



# TFWA DAILY

**FRIDAY 6 OCTOBER**

TFWA WORLD EXHIBITION & CONFERENCE 2017

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INTRODUCTION

# PLENTY TO TAKE HOME

**As we make plans to leave Cannes, I'm sure you will agree the week has been a good one. The world remains in a state of uncertainty, and this will take its toll on our industry, as many others.**

But I'm certain that the ideas we've shared in our conference and workshops, as well as the great conversations

that have taken place on stands, over coffees, and at the great networking events of the week, will provide much food for thought to help us meet the challenges of the next few months and beyond. There's certainly no shortage of fresh thinking at our TFWA Digital Village exhibition, which is showing us a vision of the future that I personally have found very inspiring. If

you haven't had the chance to visit, there's still time as the show runs until 17:00 this afternoon. All delegates registered for TFWA World Exhibition & Conference will be able to enter with their standard exhibition badge. If you would like a reminder of the high points of the week, or want to share the experience with colleagues who weren't able to be here, a review of the exhibition and conference will be published soon on the TFWA website at [www.tfwa.com](http://www.tfwa.com). Our diaries are already filling for the next few months, and an important date to include is the MEADFA Conference, managed by TFWA, which

will take place on 20th and 21st November in Beirut, Lebanon. The Middle East remains a fascinating region and this event promises to be an enjoyable and stimulating couple of days. MEADFA President Haitham Al Majali will be joined by a panel of extremely well-informed speakers who I'm sure will have much of value to say about the Middle East and beyond. Between 6th and 10th of May, we will once again be heading to Singapore for the 23rd TFWA Asia Pacific Exhibition & Conference. Held at the iconic Marina Bay Sands, the event has gone from strength to strength and

broke all records last year. We're confident that the 2018 exhibition and conference will be equally as well attended. I wish you a safe journey home, and very much hope to see you in Beirut or Singapore – if not before.



**Erik Juul-Mortensen  
President, TFWA**

## CARITAS COLLECTION TODAY

Exhibitors are requested to have their donations to the Caritas Secours Catholique charity ready for collection this morning. Helpers from Caritas will visit stands and collect the donations in the course of the morning. They will use the contents to bring pleasure to disadvantaged people. Please use the special Caritas bags, which were distributed yesterday. Thank you for your generosity.



## CONTROL FOR ACCESS TO THE EXHIBITION

Please collect your badge at the **TFWA Registration Pavilion** before then passing through the security check on the **Parvis of the Palais des Festivals**.

## TFWA DIGITAL VILLAGE

The TFWA Digital Village, located at Gare Maritime, is open today until 17:00. Learn more about the TFWA Digital Village on page 6.

TFWA Digital Village  
Opening Cocktail  
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Thank you to the  
TFWA Digital  
Village Wi-Fi  
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## IDEAS LAB: 09:00-10:00, TFWA DIGITAL VILLAGE

Portland Design will comper an Ideas Lab this morning from 09:00 to 10:00 for TFWA Digital Village exhibitors to share their digital insights and ideas with visitors.

## POST-EVENT ONLINE REVIEW

The post-event online review of TFWA World Exhibition & Conference will be available soon. Visit [www.tfwa.com](http://www.tfwa.com) for more details. Meanwhile, each issue of the TFWA Daily is now available in digital format on the TFWA website.

## NEW TFWA GEOLOCATION APP

TFWA is pleased to announce the launch of its new geolocation app. This allows visitors to geolocate themselves on a 3D interactive floor plan, pinpoint their location, be guided along a route and easily find the stand of their choice. Delegates can also select

exhibitors they are interested in and record them in a visit folder to be accessed onsite.

↓ **DOWNLOAD THE APP**  
– named **TFWA 2017** – via the AppStore (iOS) or PlayStore (Android), then follow the onscreen instructions.

## INTERACTIVE DIRECTIONAL SCREENS



TFWA in partnership with JCDecaux, our official digital partner, is providing interactive screens to help you find your way around the extensive halls.

## FREE WIFI SERVICE

TFWA is delighted to offer a free WiFi service inside the Palais des Festivals. To connect, please use the following network – **PalaisDesFestivals WiFi** – then input the code on your delegate badge. Technical support is available at a dedicated desk (Viapass) during exhibition hours on Level -1, Red Village.

## TFWA ON SOCIAL MEDIA

Find the latest news on TFWA World 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.



## AIRPORT OFFERS

TFWA's partnership with Nice Côte d'Azur Airport has several advantages for delegates attending TFWA World Exhibition & Conference. Pop-up experiential bars designed by TFWA Digital Village exhibitor Depack and located in Terminals 1 and 2 are welcoming arriving visitors and exhibitors with a complimentary glass of Freixenet rosé cava. The airport will give delegates a special 10% price reduction across a selection of brands available in airport stores on presentation of their TFWA World Exhibition & Conference visitor or exhibitor badges.





