two mineral-rich muds for millennials: a brightening and hydrating facial mud mask and a clearing facial treatment mud mask. Mask fans will be pleased to learn that Qiriness (Blue Village G24) has been listed in the Air France inflight magazine with its best-selling Wrap Exfolys. Now, the company is extending its portfolio with its first Wrap Hydratant, Moisture

Purity Mask for men. Further launches include the Wrap Yeux Hyal-Eclat (Radiant Eye Contour Mask), Wrap Jambes Légères (Cool Menthol Leg Patches), and a new premium Wrap D’Or (Gold Illuminating Mask) with 24-karat gold for a radiant complexion. There’s also a richer version of its Temps Sublime cream to try. Cult buy Huile Prodigieuse is celebrating its 25th anniversary this year, for which Nuxe has created a newly enriched formula with a high concentration of botanical oils for very dry skin, with a non-greasy texture. There’s also the new Crème Fraîche de Beauté range, containing a natural blend of botanical oils to nourish, repair and beautify the skin and hair

FACE THE FACTS

With high profile fans including actress Sarah Parish and Tamara Lohan of Mr & Mrs Smith Boutique Hotels, FaceMatters (Blue Village G13) is carving a niche for itself as a brand with quality formulations that produce noticeable results. “There is definitely an increased trend in multi-functional products – our 24/7 Balm is a perfect example of this,” said Sally Curson, Founder, FaceMatters. “It is important to build awareness of the results of the product, which is a slow burn for a small brand.” Look out for the 24/7 Balm, which is a great all-rounder, and the All Day Spritz, which firms, tones and massively improves the overall health of the skin.



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PARISIAN PERFECTION

Fashion trends have a big influence on product development according to Parisian brand Institut Karité Paris (Blue Village E3), which is currently available in several Kaner Duty Free Shops in North Cyprus, with plans to expand throughout Europe and to Latin America. Further to this, its coveted amenity kits are onboard China Airlines, Japan Airlines, Thai Airways, Turkish Airlines and Qatar Airways, with a selection of SKUs sold inflight on airlines such as Primera Air, Pegasus, SunExpress and Onur Air. This season, the brand is launching a new fragrance collection called Jungle Paradise, made in Grasse, providing a fresh point of interest to the existing catalogue, which includes Marseille Liquid Soaps and Shea Hand Cream, among other classics.

"There is clearly a rising demand for beauty travel kits, small and handy formats," said CEO Amir Al Chayah. "That's why we launched smaller-sized products (10ml, 30ml, 50ml) and 27g soaps. They're perfect for travelling."

Sets and beauty bags composed of 'must-haves' from the collection are also proving popular.

"A demand for more sophisticated scents for the body care range has also emerged. In response to that, we have developed high quality perfumes such as Gardenia, Jasmine or Fleur-de-lis," added Al Chayah.

Sampling and complimentary hand massages using the iconic Shea Hand Cream are helping to win new fans as the company strives to enter new markets such as Norway, India, Ecuador and Uruguay in the near future.



Benefit describes itself as "the world's leading brow authority", with over four million brows shaped in the last year alone.



with a dry texture that's free from mineral oils and silicone – all with a signature scent. Having made its travel retail debut in 2014, the brand has secured 190 points of sale in the channel (including in airports, on board ferries and at border shops), as well as with 60 airlines covering 32 countries. "During the first semester in 2017, we opened 30 doors: 26 in Europe, one in the Middle East and three in North Africa," said Marion Bruimaud, Travel Retail Director, Laboratoire NUXE (Green Village J36). The company is now seeking to develop its presence in the Middle East and Africa.

BEAUTY SENSATIONS

When it comes to trends, food-related ingredients in skincare are among the most influential. "Free-from is still on the rise, as is dermocosmetics," said Orenstein. "Of course, one cannot ignore the continued rise of K-beauty, as it's impacting both the number of steps in the skincare routine, as well as specific ingredients. Furthermore, the mega-trend of health

and wellness is here to stay, and consumers are continuing to realise that what they put on their skin can be as important as what they put in their body. Lastly, as the urban lifestyle becomes increasingly stressful, we are continuing to see more anti-stress and anti-pollution products." The beauty routines favoured in different cultures are continuing to affect the product selection. "Consumers in North America, for example, are looking for multi-purpose, multi-benefit products that help streamline their beauty routines, whereas in Asia, the multi-step skincare routine prevails," said Orenstein. "We are seeing consumers gravitating to more natural alternatives, products that contain muds, clays, natural oils – and they are looking to see what product ingredient lists do not contain, as much as to see what they incorporate. Masks continue to be a hot item, and are estimated to be the fastest-growing skincare segment through the end of 2019, according to Euromonitor."

