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Puressentiel

THE EFFICACY OF NATURE



Shiseido Travel Retail says exclusivity continues to be in high-demand for consumers, particularly among millennial shoppers.

Face *value*

With samples handed out mid-flight to keep passengers looking and feeling their best, to fully-immersive retail experiences and airport events live-streamed by influencers... it's no wonder the beauty category is booming. By Faye Bartle

With global duty free & travel retail sales of fragrances and cosmetics reaching more than \$25.6 billion in 2017 – a 19.3% jump on 2016 (and head and shoulders above any other category), according to Generation Research – suppliers are seizing opportunities to grow their business in the channel.

With a goal to achieve more than \$2 billion in retail sales, an 8% market share, and a fourth ranking among beauty groups in global travel retail, Shiseido Travel Retail (Riviera Village RJS) is not lacking in ambition. And due to a rejuvenated Shiseido Group, the unified Shiseido Travel Retail (STR) organisation and some favourable market conditions, the company is already ahead of schedule.

“In 2018, we entered the second phase of Shiseido Group President and CEO Masahiko Uotani’s ‘Vision 2020’ plan, of which travel retail is an absolutely critical channel. From now until 2020, our attention is on acceleration and we are incredibly upbeat about what lies ahead,” says Elisabeth Jouguelet,

Vice President of Marketing & Innovation, Shiseido Travel Retail. “To give you some context to the growth trajectory we are on, Generation’s latest sales data from 2017 shows Shiseido Travel Retail grew by +70.7% in 2017, making us the fastest-growing company among the top perfume and cosmetics (P&C) companies in travel retail (2017 Generation Category Report). We’re enjoying fantastic momentum from our brands, with Clé de Peau Beauté growing at +95.3%, NARS at +103% and SHISEIDO at +41.3% (2017 Generation Category Report). This year can continue in a similar trend, and we plan to continue maximising growth in a sustainable way by focusing on our growth drivers: our core brands, insights-driven marketing, sales productivity, and operational excellence.”

And while managing growth presents challenges, there are positive elements, says Jouguelet. “Looking at wider industry challenges, the lack of data-sharing is ongoing and I believe that the industry is

slowly moving in the right direction,” she says. “It is no coincidence that some of our most successful initiatives of late have been with retailers such as King Power and Shilla Duty Free in campaigns that were underpinned by data and insight collaboration.

“Our digital investments are helping to reach millions of consumers through popular Key Opinion Leaders (KOLs) and live streaming,” she explains. “For example, at the launch of the NARS Lip Gallery at Bangkok’s King Power Downtown Rangnam Complex in May, prominent Chinese fashion and beauty KOLs 格格Fan and Junkey live-streamed the event via the Yizhibo platform. They achieved a combined viewership of more than 11 million live-stream views. These initiatives really help to driving footfall to travel retail locations.”

Rituals’ (Yellow Village B19) products are now available in around 400 travel retail locations across 39 countries, including 10 standalone stores at airports in Europe. In 2017, its travel retail business grew by



◀ Dr Murad's online advice includes plenty of tips on holidays and getting back on track after over-indulging, so being available at airports, inflight and on cruise ships is the environment for the brand.

over +52% with sales in airport standalone stores contributing significantly to the performance. This can be partly attributed to the immersive experience – think herbal teas and complimentary hand massages included – it presents to shoppers.

“We've progressed nicely over the last five years, particularly in EMEA travel retail, and feel strongly positioned to replicate this success in Asia and the Americas. These two regions are a major focus for us over the next few years,” says Neil Ebbutt, Director Global Travel Retail, Rituals Cosmetics. The cruise channel will also be key to the brand's growth going forward. “With the amount of investment being made in new cruise ships, particularly those aimed at the burgeoning Chinese cruise market, and the sheer amount of new retail space in play, we're focusing on this channel with dedicated internal resources and retail concepts.”

Currently, the company is enjoying success onboard around 120 cruise and ferry ships, primarily in the Nordics, and is keen to replicate this success in the Americas. “We think our ‘slow down’ philosophy aligns nicely with the mindset of cruising passengers and translates well onboard these ships,” explains Ebbutt.