Photos: [www.grantpritchard.co.uk](http://www.grantpritchard.co.uk)





# *LE PREMIUM EVENING*

Last night's Le Premium Evening was a spectacular finale to the week. After a sumptuous gala dinner, guests enjoyed music from internationally-renowned performer Véronic DiCaire.





# TFWA DIGITAL VILLAGE

The TFWA Digital Village, located at Gare Maritime, is open today until 17:00. Portland Design will comperere an Ideas Lab in the TFWA Digital Village from 09:00-10:00 this morning.



# DIGITAL VILLAGE

CREATIVE SOLUTIONS FOR TRAVEL RETAIL

## FLIO

**FLIO is the first and only global airport app that unites more than 2,000 airports from all over the world to help passengers on their journey, and generates commercial revenues for airports, airlines, retailers and brands.**

"We offer travellers a one-stop source for 'all things airport', providing free, easy access to public Wi-Fi at airports, comprehensive information, real-time departures and arrivals data and 'insider' hints and tips, as well as passengers being able to book airport services, such as parking, fast track, and lounge access, in-app, with ease," says Kirk Flitton, Commercial Director, FLIO. FLIO is a digital marketplace for retailers and brands to reach

domestic and international passengers when they are in the airport ready to spend. It uses personalised, geo-relevant marketing to help drive footfall to the retailer and drive incremental revenue. "Since launch, we have successfully run campaigns with some of the largest brands within travel retail, including Estée Lauder, Mondelez, Pernod Ricard, Rituals, Hugo Boss and L'Oréal," Flitton explains. "FLIO provides a digital

marketing channel for travel retail – a competitive alternative to the likes of Facebook and out of home advertising when it comes to targeting frequent travellers." FLIO is participating in the TFWA Digital Village to continue building its existing partnerships, and create new ones. "We are still a start-up, but want to make sure all travel retail brands are familiar with



FLIO and its benefits as a marketing and communication channel," Flitton adds.

**Stand DA7**

## iCOUPON

**iCoupon is a digital vouchering solution that operates between retailers and airlines, so that, in the event of a delay, compensation vouchers can be added digitally to passengers' boarding passes and redeemed instantly at participating retail outlets.**

"Our process is completely paperless, meaning retailers save huge amounts of time and money by adopting our easy-to-use technology, while doing something great for the environment at the same time," explains Richard A. Bye, CEO iCoupon Global Limited. "We are giving retailers a chance to integrate with a plethora of different airlines through one platform. We like to call this The iCoupon Network. As our compensation based model continues to grow rapidly, we have moved to create a new feature: Smart Promotions. Using the same process, retailers

can guide passengers to their stores through promotion vouchers that are uploaded to boarding pass barcodes along with an SMS to the lucky recipients' mobile phone. The possibilities are endless within our network." New retailers are joining the network all the time, with the likes of SSP, Autogrill and HMSHost already on board. "We are also constantly in discussions with new airlines as the need grows to be integrated into our unique system," Bye adds. The company's objective in the TFWA Digital Village is to demonstrate the value of its technology and discuss with retailers the positive impact it could have on their business operations. "Visitors should pick up a boarding pass from one of our brilliant cabin crew, and come to our stand to see the technology in motion," Bye concludes.

**Stand DA10**



## ALBATROSS CX

**Leading global customer experience agency Albatross CX is launching the CX App in the TFWA Digital Village. The CX App is a mobile solution equipped with all the necessary tools that help elevate customer experience.**

"TFWA World Exhibition & Conference is one of the biggest duty free & travel retail global gatherings," says Christophe Cais, CEO of Albatross CX. "Our presence at the TFWA Digital Village cements our position as the leading global customer



experience agency for premium and luxury brands, as we aim to showcase our latest customer experience digital solutions to

the duty free & travel retail professionals." The CX App changes the way brands activate data collected from customers. Teams are equipped with a powerful tool to visualise and leverage on the collected data and help them improve the customer experience they deliver. In other words, with the CX App, retail teams are guided through a series of activities that are designed to develop skills and competencies needed to better engage with customers. The CX App is a premium digital tool, which is flexible and easy to set up, and designed to generate profitable growth directly from the point of sale.