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*Self-evaluation test on 21 women (45-65 years) after application of Le Wrap d'Or once a week for three weeks.



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Championing the natural approach, Spongellé's new Facial Buffer and Cleanser, which functions like a moisturiser, make-up remover and facial cleanser in one, is especially appealing to travellers. The buffers are infused with ingredients such as carrot, cucumber and aloe vera, can be used around 15 times, and are affordable too (US\$15-20). "The skincare category has shown positive signs of growth this year - mostly due to new brands and products that are

very innovative and sold at reasonable prices," said Arnaud de Volontat, Owner and CEO, Altimetre (Ambassadeurs Village U8). Already this year, the company has expanded its distribution to DFS, Lagardère Group, King Power, Disney Cruise and Regent Cruise. Also well-positioned in the natural realm is Panier Des Sens (Golden Village G019) cosmetics, which are made in the South of France to champion the beauty of Provence and the

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Mediterranean through its complete line of bodycare and fragrances. Keeping the tradition for quality soap-making alive, its products have a minimum of 72% exclusive vegetable oils and are produced without colouring or synthetic surfactants.

"The brand story started in the US, our historical market, before enjoying success in Asia, in the Chinese and Korean markets in particular," said Marketing Director Aurélie Muntaner. Currently, Panier Des Sens is available in duty free through Aelia, with a door in Marseille Airport, as well as in Italy and the UK, marking 11 doors in total. Items developed especially for the channel, such as the travel pouch, travel sizes and tin gift boxes are

helping the brand to shine.

In haircare, consumers are becoming more playful with colour from a fashion standpoint, according to Moroccanoil. Plus, the trend for dry shampoo is especially relevant for those on the move. "Looking to bodycare, there is a big demand from our customers to offer an oil product comparable to the hair Moroccanoil Treatment for the body," said John Gates, Vice President, Retail and Travel Retail Sales, Moroccanoil (Blue Village F12), which has earned more than 300 points of sale in the channel in three years.

"We are seeing strong growth in make-up, especially in the lip segment, thanks to millennials' inclination for sharing their selfies on social media,"



QIRINESS IS EXTENDING ITS PORTFOLIO WITH ITS FIRST WRAP HYDRATANT, MOISTURE PURITY MASK FOR MEN. FURTHER LAUNCHES INCLUDE THE WRAP YEUX HYAL-ECLAT (RADIANT EYE CONTOUR MASK), WRAP JAMBES LÉGÈRES (COOL MENTHOL LEG PATCHES), AND A NEW PREMIUM WRAP D'OR (GOLD ILLUMINATING MASK) WITH 24-KARAT GOLD FOR A RADIANT COMPLEXION.



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added Jouguelet. In response, the company is launching several new lip products, including Powermatte Lip Pigment and Precision Lip Liner Pencil from NARS (Fall 2017); a new lipstick collection replacing the existing Extra Rich Lipstick Line (12 shades in AW17 and three new shades in SS18) and Radiant Lip Gloss (SS18) from Clé de Peau Beauté.

"The natural look – with minimal heavy contouring and clean, dewy complexions – is still very much on-trend, driven by popular hashtags such as #iwokeuplikethis, #nomakeup and #nofilter," continued Jouguelet. Multitasking beauty products are also proving popular. Clé de Peau Beauté's new stick concealer, for instance (relaunched in January), is a multifunctional product that can be used to conceal imperfections, as well as for highlighting and contouring. The rise of natural products is evidenced in Shiseido's new WASO range, which contains ingredients like carrot, honey, tofu and white jelly mushroom.

"As beauty and wellbeing converge, more consumers are looking for products that are designed to maintain the health of skin, not just fix symptoms," said Jouguelet. "This shift from treatment to prevention has made skincare that works from within more important. This has also made suncare a priority to consumers, and we are tapping into this with our Shiseido suncare collection, as well as our Anessa suncare brand."

SMARTER SHOPPING

As consumers are increasingly researching products before buying, using social media to help with decision-making is now a vital part of the customer journey.