Having just expanded its travel retail team, Nuxe (Green Village J36) is aiming to grow its business further with the help of exclusive travel retail sets, tailor-made promotions and optimised merchandising, including a new retail concept with personalised gondolas and back-walls to help enhance in-store visibility.

“Our plan for business growth, following our success in Europe

Take five

Mi-Ryung Beilvert, CEO and Founder of Qiriness (Blue Village G24), answers our questions...

What are the biggest growth markets for your brand?

The Asian market is one of the world's largest cosmetics markets and also one of the most developing markets – it's unavoidable and offers great development opportunities. Having recently signed with a Chinese distributor, we are focusing on the strategy and launch there, and we are also seeing great opportunities in the Middle East. Ultimately, our objective is to improve our presence in duty free, which is a real window to the world. The year was particularly rich for us in terms of novelties and innovations.

Are you launching any new products?

Earlier this year we launched Qiriness Men, a practical care routine adapted to men's skin, with natural active ingredients and refined formulations. It's a brand in sync with the modern man, and is comprised of eight treatments.

We also enhanced our Essential Daily Care line for women, with the arrival of the Eclat Parfait range, which protects the skin and combats the harmful effects of pollution, free radicals and blue light. In September, the Wrap de Nuit Éclat Parfait Brightening Detox Sleeping Pack completed this range – an extra-mild peeling mask to detoxify and fight against pigmentary damage accumulated during the day.

Plus, following the success of our microfiber face masks – over 1.5 million masks have been sold – we expanded our offering with the Wrap Duo Purifiant Nez purifying two-step nose patches.



Tell us about the biggest emerging product trends.

Western brands are looking to Asia, specifically Korea, for innovation (such as BB creams, sheet masks) and new formulations (like jelly textures and sleeping masks). Brands are increasingly concerned about anti-pollution, due to the urbanisation of consumers, with added anti-oxidant and skin barrier protective ingredients. Skin protection is key.

What purchasing patterns are you noticing at the airport and inflight?

There is an increasing number of niche brands, which brings a little freshness for customers. Moreover, many airports are now much more efficient – this allows customers to enjoy the shops.

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A wide range available in practical sizes equals success for Panier Des Sens.



and our initial entry into the Middle East and Africa, involves further geographic expansion,” says Marion Bruinaud, Global Travel Retail Director, Laboratoire Nuxe. “Our next objectives in the years ahead are for NUXE to be present in the main international airports and onboard the main international airlines in the Middle East and Africa. In 2019 and 2020 we’ll be focusing on airport and onboard airline opportunities in the Asia-Pacific region.”

Nuxe products are now available in 240 points-of-sale in 38 countries and are also listed onboard 61 airlines, such as Air France, Virgin Atlantic, Transavia, easyJet and Ryanair. What’s more, sales have doubled over the last three years.

“Skincare is our biggest opportunity within the beauty category and within beauty in travel retail the biggest opportunity is in offering products that meet, as closely as possible, the needs of the travel retail customer,” says Bruinaud. “Especially exclusives, products for gifting, and products and product collections packaged in sizes and combinations that allow them to be used on the journey as traveller-specific products.”

Luxury niche brand 3LAB (Blue Village G28) is focusing on its airline partners to showcase the brand to an elite customer profile. “We have presented the brand on major airlines as a first-class amenity kit, as well as some of the inflight, online and travel

magazines. We will continue to do more of the same in addition to looking for new key locations,” says Erica Chung, CEO and Creator & Founder of 3LAB. Exhibiting in Cannes plays an important role in business development. “We are a global brand that expanded from being in 17 countries to 25 in the last year. We are now looking for an increase in global presence, and partnering with the right retailers in those markets.”

New brands entering the channel are enriching the offer further. One to watch is Murad, which opened in Copenhagen International Airport’s Terminal 2 in May 2018.