**Stand DA13**

TFWA DIGITAL VILLAGE EXHIBITORS	
ACDL (Au Couer du Luxe) - Hong Kong	Stand DB12
Adactive - France	Stand DC1
Aircommerce - Netherlands	Stand DA18
Airfree - France	Stand DA15
AIROTA - UK	Stand DB13
ALBATROSS CX - France	Stand DA13
ALDEBARANDE - France	Stand DA11
AOE GmbH - Germany	Stand DA2
Concourse Display Management - UK	Stand DC4
DEPACK INTERACTIVE - France	Stand DB2
DutyBuddy - Ireland	Stand DB9
DutyFreeList - India	Stand DB8
ETHOS FARM - UK	Stand DA12
FLIO - UK	Stand DA7
FUTURE TRAVEL BY	Stand DA1
SAMSONITE - Belgium	Stand DB3
GLOBAL SMILING - Germany	Stand DB3
HOLOVIS - UK	Stand DA16
iCoupon - UK	Stand DA10
Ignis - UK	Stand DB6
INFLIGHT MEDIA	Stand DA6
DIGITAL (IMM) - France	Stand DA18
INOVRETAIL - Portugal	Stand DD1
JCDECAUX - France	Stand DB15
MyDutyFree - Ukraine	Stand DA9
OLLDU - Korea	Stand DB11
Part&Ma - France	Stand DB7
PERFUMIST - Thailand	Stand DB10
PLANET INTUS - Switzerland	Stand DA8
SAMPLING INNOVATIONS	Stand DD2
EUROPE - Spain	Stand DA12
SKYdeals.shop - France	Stand DB1
The Design Solution - UK	Stand DA5
The Samurais Technologies	Stand DC6
powered by Evrbit - Austria	Stand DD3
Thin Film Electronics - USA	Stand DD3
UPSILON GROUP - France	Stand DC2

## IDEAS LAB: TODAY, 09:00-10:00

Portland Design will comperere an Ideas Lab this morning from 09:00 to 10:00 for TFWA Digital Village exhibitors to share their digital insights and ideas with visitors.

Thank you to the TFWA Digital Village Wi-Fi sponsor:



## WHAT A GIRL WANTS

APM Monaco, a jewellery brand favoured by the singer, songwriter and actress Rihanna, is branching out into travel retail as the next natural step in its recent rapid international expansion. "We have some good brand awareness and product placement – we had Rihanna wearing our jewellery; she loved our Meteorite

earrings and was wearing them all through her last film," explained Kevin Hin, Deputy Sales Director, APM Monaco. "Now we really want to increase our presence in airports, and throughout the travel retail business, in 2018." APM Monaco products are made with sterling silver and cubic zirconia, and are rhodium-plated.

The average price point is €100. New collections are regularly introduced and follow fashion trends. "We opened our first shop in Cannes in July 2013 and now we have 150 shops around the world, 75% of which are owned by APM Monaco directly," Hin added.

**Green Village  
L62**



## ASIAN EXPANSION

Asian skincare company AMOREPACIFIC is at TFWA World Exhibition & Conference this year with the intention to "increase customer attraction to five major brands," said Kim Hye Su, Global Travel Retail, AMOREPACIFIC. "This year, we are focusing on showing our

products from Sulwhasoo, Laneige, Mamonde, Innisfree and Etude House." One of the new products, the Sulwhasoo cushion, is being given lots of support and is one of AMOREPACIFIC's hero products this year. "We'll be focusing on the

Middle East, America and Asia," said Hye Su, revealing that the company also has some products going into Paris Charles de Gaulle Airport soon. "We are quite excited."

**Bay Village  
Bay Terrace 2**

## SMOOTH AS SILK

First-time exhibitor Jim Thompson is a luxury Thai silk brand, which is very well-known in Asia. "We are not yet present in Europe, except with our furnishing, so with our personal goods offering we are hoping to enter the European and American markets," explained Gérald Mazzalovo, Group Chief Executive Officer, Jim Thompson. "We

have mastered the whole process of silk production and this is one of our greatest strengths." Indeed, the brand has a great selection of silk products, including neckties, scarves and bags, and also a strong portfolio of leathers goods both for men and women. Additionally, the brand has men's and women's ready-to-wear silk items.

In terms of its position in the market, Mazzalovo explains that its competitors are leading brands such as Gucci and Prada. "Being here at TFWA World Exhibition & Conference is the start for us, where the industry can come and get to know us," Mazzalovo adds.

**Golden Village  
G03**



## BRAND-NEW RANGE

"Cannes has been incredible this year," beamed Patrick Gilis, founder of Starbrook Airlines. "I thought our first year at Cannes was the best, up until this year – I've never had this many appointments and there is a lot of interest." The upmarket Belgian chocolate brand has just unveiled a brand-new range of smaller packs, designed to entice customers cruising

for top quality chocolate on a budget. At 96g per pack, they each contain 16 individually flow-packed chocolates, and come in a variety of flavours, including Milk, Milk & Hazelnut and Ganache. "The chocolates are only 5g each, so you don't have to feel guilty," said Gilis. "You can share, it's hygienic, and the taste and smell will be kept because they

are flow-packed. Travel retail has had a bit of a challenging time, and it may stay challenging because of the problems of safety and terrorism. But I feel a revival is happening and interest is growing, for which I'm very, very satisfied."