"To cater to today's omnichannel customer, one of the key priorities of our digital strategy is to integrate the digital and virtual propositions to ensure a consistent and seamless travel retail shopping experience," said Jouguelet. "Through insights and data-driven marketing design, we have developed digital activations to generate leads, increase awareness and drive engagement at every touchpoint of the consumer journey. The insights we harness from these touchpoints allow us to create tailored marketing campaigns

CASE STUDY: THE RISE OF RITUALS

A brand that is currently enjoying impressive growth in the channel is Rituals Cosmetics (Yellow Village B19). Neil Ebbutt, Director Wholesale, shares the strategy for the success...

"Business with our existing trade customers has grown by over 50% this year and we continued our gradual expansion into new duty and tax free territories such as Eastern Europe, Northern Africa and are soon to be launching in the Middle East. Our first and business class inflight business supplying products for amenities kits and for use in restrooms has also grown very strongly.

"A second aim is to grow through continuing the geographic expansion in EMEA, but also expanding into the Americas and Asia. Our third aim is to add to our portfolio of standalone airport stores. We now have eight standalone Rituals airport stores; we mostly operate these in partnership with key retail concession companies.

"There have been a number of other important success stories for us during the year to date. We have won new listings with new trade customers, especially in channels of outlets such as cruise lines. We've opened more standalone airport stores and launched more new products."

Since last year's exhibition, the company has introduced a new range of exclusives and limited editions for travel retail, opened new shop-in-shop fixtures in more World Duty Free airport stores across Europe,



and is supplying its onboard amenity products to yet more airlines. The focus in Cannes this week is to highlight the refreshed ranges from some of the company's best sellers, such as The Ritual of Sakura and, in particular, the Ritual of Ayurveda, which is to be relaunched with three new products in the collection. Another push will be on the latest travel retail exclusives. As for trends, the move towards "products that offer an experiential dimension" is continuing, according to Ebbutt, as well as a demand for more "environmentally sustainable products".

"'Me-time' products with a ritual dimension, give consumers a chance to do that," he explained.

"In terms of product I think the biggest opportunities for growth are more diversity in product categories such as home products, EDP, suncare, travel exclusives and limited editions.

"Although the opportunities are more limited, in terms of retail formats branded standalone airport stores, operated in partnership,

are without doubt the best way for us to present and demonstrate our full product portfolio, which has over 500 products. This is an option we continue to pursue wherever the opportunities arise. "In terms of the sales channels I think there is huge potential, for both standalone and shop-in-shop formats, in the cruise ship channel, which has not had the focus of attention that it is now beginning to get."



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and content to better engage and serve consumers.” At the physical point of sale, the company focuses on creating inspiring animations with strong digital/social media and experiential elements. For example, activations for skincare brand Shiseido have blended Japanese aesthetics

with digital technologies such as iPads, motion-sensing screens and interactive photo booths, with heavy promotion on social media platforms. For Clé de Peau Beauté, the thrust is offering top-notch customer service and brand experiences through VIP events that pamper customers with luxurious



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skincare treatments. For NARS, make-up demonstrations are a highlight. “Digital connectivity cannot be ignored and neither can video – we can transmit the power and benefits of the Dead Sea origin of our brand through these tools,” said Orenstein. “Also, it helps when we can show consumers and allow them to touch, smell, and apply the muds, salts, scrubs and unique textures within our brand and truly experience the Dead Sea in our points of sale.” In terms of brand building, Ahava is working hand in hand with its partners in the channel to tell its story through videos, social media, and tailored POS materials and displays to

MADE IN PROVENCE WITH FRAGRANCES FROM GRASSE, PANIER DES SENS’ COSMETIC FORMULAS HIGHLIGHT TRADITIONAL VEGETABLE INGREDIENTS FROM THE REGION.

reach the consumer at various touchpoints. For smaller players, having a breakthrough moment can be hard won. “The re-structuring of our industry with the recent acquisitions resulting in the

concentration of players had the biggest influence on our business for the last three to five years by delaying or cancelling the incorporation of new products, or by making it impossible for small companies