“TFWA World Exhibition & Conference is our first opportunity to show the brand to retailers globally

Spotlight on Bellefontaine Switzerland

One of the first skincare brands to target ‘soft inflammation’, we shine a light on what Bellefontaine Switzerland (Red Village L21) is doing next...

Currently, Bellefontaine Switzerland is represented in PAVO Duty Free in Kiev, Ukraine and soon hopes to reach key airports in the Russian Federation, Asia and major European airports. Its products are aimed at an extremely demanding yet loyal clientele who travels frequently – often in first and business class.

For more than 12 years the company has dedicated its research to soft inflammation of the skin as one of the key causes of ageing. All Bellefontaine products are based on the Edelgen complex, which combats environmental factors that cause skin ageing. In addition, skin is boosted with a cocktail of vitamins with the ultimate goal of helping the skin defend itself against external aggressions.

The company cites tailor-made serums and creams, developed and manufactured uniquely for each client, as an emerging trend. It focuses on partnerships and collaborations with the most exclusive brands, such as Cannes Film Festival, to connect with its target clientele. For travel retail, taking a bespoke approach by listening to customers and providing the best service forms the basis of the approach.





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*Satisfaction Tests on 21 volunteers (18-65 years old) performed on each of the 3 Sauna Visage fragrances (Finland, Marrakech, Bali) over a period of 4 weeks



Qiriness

**Blue Village - G24 - Visit us at TFWA World Exhibition & Conference
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“Consumers are looking for travel retail exclusivities. These have to be small, affordable and convenient to be used when they travel,” says Marion Bruimaud, Global Travel Retail Director, Laboratoire Nuxe.

and we are confident of securing listings as a result,” says Rosalyn Frayna, Travel Retail Global Business Unit Lead, Unilever International (Green Village K64). “Murad’s philosophy is ‘skin wellness through cellular hydration’ and that’s very relevant for today’s consumer – particularly when travelling, which is known to dehydrate the body.”

As way of an introduction, Murad is well-known domestically all over the world through professional salons, spas and specialist retailers such as Sephora, Nordstrom and Ulta. Founded by dermatologist and pharmacist Dr Howard Murad in Los Angeles in 1989, it is considered to be one of the first modern doctor brands around. Today it is distributed in 42 countries and through 30,000 skincare professionals globally, underpinned by the concept that there is a powerful, yet often overlooked connection between the mind, body and skin. Its extensive product portfolio addresses a multitude of common skin concerns, and is suitable for every age, skin type and environment. It is especially strong within the anti-ageing sector, with its Retinol Youth Renewal Serum the number one retinol product in the US. “Murad is also regarded as an authority within the acne, pigmentation and hydration product categories,” explains Frayna. “Its authentic dermatologist heritage, allied to its holistic wellbeing principles, is a winning combination that is sure to appeal to a broad range of travellers. We firmly believe that Murad will prove to be a wonderful

complement to our existing portfolio, and allow us to significantly strengthen our travel retail presence and positioning within the key beauty category.”

The beauty spot

There’s no doubt that the beauty category is booming currently, and there are numerous trends in the spotlight, including the call for a more prescriptive approach to bodycare. 3LAB answers this need especially well with its Perfect Body Cream, formulated by Chung as more than just a moisturiser,

with conditioning, firming and line-busting qualities. Another big trend is for gender-neutral beauty, and with more than 30% of its business coming from men, 3LAB is well placed to comment.

“Men love to use our H Serum, because it gives a matte look to the skin,” says Chung. Those concerned about the effects of pollution can try the Oil Complex Brightening (the brand’s newest product), which features a biometric peptide that protects the skin against outdoor and indoor pollution, helping customers get a step closer to attaining that elusive even tone and texture.



◀ Rituals is seeing excellent traction with its luxurious reusable gift sets and travel retail exclusive minis range.

Nuxe Crème Prodigieuse® Boost is a new generation multi-corrective skincare with five products to counter the effects of fatigue, stress and pollution on the skin and keep it fresh, plump and luminous.



▲ Murad is well-known domestically around the world through professional salons, spas and specialist retailers such as Sephora, Nordstrom and Ulta.