**Mediterranean  
Village  
N19**



## GETTING NOTICED

Parisian leather handbag company Pourchet is showcasing its collections at TFWA World Exhibition & Conference for the first time this year, hoping to seed the historic brand into travel retail and become known within the industry.

"Brand recognition is what we want," said Maya Warde, Export Business Development, Pourchet Paris. "We want to start business within the travel retail network and this is our first time in Cannes. I would say that one of our weaknesses here is

our brand recognition, because the brand is not well-known yet, despite being founded in 1903. But we are confident that we now have good contacts and we are very positive."

**Yellow Village C19**



## MIRACULOUS MUD

AHAVA Dead Sea Laboratories uses scientifically-proven, mineral-rich, natural Dead Sea mud in its skincare products. It is showcasing these unique products here at TFWA World Exhibition & Conference.

"People come from all over the world for the Dead Sea mud, just to take it out of the water and spread it on their skin,"

says Idit Gangelman, Vice President Global Education & Retail Marketing, AHAVA. "It's therapeutic, mineral-based mud that we have. Mud has restorative, calming and soothing properties. No bacteria can live in the mud, so it is a natural antiseptic, antibacterial and a natural detoxifier. We wanted to start bringing some of our expertise to travel retail

and talk about the benefits – we have more than 15 products registered patents." Known as Mineral Muds, AHAVA's new facial treatment masks (50ml) moisturise, hydrate, clarify and brighten skin tone, restoring the natural radiance of young skin.

**Green Village M62**

## FOOTWEAR ON THE GO

A London-based female footwear company with 400 floor stands already positioned in airport stores, border stores, cruise ships, ferries and downtown duty free stores, Butterfly Twists is releasing its brand new 'Cosy Slipper' for the inflight retail market.

"We make stylish footwear for women who want to be nimble on their feet," explains Frank Eribo, Sales Director, Butterfly Twists. The brand has a range of ballet flats, sandals, trainers and collapsible wellington boots on display at its stand here

at TFWA World Exhibition & Conference. The Cosy Slipper is a travel exclusive resizable product that will be launched in March 2018. "10 airlines or so confirmed they would list us on their flights," Eribo announced.

The company is now intent on extending its travel retail presence in Asia, where it is already well represented domestically.

**Yellow Village F42**



## CHILDREN'S PERFUMES

Distributed in airport stores in 15 countries, Jacadi is the leading children's perfume brand in the world. Last year, Jacadi released Le Bébé, a travel retail exclusive baby care line. The travel set features a cleansing gel, a cleansing milk, and

dry oil. "Baby products are often also used by the mother and the rest of the family," says Stéphane Sisso, Sales Manager, Jacadi. La Cologne is another of its products targeted towards the whole family. Through its presence at TFWA

World Exhibition & Conference, Jacadi intends to expand its presence in more markets, more specifically in southern countries, where children's perfumes are quite popular.

**Yellow Village E32**



# CHERRY ON THE CAKE

Commercial agency Blue Storks is truly "the cherry on the cake" here at TFWA World Exhibition & Conference. Young, fresh and colourful, Blue Storks' main mission is "to bring the 'cherry' – the young upcoming and booming brands sold in the best concept and department stores worldwide – on the 'cake', for example, the brands already established in travel retail", explains

Antoinette Vanderroost, International Travel Retail Manager, Blue Storks. The brand is active in all main travel retail channels, including inflight, airports, cruises and ferries. Marine Bemelmans, International Travel Retail Manager, adds: "We are working with nine brands in total, and we are present in over 100 airports and on 120 airlines." Blue Storks also surprises the traveller with 20sqm

pop-up concepts at airports with a colourful offering from its range of brands. "Our main mission is to find a better solution and better balance between upcoming young booming brands and global big groups," concludes Frederik Westel-inck, Managing Partner, Blue Storks.

**Mediterranean Village N15**



# FILM STAR

This is the first time Zero Halliburton has exhibited in Cannes, but in many ways the travel case manufacturer is no stranger to the town: over the years its products have appeared in countless movies, some of which will have been shown at the Cannes Film Festival.