AHAVA

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like us due to an excessively high margin request from the main operators," said de Volontat. "It is not easy for small companies to abandon a very high margin. However, we have established very good relationships with big duty free operators that champion the experience our product will bring to their consumers and, if correctly priced, will turn in high sales volume." It's something that can also be viewed as a positive. "Brands that can be found

everywhere have lost some interest. This is the time for smaller but equally quality brands to step up. Airports are looking for new and trendy brands in the cosmetic sector," said Montes. "Our biggest opportunity for growth is related to the fact that nowadays consumers have more knowledge about the product and how to use it, and can easily compare the quality of different brands. I can illustrate this behaviour with a simple example: our Lipcrush. After

our participation as official make-up artists in the Monte Carlo television festival earlier this year, consumers and celebrities have discovered our products and have chosen it as their favourite liquid matte lipstick." As for what the future holds, Shiseido Travel Retail points east: "The biggest growth will continue to come from Asia Pacific, which was the only region that registered growth (+20.7%) for the beauty category in FY2016, according to Generation Research. In 2018, we anticipate a strengthened presence with increased market share, accelerated by



The new Nuxe Crème Fraîche de Beauté range is formulated for dehydrated skin, offering 48 hours of moisturising and anti-pollution qualities thanks to gentle botanical milks and a hi-tech algae extract – all with an orange blossom scent.

Moroccanoil's new sets for 2018 include Beauty Superstars, which contains Dry Shampoo Light Tones (65ml), Hydrating Styling Cream (75ml), Luminous Hairspray Strong (75ml), and Moroccanoil Treatment (25ml).



the launch of our strategic new brand Laura Mercier; an overhaul of Shiseido's entire make-up collection; a revitalisation of Clé de Peau Beauté; and continued strategic expansion of NARS. While our current focus for Dolce&Gabbana remains on fragrances, we expect the brand to help us deliver accelerated growth next year. We remain committed to

growing our business in further collaboration with our retailers and will continue to maximise our key business drivers in 2018 and beyond." The bullish sentiment is something many suppliers in the category can get behind and, if this latest wave of products and retail solutions is anything to go by, buyers will be taking it by the horns.

Learn more about the cosmetics & skincare innovations being presented at TFWA World Exhibition & Conference by visiting the TFWA Product Showcase (www.tfwaproductshowcase.com). Scan this code to visit the TFWA Product Showcase



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The advertisement features a vibrant blue background with a swimmer in a white and yellow swimsuit diving into the water. The swimmer's arms are raised, and their hands are positioned as if they are holding the large, bold, yellow text 'eau hyper fraîche' which is superimposed over the scene. The word 'courrèges' is written in a smaller, yellow, sans-serif font at the top. In the bottom right corner, a silver perfume bottle with a spherical cap is shown, with the product name 'courrèges eau hyper fraîche' printed on it in yellow and silver. The overall aesthetic is clean, fresh, and aquatic.

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SINCE 1951



Each scent in The Spirit of Dubai Parfums collection is inspired by the city of Dubai.

While iconic, classic scents are here to stay, modern-day fragrance aficionados are looking for aromas that capture a mood, a memory, or even an experience they want bottled.

"The concept of the 'signature scent' is being redefined – consumers are moving from having one go-to branded fragrance to owning a wardrobe of scents that are increasingly personalised," said Shiseido Travel Retail Vice-President Marketing Elisabeth Jouguet (Riviera Village RJ5). "Digital and social media are also becoming more influential

in driving purchases, thanks to bloggers and fragrance reviews. Consumers are also looking beyond the scent and are seeking immersive sensory experiences that bring the fragrance story to life. We are addressing this with inspiring retailtainment-driven activations with digital and social media elements."

It's something that is being noticed across the board. Alexandre.J, for instance, has experienced marked growth this year due to a new business model: The Pavilion. "The Pavilion is our own dedicated points of sale that enable the brand to express itself in the

SIGNATURE SCENTS

Wave goodbye to signature scents as you know them. Today, consumers are seeking to furnish a personalised fragrance wardrobe that captures their multi-faceted lifestyle – and they want to be inspired. By Faye Bartle



Shiseido Travel Retail's Elie Saab Girl of Now, by perfumers Sophie Labbé and Dominique Ropion features Elie Saab's olfactory signature: orange blossom-patchouli accord with notes such as pear and mandarin. Available in travel retail from August.