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Dr Irena Eris

*Research conducted at Dr Irena Eris Centre for Science and Research. 1. Eye cream; 2. Day and night creams.

The appetite for facemasks is still holding strong. "Our customers use the Perfect Mask on the aeroplane," says Chung. "It aids in firming and hydrating the skin so they can look just as good disembarking the plane as they did getting on."

Panier Des Sens (Blue Village G7) cites natural cosmetics as a major trend. "Consumers are looking for authenticity, and also traceability," says Marketing Director Aurélie Muntaner. Hence, transparency is key for the brand. "We always communicate systematically the percentage of ingredients of natural origin, and our black list of forbidden ingredients directly on the product packaging. The sourcing of ingredients is no longer done solely through the resource industries, but directly from farmers in the Provençal region. This is to improve the product traceability, but especially the quality and naturalness of the formulations. These partnerships, created locally, make it possible to reconnect with the social network and to push traditional cultures, which are sometimes in decline."

It's something that clearly has a universal appeal. Panier Des Sens is available in duty free in France, with more than 10 points of sale, as well as in Italy, the UK and the US, with new openings in Switzerland and the Czech Republic by the end of the year. "Our main growth drivers are in Asia and China, and also in Germany, which is our second-largest European market after France," reveals Muntaner.

The au naturel approach is something that Rituals

Shiseido Travel Retail developed a NARS Lip Gallery concept, launched in Bangkok in partnership with King Power, allowing travellers to virtually test the range of lip products, receive a lip makeover at the Lip Bar, and take selfies to share on social media, among other activities.



Following FOREO

Having worked its way into more than 200 duty free retail stores in 23 countries in just two years, FOREO (Yellow Village G37) makes an impressive case study. Gary Leong, Global Travel Retail Director, FOREO, shares his insight...

The use of skincare devices is on the rise, with consumers wanting hi-tech solutions that produce professional results in the comfort of their own home. Over four million FOREO devices have been sold through travel retail and, out of this, two million are LUNA devices. Rapid transformations in technology and the retail landscape have affected buyers' expectations, creating always-on consumers who are more educated than ever when making purchase decisions.

Facial masks are the most significant trend in the beauty industry and the most searched-for skincare term in 2017, according to Google. With the K-beauty phenomenon going global, airport retailers worldwide are upping their skincare offer to meet consumers growing demand. FOREO is taking this

to the next level with its UFO smart mask device, which offers a professional-level facial treatment in just 90 seconds.

Travel retail offers a shop window, creating high visibility for brands and allowing for new and exciting shopping opportunities for consumers. For us, being displayed side-by-side with other brands offers a chance to catch new consumers while the travel retail price advantage creates a further incentive for shoppers to try something new.

Airports are where brands can test their potential success in new markets and get valuable, real-time feedback from travellers of various nationalities, all in one place. The pricing strategy and loyalty programmes can encourage potential customers to get to know the brand.