"Our cases have appeared in more than 300 films and television programmes," said Tom Nelson, President, Zero Halliburton. "Usually the bad guy has one." Indeed, its aluminium attaché cases are the luggage of choice for fictional assassins, but Zero Halliburton does,

of course, have other consumers in mind when it comes to travel retail. In fact, the iconic US brand has a whole host of products for the industry, including aluminium and polycarbonate cases. "Travel retail is a tailor-made market for us," said Nelson. "We're looking forward to getting the brand out there."

**Green Village M41**



Every wine has a different story,	brings its own heritage,	begins a new adventure,	and starts a new experience.
<b>FLAGSTONE</b> FINE FINE BARD SOUTH AFRICA	<b>ESTD HARDYS</b> 1853 AUSTRALIA	<b>MUD HOUSE</b> NEW ZEALAND	<b>GEYSERS PEAK</b> CALIFORNIA



**LET US TAKE YOU ON A JOURNEY.**  
VISIT US AT TFWA CANNES IN THE RED VILLAGE ON STAND J2

To find out more about our wines including the numerous awards they have won, please contact: Rupert Firbank (Commercial Director Global Travel Retail)  
Tel: +44 (0)7776 172380 Email: rupert.firbank@accolade-wines.com

[www.accolade-wines.com](http://www.accolade-wines.com)



## MADE IN ITALY

Exhibiting for the first time at TFWA World Exhibition & Conference, Giuliano Tartufi is showcasing its wide range of truffle-based products. Based in Umbria, Italy, Giuliano Tartufi has more than 70 kinds of products in different sizes, suitable both

for the domestic market, as well as the travel retail channel, such as gift boxes. "We have a lot of products, but we are also very open to working with our partners to develop something unique for the final customer," says Laura Marcucci, Marketing, Giuliano Tartufi. "We have met some potential clients who gave us advice and tips on how to develop products dedicated specifically to travel retail." The company is positive that it has managed to secure some strong partnerships for the

future during a busy week at TFWA World Exhibition & Conference. "We believe that it is important to have truffles in travel retail, as it is something very special that people like," Marcucci adds. "We already have a lot of experience with tourism customers, so we already understand that this product is very popular with travellers. We are looking forward to developing within travel retail."

**Red Village K9**



## LONG-LASTING LUXURY

At TFWA World Exhibition & Conference this week, DYRBERG/KERN has focused on its classics and best-selling products, because as Travel Retail Manager Jacob Harbo Olsen explains, "sometimes what you do best, is something you need to stick to". Of course, the brand is also

bringing in new concepts to build on its existing products. On display is the famous size-adjustable ring concept, but this time DYRBERG/KERN is also expanding its offering with its build-your-own bracelets concept, which perfectly complements the ring designs. "There is definitely

a lot of fun around this concept!" enthuses Olsen. The company has had a very busy and productive week, meeting up with new, existing and future partners. "Some of our old customers, with whom we used to work a few years ago, are talking to us again and we really feel that this is a sign that our brand and our understanding of travel retail has progressed," Olsen adds.

**Green Village L46**

## FINE AFFORDABLE FASHION

With its attractive price points and creative jewellery offering made to high standards, Canadian brand Fervor Montréal definitely stands out at TFWA World Exhibition & Conference. The brand has rapidly expanded globally, with a firm foothold both

in global travel retail and domestic markets. This week, Fervor Montréal has been emphasising its new lines for 2018, including an Art Deco-inspired 'Paris 1919' range, which features Swarovski crystals, and the brand's

Chakra collection. Fervor Montréal's colourful Mi Amore enamelled bangles, available in 28 colours in three platings, and the Bella range of rings and adjustable bangles, are also highlighted at the stand. "We create affordable jewellery, made to high

standards," explains Stephen Austin, Sales and Marketing Manager, Fervor Montréal. "The Swarovski crystals also add an element of trusted products." Fervor Montréal jewellery is listed on several major airlines and in selected duty free outlets. Austin says that the brand is now focused on expanding its cruise ship and airport visibility.

**Green Village H50**



## SLEEK, SCANDINAVIAN DESIGN

SKROSS has unveiled an upcoming collaboration with top industrial consumer designer, Jacob Jensen of Denmark. "Next year you will see a new product design for our bestsellers," said Pia Kautz, Corporate Communications, SKROSS.

"Throughout the next year, we will give more and more information, before showing the ultimate outcome of the collaboration next summer." It's designed to bring the brand's exterior in line with the quality of its components and technology. "When

people think of SKROSS, they know we are a leader in technology, but we are missing this whole design and lifestyle aspect," said Kautz. "We thought it would be a cool idea to get a leader in their area and join for a mutual project to weave a bigger premium story together. Our new design will reflect what an upscale product it is, and it has been really well received."