right environment. Customers have been very receptive to this new approach," said Amélie Jabban, Global Brand Manager, Creation Realization & Marketing, Alexandre.J (Red Village L23), which is spotlighting the Alexandre.J Ouscent Rouge fragrance in Cannes. "This new business channel also proves the company's ability to set new trends in terms of marketing, notably highlighting our expertise towards perfume creation, with the development of our Atelier Parfums – two-hour workshops dedicated to bloggers and VIP clients." First-time exhibitor, The Spirit of Dubai Parfums, is also highlighting the impact of the digital age. "There's a shift toward the demand for niche

perfumery, which has boosted growth for our business. Plus, proliferation of social media and online reviews have helped to spread the word and there has been greater acceptance for the brand globally," said Asghar Adam Ali (Al Attar), Founder & Chairman, Nabeel Perfumes Group of Companies (Golden Village G014). The company has built a strong foothold with its own flagships and presence in speciality department stores in the GCC and opened its first international boutique in London's Knightsbridge, opposite Harrods in March 2017. In Cannes, the company will be showcasing 14 fragrances in total, seven from its first generation luxury collection and seven from the

second generation, ultra-luxury collection. Each is unique in terms of concept, presentation and perfume, and there are also seven perfumed body lotions as line extensions of the first generation. Adam Ali credits the focus on rare ingredients, an androgynous approach, and distinctive dispensing mechanisms, as among the ways to stay relevant.

"Customer tastes are evolving to become more sophisticated," he said. "Discerning shoppers are showing more interest in authentic products with a renewed appetite for artistic perfumes, bespoke ingredients and brand narrative."

The effects of becoming a social sensation can be far reaching.

"With the rise of influencers and beauty bloggers, products and brands can go from relative obscurity to best seller in a matter of days," said Stuart McGuire, CEO Scorpio Worldwide (Mediterranean Village P8). Scorpio is currently consolidating its in-flight business with Victoria's Secret, Revlon and Lipsmacker, as well as bringing new brands to market. This year, the company

A NATURAL CHOICE

As the quest for natural beauty products continues to rise, Les Senteurs Gourmandes (Green Village K37) is attracting attention for its fragrances that are free from phthalates, and bath and body products with "new generation" pure formulations. "Les Senteurs Gourmandes targets people who are looking for inspiration and a different way to experience natural fragrances through unique olfactory journeys," said Aurélie Badie, Product Manager, Les Senteurs Gourmandes. Made in France, and inspired by the rich heritage of the South-West region, the products are designed around five olfactory spheres: traditional vanillas, the orchard, childhood memories, travel diary, and oud collection.

"Our fragrances deliver genuine and full-bodied notes that come alive on the skin," said Badie.



CREATION REALIZATION & MARKETING LOOKS TO TRAVEL RETAIL TO FURTHER REINFORCE BRAND CREDIBILITY AND GLOBAL RECOGNITION. PICTURED HERE IS ALEXANDRE.J OSCENT ROUGE.

is introducing a new brand to its portfolio: Roja Perfumes. In Cannes, buyers can view the new Roja Elysium for gentlemen, along with a selection of other scents from the Roja collection. "We will also be launching Misguided Babe Power, which has rocketed to the top of the domestic fragrance best seller list, selling out within three hours of launching in the UK," added McGuire.

ATYPICAL AROMAS

When it comes to the next big thing, it pays to be different. "Our niche category is still new within the perfume industry, but it is increasingly attracting new buyers who wish to enlarge their portfolio with different labels that are able to bring added value to end consumers," said Jabban. "End-consumers are not loyal anymore – they want to venture outside their comfort zone with brands offering an experience. They expect the label to meet with their values and expectations." It's something that an increasing number of suppliers are keeping a close eye on. "The niche category is a trend

in itself. The category has been on the rise for a number of years and a number of travel retail venues are devoting more and more space to niche," said Donald Bauchner, Founder, Perfumer's Workshop International (Yellow Village G40), whose oud-based Amouroud portfolio is set to expand from eight to 10 fragrances by the year-end, including the latest addition Bois D'Orient. "The only negative factor facing niche perfumery in travel retail is, and will remain, space allocation to the category. The more space made available, the more interest all niche perfume brands will enjoy. Particularly important for the category is that some of the more 'commercial niche' brands are at price points that aren't much higher than traditional prestige fragrance brands, making the trade-up less burdensome on the consumer's pocket." As well as developing gondolas for display, products testing and selling, Perfumer's Workshop International is introducing especially made vials that will be filled at the counter by the in-store beauty advisers. One thing Laliq predicts is

that the gourmand trend is coming to an end. "New scent territories around flowery notes with a modern twist will appear," said David Rios, COO Fragrance Division, Laliq Beauty (formerly known as Art & Fragrance) (Red Village J33), which is focusing on expanding the presence of Laliq and Bentley. "Even if the current high level of perfume concentration – brought in by niche perfumery – might decrease, the long lastingness and power will remain the key driver in the upcoming years." He also believes that regional preferences are becoming less prominent, due to the 'globalisation' of consumer habits. "There will be a chance for local best sellers to become global winners and, hopefully, it will slow down the number of flankers," said Rios. "Niche brands will continue to develop but will become more mainstream. In turn, major brands are becoming more segmented and are providing more personalised services. Indeed, the frontier between products and services might become thinner in the coming years. The upcoming challenge for travel retail is