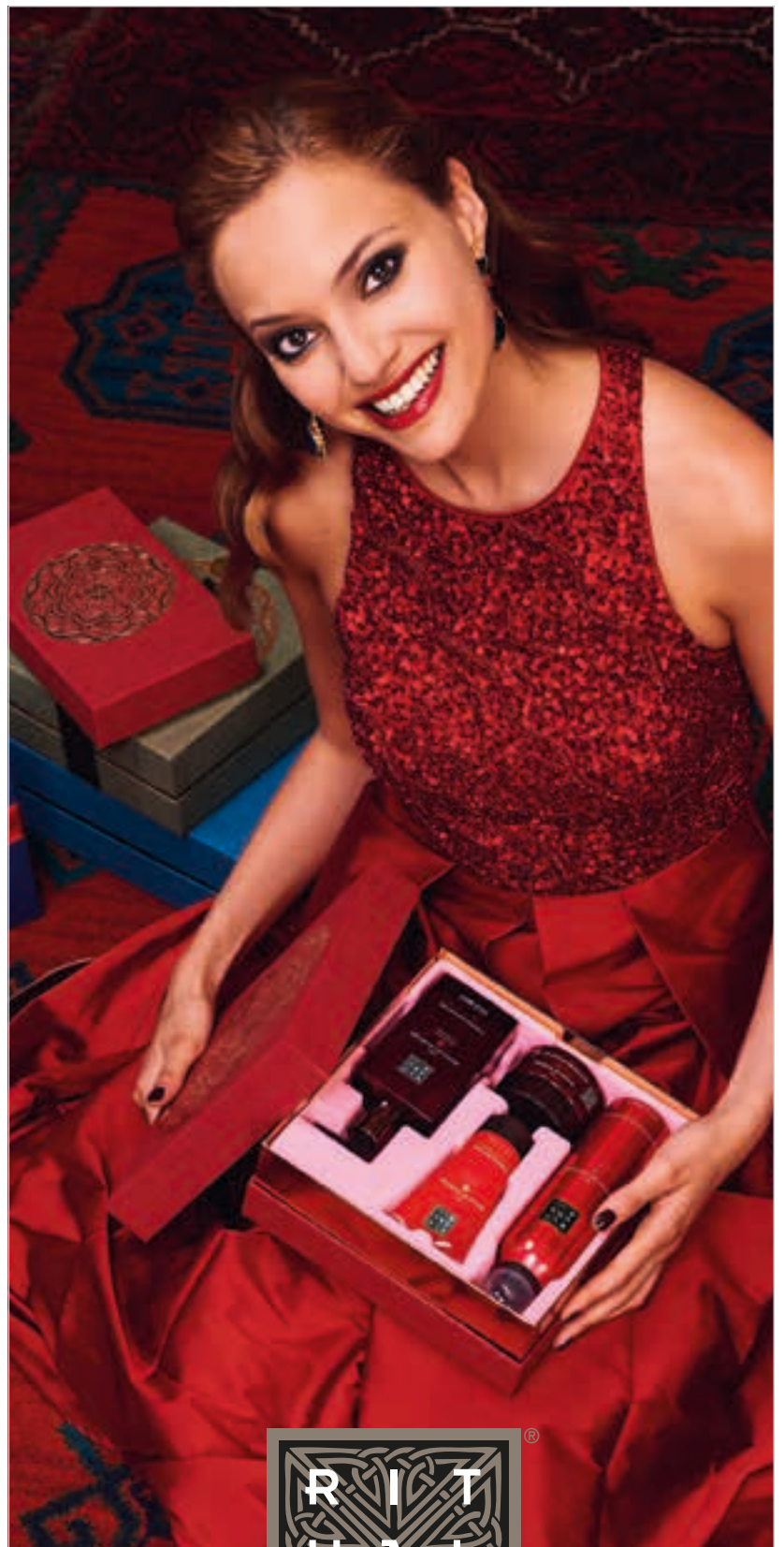
▲
Oil Complex Brightening –
3LAB's newest product.

also excels at. “One of the big trends we’re noticing among consumers is the need for natural and sustainable products, which is fully aligned with our recently-launched natural skincare collection, The Ritual of Namasté, which contains 40 new products with high-performing, natural formulations,” says Ebbutt. Sustainable packaging in beautiful marble jars, offering consumers the chance to purchase refills, is another attractive proposition for the buyer.

“We are seeing excellent traction with our luxurious reusable gift sets and travel retail exclusive minis range, which contain products from our bestselling collections in 100ml formats – making them hand-luggage friendly – in beautiful colour-coded bags,” he adds. “As Rituals’ product offer encompasses more than just skincare and bodycare collections, we feel that there are incremental opportunities to encourage customers to purchase from the Rituals Home line.”

When it comes to looking and feeling our best, tackling the effects of everyday stress is another common concern. “Our hyper-connected, fast-paced society triggers a constant flood of damaging stress hormones, like cortisol, that fatigue our bodies and could show in our skin as dehydration, sallowness, roughness and deep expression lines,” says Frayna. “The best way to manage stress is through balance, and Dr Murad’s answer is Revitalixir Recovery Serum, which contains a balancing blend of relaxing

▼
The Ritual of Namasté contains
40 new products with high-
performing, natural
formulations.