**Green Village K60**





## ALL ABOUT HISTORY

The East India Company may have made its TFWA World Exhibition & Conference debut this year, but the company has been around from the very conception of global trading. "The East India Company has had so many different touchpoints," said Lorraine Jamieson, Head of Operations, The

East India Company. "Bear in mind that we founded Singapore, we established Hong Kong, and to a certain extent we're responsible for India. In the Middle East, we traded with Persia, and in the Americas, well, that was East India Company teas that were dumped into the Boston harbour, almost

kickstarting the American revolution." Indeed, the company's range of premium teas has taken centre stage this week. "The reaction has been really fantastic; we've been really chuffed," Jamieson added. "Most people that we've spoken to have really connected with the brand, and being able to walk them through the history of what we do is amazing."

**Red Village J1**

## GOING NUTS FOR CHOCOLATE

Ritter Sport has debuted an upcoming range of five new SKUs here at TFWA World Exhibition & Conference, including a variety pack that will see chocolate and nut bars return to prominence in its travel retail portfolio. "It's been really great to

see how positive everyone feels about the brand, people really seem to want to work with us," said Jan Pasold, Global Travel Retail Manager, Ritter Sport. As well as the variety pack, the new range includes a 'map of the world' selection, adorned

with an illustrated map of where the brand's sweet ingredients come from, and greetings card-style gift packs. "Compared to other competitors we always want to offer different varieties," added Simone Wiess, Country Manager,



Ritter Sport. "In total, we have more than 25 flavours, and we change them all

the time. We want people to take chunky bites, that's what Ritter is about."

**Green Village L47**

## FEMININE APPEAL

Maui Jim is showing off its new range of feminine, Maui Sunrise, sunglasses. "You'll probably see it out in stores within the next two or three months, once it gets placed with the buyers that have seen us here at the show," said Stephanie Collier, Marketing Manager, Maui Jim. "Cannes has been very exciting."

The new glasses are pink mirrored, featuring the brand's trademark polarised lenses, with scratch resistance and ultraviolet light protection. "We wanted to take the popularity of our blue lens and do something similar in pink," added Collier. "We took two of our most popular styles to

introduce it. We know that these have sold well and they're popular with our target market, and we just wanted something with a bit more feminine appeal. More styles will likely be coming out towards the beginning of next year."

**Green Village M59**



## RIDING THE GIN WAVE

"This week has been fantastic to be honest," said Oliver Storrie, Global Travel Retail Manager, Quintessential Brands. "We've been coming here for a long time and it really allows us to engage with current suppliers and also to make new business." Quintessential Brands has revealed the next step for

its mind-blowingly popular Opihr gin brand – a new, premium Adventurers Edition, designed to "sit side by side and complement" the core gin. "Opihr has been a huge success in every market it has gone into," said Storrie. "The Adventurers Edition is not as powerful, but the spice is there

and we have dialled up the ginger notes – it is a very refreshing product, and will be travel retail exclusive, with a new label and wax top to accompany the liquid." Reception has been wholly positive, he added. "It looks like we're going to make some good deals." Quintessential Brands

also plans to relaunch high-end gin into UK travel retail with new packaging next spring. "It's slow-distilled with very light botanicals," said Storrie. "We'd say it's ideal for sipping or making martinis."

**Green Village M71**



## WEARABLE ART

Austrian handcrafted jeweller FREYWILLE is presenting its new collection Hundertwasser Imperial this year at TFWA World Exhibition & Conference.

"The brand is always inspired by a different artist, so it's not like we have new collections every season, but we

have some inspired by Claude Monet and then we have Hundertwasser and Gustav Klimt," said Kristina Shutkina, International Area Manager, FREYWILLE.

Vivid and with its very own powerful attitude, the long-awaited new FREYWILLE design completes the

HOMMAGE À HUNDERTWASSER series.

Inspired by the painting 'Irinaland über dem Balkan' and the overall philosophy of Friedensreich Hundertwasser, the FREYWILLE artists have created a multifaceted design, that reinterprets with its creative architecture and warm look the expressive colouring and strong symbolism of Hundertwasser's work. Shutkina explained that the show is important to



the brand in terms of making "new contacts and partners in duty free and Asia". The

company is always on the look-out for "new possibilities" she added.

**Yellow Village C15**



## TASTE OF ITALY

Tartuflanghe has brought a taste of Italy to TFWA World Exhibition & Conference. The family-run business from Piedmont in northern Italy specialises in luxury artisanal products, most of which have been infused with the region's famous truffles. The brand has a reputation for innovation, which

should serve it well in travel retail. "Our goal is to be always creating something new," said Marina Falletto, Export Department, Tartuflanghe. "The chefs are always coming out of the kitchen with new creations, which is great – but not for the waistline!" Tartuflanghe is inviting delegates to visit the stand

and sample some of its novel products, which include truffle-flavoured potato crisps and truffle oil shaped like caviar. And if you don't like truffles? There are also chocolates, made with hazelnuts from Piedmont.