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Shiseido Travel Retail's Dolce&Gabbana The One Eau de Toilette – a new interpretation of the original The One EDP for women – has an added twist of freshness. Available in global travel retail from September.

having the intelligence to make recommendations that are tailored to consumers' wishes." Shiseido Travel Retail has been leveraging the existing Dolce&Gabbana portfolio since adding it to its portfolio last October. Most recently, The One is being revitalised with a brand new EDT for women, supported by a new campaign fronted by English actors Emilia Clarke and Kit Harington. "Premium fragrances are growing in demand, as consumer preferences are shifting from mass-market toward high-end fragrances," said Jouguelet. "As a result, we are seeing more and more luxury brands expand into the fragrance category to capture consumers in the lower income brackets who aspire to own a piece of the brand. Our haute couture brands Issey Miyake and Elie Saab are doing well, and we will

soon launch a new Elie Saab fragrance, Girl of Now." In line with the trend towards premium is the rise of niche, artisanal fragrances – examples of which include Dolce&Gabbana's Velvet Collection and the Serge Lutens brand. "With the increasing use of fragrances among millennials, we are seeing more classic fragrances being released in new and lighter reinterpretations to appeal to them," added Jouguelet. "Dolce&Gabbana, for example, has reimaged its iconic The One EDP female fragrance with the launch of The One EDT, featuring an added twist of freshness and a new bottle design."

ON THE SCENT

Looking once more to the Middle East, Ajmal has been focusing on increasing the exposure of its travel retail exclusives and is performing well onboard KLM Airlines and

SPOTLIGHT ON COFINLUXE

Known for having its finger on the pulse when it comes to emerging trends, Cofinluxe is highlighting the rise of two extremes.

"On one hand, people are attracted by 'lower' or 'best' price offers while, on the other hand, niche products at more expensive price points are starting to appear on the shelves," said Valérie Dufournier, Responsable de la Communication, Cofinluxe (Red Village K35). "Further to this, consumers expect to see a price difference between travel retail (tax free) and downtown prices, which are becoming less noticeable. They are also asking for more travel sets (or sets with a gift with purchase or travel specials) – something that makes them feel as if they're getting a good bargain and an added value compared to what they can find at their local store. Lastly, they always want the newest fragrance."

While a select number of brands work hard to produce variants under one brand name, an increasing number of spin-off scents can be confusing, according to Dufournier. "When they want 'xyz' fragrance and are presented a whole collection of different fragrances with the same name but different under names – such as EDT, EDP, Extreme, Intense etc – they are completely puzzled as to which one to choose. Nowadays, people know names, not scents. And very often they would rather buy a name they saw or heard via advertising, even if they prefer the scent of another product that is not advertised."

In Cannes, the company is showcasing Parfums Salvador Dali, Sunrise in Cadaquès for women, Sunrise in Cadaquès for men and Parfums Charriol Infinite Celtic for men, as well as two new collections for the niche brand Dali Haute Parfumerie: Daligramme Collection and The Fabulous Collection.





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Ajmal says its partners provide the company with equal opportunity to expose its products to effectively target travellers.

by the response so far.” The opportunity to buy a slice of a number of top scents in the collection is helping to lure new fans. “Consumers are now more open to experimentation and will look outside the confines of brands that they are accustomed to,” said Ajmal. “This is the reason we see novelty within the travel retail environment. Creativity is increasingly important rather than brand value. Everyone present has an equal opportunity to impress with their range of products.” Value is also being highlighted thanks to expertly trained beauty advisors – a strategy designed to positively impact on the decision-making process. For Nabeel Perfumes Group of Companies, venturing into travel retail means having multi-lingual staff who are well versed in the fragrance narrative, offering luxurious sampling and complimentary gifts with purchase supported by digital technology tools and promotional messages at designated points in the passenger journey, in order to maximise dwell time. “We would propose striking visual displays and merchandising displays to garner the right level of attention with the right targets and appropriate locations for our sought after products,” said Adam Ali. “We would have dedicated staff who

with Tourvest Duty Free. “On the ground, BestValue Duty Free in Romania has done exceedingly well,” said Abdulla Ajmal, Deputy Chief Operating Officer, Ajmal Perfumes (Red Village H18), which is targeting a 50% rise in its number of travel retail locations. “We are now introducing a number of exclusive to travel retail products, all built around the ethnic chic concept Ajmal is known for. We have also launched a miniature collection for him and her and are excited