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Sunflower Whitening Radiance Bio Cellulose Mask

Shortlisted, Best New Sheet Mask
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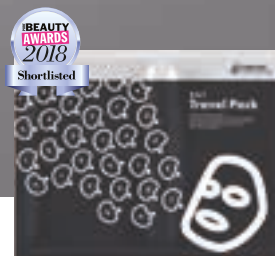
Multi-Peptide Revitalizing Bio Cellulose Mask

Shortlisted,
Best New Anti-Ageing Product
in the 2018 Pure Beauty Awards.
Shortlisted,
Best New Premium Anti-Ageing Product
in the 2018 Pure Beauty Global Awards.



Marine Origin Collagen Bio Cellulose Mask

Shortlisted,
Best New Premium Skin Care Product
in the 2018 Pure Beauty Awards.



3 in 1 Travel Pack

Shortlisted,
Best New Design and Packaging
in the 2018 Pure Beauty Awards.

and reviving extracts to help manage the visible effects of stress, minimise skin fatigue and renew vibrancy in an instant and over time. A high-stress lifestyle makes you look up to three-and-a-half years older and, while there are many products for ageing, the visible damaging effects of stress have largely been ignored. Murad has combined top performing relaxing and reviving ingredients to target the visible premature aging effects of stress.”

Available as a 40ml concentrated formula, it is set to be a must-have in every woman’s travel beauty bag. Of course, feeding skin from within is a huge focus for the brand. As such, Dr Murad developed Internal Skincare (the philosophy of supporting skin health from the inside out) from the outset and the product range now includes supplements for a double-pronged approach.

Exclusivity continues to be a top selling point for consumers, particularly among millennial shoppers. Shiseido Travel Retail has a team dedicated to the development of TREX (Travel Retail Exclusives), and is increasing the prevalence of these products across most of its brands.

“TREX, such as the reformulated Ultimune Power Infusing Concentrate 100ml and the #NARSissist Jetsetter range from NARS, are among our best sellers and truly differentiates the travel retail offer,” reveals Jouguelet. “Further to this, super premium cosmetics brands like Clé de Peau Beauté are flourishing in today’s market, particularly with Chinese consumers. The brand has seen exceptional results with star product La Crème, and it shows that the top-end of the market has a lot of room to expand and create huge value in the channel.”

Additionally, lips are booming in Asia, which is evident in the success of the NARS ‘Always On Lips’ strategy. “The brand is really experiencing spectacular growth,” says Jouguelet. “We foresee the momentum in lips spreading to eyes in the near future, with base gaining traction as well.”

Making a beautiful connection

Digital transformation presents a huge opportunity for the industry, with innovations and activations sweeping across the various categories. Shiseido Travel Retail is personalising conversations with consumers in order to track trends and gain a better insight into behaviours.

“We do not believe in having a digital strategy,” says Jouguelet. “We try to make digital a part of every strategy, operating in the same seamless omni-channel world as our consumers do. It’s creating more and more opportunities to improve our relevance to different target groups, such as younger generations and Chinese millennials.”