**Red Village L21**

## TSAR-STUDDDED DEBUT

Exhibiting for the first time at TFWA World Exhibition & Conference this year, Sokolov Jewelry believes it has a unique offering for travel retail: high-end, handmade Russian jewellery with historical connections.

"I don't think there's anything else like this," said Alexander Noskov,

Export Manager, Sokolov Jewelry. "Our jewellery is made by hand in the historic city of Kostroma, which is the motherland of the Russian tsars."

The company makes a broad range of jewellery and can also produce special commissions, which is likely to go down well in travel retail where

there is a voracious appetite for exclusivity. So how has the first show been? "Not bad, actually," said Noskov. "We have made many contacts and had some good conversations with interesting people."

**Yellow Village E30**



## SWISS SWEETNESS

13 herbs cultivated by over a hundred farmers are used in the secret recipe of the original Ricola Swiss candy. A family business founded in 1913, Ricola is now present in 50 countries – with the US as its biggest export market – and is distributed by Heinemann, Dufry and

Lagardère in close to 40 airports, mostly in Europe and Asia, but also in Dubai. From the original iconic candy, Ricola has extended its range to include fruity variations and at TFWA World Exhibition & Conference is presenting its latest travel retail exclusive range,

which consists of a 75g tin box and 125g doypack assortments. "Our new range, which is shipping this week to our customers, has drawn a lot of interest," explains Andreas Reckart, Head of Travel Retail, Ricola, who confirms that Europe and Asia remain the primary focus of the brand's travel retail expansion plans.

**Mediterranean Village N9**



## NEW SINGLE MALTS

Whyte & Mackay is exhibiting at TFWA World Exhibition & Conference with high hopes for Jura, which is the fourth fastest-growing brand in the top 15 single malt whiskies. "We're in a good position, but we know we can do even better," said Amy Neville-Eliot, Marketing Manager Travel Retail, Whyte & Mackay. With that in mind, Whyte & Mackay has given Jura a "travel retail transformation" by launching four new single malts: The Sound, The Road, The Loch and The Paps 19 YO. "They are highlands and islands in style, with a subtle smokiness," said Neville-Eliot. The new whiskies will be available from April 2018 and will add greater depth to Jura's burgeoning travel retail offering. Whyte & Mackay said it has had fun working with the distillery. "Jura is such a lovely brand to work with," added Richard Trimby, Director Global Travel Retail, Whyte & Mackay. "It's got real soul."

**Green Village  
M52**

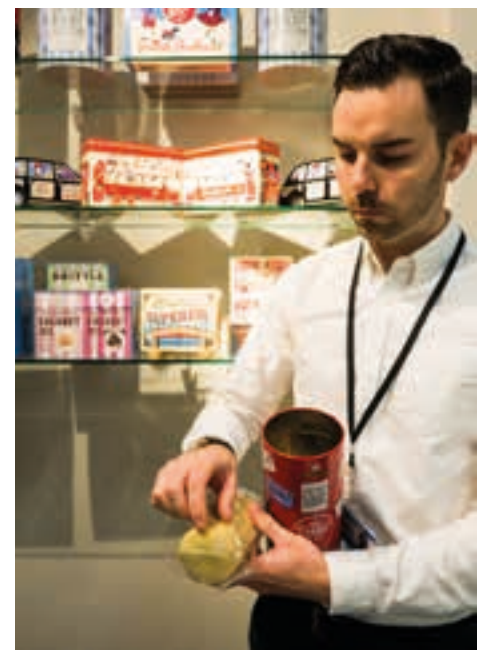


## CANDY CRUSH

The fudge, shortbread and other premium British confectionery items produced by The Gourmet Candy Company have built strong recognition on the shelves and gondolas of high street retailers, such as Harrods, Selfridges and Galleries Lafayette. The export market share of this London-based company has doubled in the last year. "The Gourmet Candy Company can be found in the domestic markets of 20 countries, including the US and Australia, which are our biggest export markets," said Jaime Waring, Sales Director. With gondolas at both London Heathrow and London Gatwick

airports, The Gourmet Candy Company is still a relative newcomer to the travel retail sector. Waring reports very positive contacts with retailers from Cyprus, Gibraltar, Uruguay, Argentina and Scandinavian countries. It is anticipated that, in the coming months, this will result in the creation of dedicated travel retail exclusive lines.