Lalique Illusion Captive is an ambery chypre fragrance enhanced by fresh Italian bergamot and a sheer floral heart in a bottle inspired by René Lalique’s Dragonfly brooch.



are well trained in our products and work to engage customers with our brand.” In a move that’s currently under consideration, buyers may be able to look forward to a collection of travel retail exclusives from the company in due course. Parlux takes this a step further by enlisting high-profile personalities to do the talking. “Celebrity appearances in top markets, out-of-the-box animations at the point of sale enticing customers to discover our fragrances, trained beauty advisers, and offering excellent gifts with purchase, are the ways in which we are enhancing the shopping experience,” said Carola Molina, International Sales, Parlux Fragrances (Golden Village G05-7), which is showcasing Rosé Rush Paris Hilton – the second feminine addition to the Gold Rush scent assortment. For Shiseido Travel Retail, consistency is paramount. “We are working to optimise our digital marketing efforts to engage consumers at various touchpoints on their travel journey, such as through partnerships with retailers and airports on their digital platforms,” said Jouguelet. “A key objective of our digital strategy is to create an omni-channel framework that seamlessly integrates the online and offline travel retail shopping experience to ensure consistency in the eyes of the traveller.” An example of this is, at the point of sale, impactful activations that tell the brand stories. Retailtainment, also integral to the strategy for driving traffic, helps by offering a premium service in terms of gifting and experience. “In a digital world, customer service is a key differentiator at the physical points of sale,” said Jouguelet. “Furthermore, consumers nowadays want to immerse themselves in brands and experience them in an authentic way. Our campaigns focus on offering consumers a high level of service by our beauty consultants as well as genuine brand experiences, with creative concepts that allow them to experience the best of our brands.” The Italian glamour of Dolce&Gabbana, the Japanese minimalism of Issey Miyake and the rock and roll Parisian



Perfumer’s Workshop International’s oud-based Amouroud portfolio is set to expand from eight to 10 fragrances by the year-end, including the latest addition Bois D’Orient – a combination of wood notes, rare spices and exotic flowers.

experience with Zadig & Voltaire are three case studies that spring to mind. Now, the company is continuing to work with retailers to target its marketing efforts towards traveling consumers by leveraging its digital platforms and loyalty schemes to push awareness of new launches, encourage pre-order sales and drive online-to-offline traffic to the stores. “We work closely with our partners to come up with creative and inspiring

animations that are tailored to their market,” added Jouguelet. “We also continuously innovate and refresh our assortment of travel retail exclusives in order to offer our partners strong differentiation over the domestic market.” And when you have that base covered, the sky’s the limit.

Rosé Rush Paris Hilton marks the second feminine addition to the Gold Rush scent assortment from Parlux Fragrances. The floral-rose-fruity fragrance was created by perfumer Richard Herpin of Firmenich.



Learn more about the fragrances innovations being presented at TFWA World Exhibition & Conference by visiting the TFWA Product Showcase (www.tfwaproductshowcase.com). Scan this code to visit the TFWA Product Showcase



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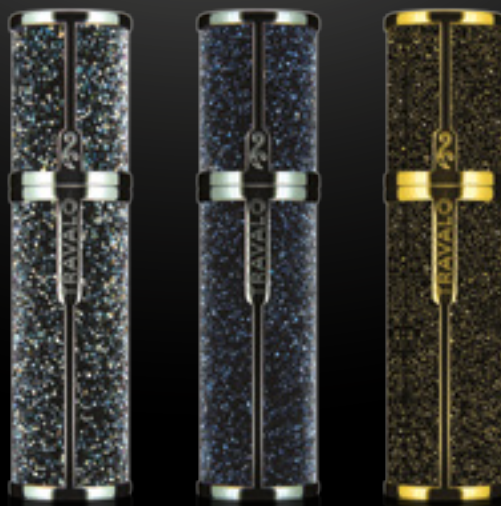
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