**Red Village  
K7**



## GRAPE MAGIC

After only one year in the travel retail sector, Caudalie's grape-based range of cosmetics has made its way into airport shops all over France, as well as in Brussels, Hong Kong and Shanghai. It is also listed onboard flights operated by Air

France, British Airways, Cathay Pacific, Korean Air and Air China. "It's booming," confirms Roxane Zeller, Marketing Manager, Caudalie, who goes on to explain the antioxidant properties of grape seeds used in many of the brand's products.

Based on vine sap, the anti-spot and blemishes serum Vinoperfect is one of the latest additions to the range, which is being presented here at TFWA World Exhibition & Conference. After this first participation in Cannes, Caudalie's objectives in the short-term are to consolidate its presence in the travel retail sector in Europe and Asia.

**Golden Village  
G01**

## REAL POTENTIAL

Mosquitno CEO Etienne Hendrickx reports a good week here at TFWA World Exhibition & Conference, and believes the brand has the potential to see some real growth in travel retail.

However, Hendrickx admits that it has been challenging for the brand to find a suitable home in travel retail outlets. "Sometimes retailers don't know where to put us, but we want to be in the cosmetics section,"

he said. "Our products are not like the old-fashioned insect repellents that are sticky and smell bad. They smell nice and feel good on your skin." With that in mind, Mosquitno has used the show to educate the industry about the brand's positioning, as well as meeting potential new clients.

**Green Village  
H56**





Budapest Airport was shortlisted in two categories at Wednesday night's Frontier Awards, including Marketing Campaign of the Year by an Airport for its bud:shopping Virtual Fashion promotion.

This showcased collections in virtual reality, with the transit area of the airport turned into a catwalk. Participants put on a pair of VR glasses, selected one of three topics and started playing the recording. They could then see a fashion show recorded with a 360-degree camera, with Desigual, Guess and Calvin Klein dresses, and trendy Furla bags in the style of Barcelona. The most fashionable Michal Negrin dresses, FreyWille jewellery and Swarovski accessories inspired by Paris. Hard Rock clothing and street accessories from Playersroom, among others, were presented in the style of New York. Having viewed these fashion shows in virtual reality, participants received unique coupon offers granting them discounts in the brand shops participating in the promotion.

Budapest Airport was also recognised for its trinity promotion involving Heine-mann Duty Free and Beam Suntory, the manufacturer of Jim Beam whiskey. The focus was on the flagship Bourbon Legends collection, which was sampled by passengers at a temporary whiskey bar opened on the central promotion stage in the SkyCourt. On one occasion, professional mixologists made cocktails while live music was performed.

## BUDAPEST AIRPORT'S EXPERIENTIAL PROMOTIONS



## DAZZLING DEBUT

Marcel Robbez Masson, a leading jewellery manufacturer and wholesaler in the French market, is exhibiting for the first time at TFWA World Exhibition & Conference, and has big ambitions for travel retail.

"We want to use travel retail to break into new markets," said Grégoire Garcia, International Sales Manager, Marcel Robbez Masson.



As well as producing jewellery for famous brands, Marcel Robbez Masson represents a number of French jewellers, including Murat, which was founded in Paris in 1847. "Murat is one of the oldest jewellery companies in France," said Garcia. So what does Marcel Robbez Masson bring to travel retail? "Parisian style and affordable prices," said Garcia. "We do not follow fashion, so we won't go out of fashion."

The brand has already secured listings with Air France and hopes more will follow after the show. "We're happy with the show," said Garcia. "We will be here next year."

### Golden Village **G021**

## JE T'ADORE CACAO TRUFFLES!

Known for pioneering the fine French dusted chocolate truffle in 1934, Chocolat Mathez has come to Cannes to develop its business with existing European travel retail partners and meet new ones serving South America and Asia. Its 500g French

cacao truffles tins already sell well in travel retail shops and in Chinese premium fine food shops. Chocolat Mathez exports 83% of its production to Japan and South Korea, which is a big target market, especially Home Plus. Here in Cannes, Chocolat Mathez is showing individual flow packed collections that fit well on meal trays accompanying coffee/tea and a Gold range for business class gifts. "We are keen to interest airlines and travel retail shops in our LA TABLETTE range with milk, dark, dark orange and caramel flavours," said Marie Le Clerc, Travel Retail Manager, "and also our attractive chocolate truffles in 200g to 500g tins. We will launch an organic range of tablets in 2018."

### Blue Village **F17**



### 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

**John Rimmer**  
MANAGING DIRECTOR  
j.rimmer@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**  
**Gregory Dziedzic**  
**Gavin Haines**  
**Jessica Mason**  
**Daniel Woolfson**  
ASSISTANT EDITORS

**Richard Jende**  
HEAD DESIGNER  
richard@pps-publications.com

**Magdalena Matejewska**  
DESIGNER  
magdalena@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

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