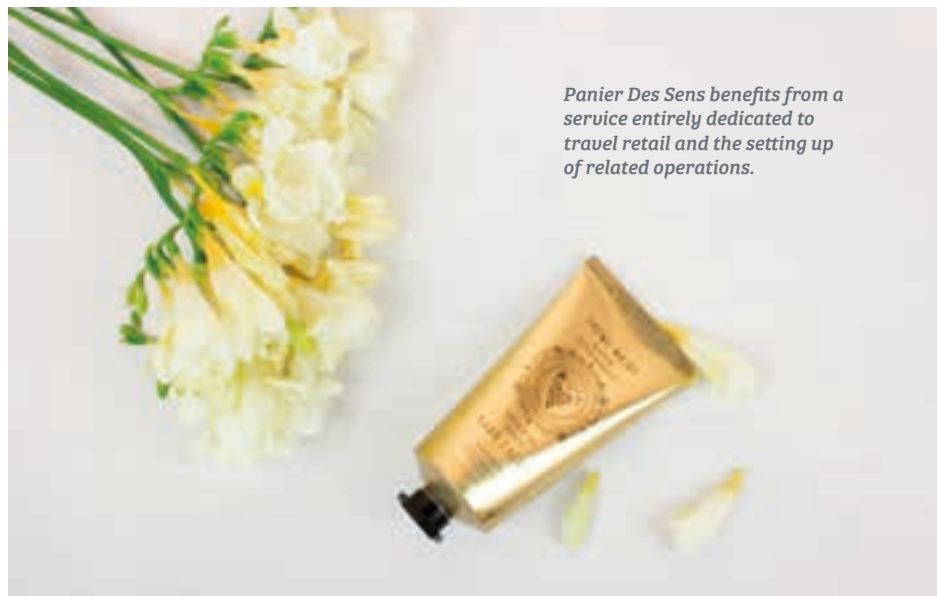
Forming meaningful partnerships with KOLs and influencers is an important tool. “Such partnerships present avenues to drive demand, awareness and consumer engagement. Influencers, for example, have an ongoing dialogue with their carefully curated communities where they are regarded as ‘experts’, each with their own distinct styles of content creation.”

Last year, STR partnered with Magic Yang, an influential Chinese fashion and lifestyle blogger, for its ‘The Beauty of Thailand’ campaign. “Her presence resonated strongly with Chinese travellers, the campaign’s target audience, with more than 71.8 million impressions generated online and direct sales that contributed to Shiseido growing +60.8% in the Thai travel retail market last year,” she says.

Being included in inflight amenity kits is paying off for 3LAB, with M Cream the product leader that has been successful due to inflight sampling. “We find that the products the customer uses on the plane result in immediate purchase,” says Chung. “Our products have instant effects. Skin is dry on the plane, and the products bring comfort.”

As 3LAB products sell by word of mouth, this is a perfect storm for the brand, while allowing the opportunity to introduce already loyal customers to new products.

Sampling is also working for Murad. “Around 50-60% of people who are new to the brand are recruited



Panier Des Sens benefits from a service entirely dedicated to travel retail and the setting up of related operations.

via travel-sized purchases, with a six-month average period to conversion,” says Frayna. “This makes travel a strong acquisition tool. We have a bold line up of efficacious products with strong clinical claims and amazing gift sets, GWPs and travel-sized products as part of our offer for travel retail.”

Nuxe is focused on simplifying people’s beauty routines, by launching easy-to-use products such as single-sheet masks, while Panier Des Sens is honing in on collector’s boxes, limited editions, travel pouches and other dedicated duty free formats to stimulate impulse buys. Pop-up promotional sites are benefitting all those involved.

“In July this year, we opened a 15sqm pop-up at Dublin Airport, in partnership with Aer Rianta International,” says Ebbutt. “The activation brings to life the Rituals philosophy of ‘slowing down’ and transforming everyday routines into meaningful moments through a relaxing and personalised shopping experience with a strong gifting proposition.”

Visitors to the pop-up shop are greeted by fully trained Rituals sales staff, before being invited to the Water Island to enjoy a complimentary hand massage incorporating a number of the products.

“In my opinion, nothing is more important than well-trained and motivated store staff with a real knowledge and passion for our products and an ability to communicate the unique rituals, stories and cultures behind those products,” adds Ebbutt. “We added a dedicated travel retail trainer to the expanding travel retail team at the start of this year, which has helped to ensure a consistently excellent experience at the point of sale.”

Collaboration and information sharing will be at the centre of growth, not only for the beauty category, but for the entire travel retail industry. “Insight-driven marketing is key to the development of our brands, and this is why STR has dramatically enhanced its CMI (Consumer & Market Intelligence) capabilities,” says Jouguelet. “Insights and data will inform on most, if not all, of what we do in the future.”

Luxury niche brand 3LAB is focusing on its airline partners to showcase the brand to an elite customer profile.



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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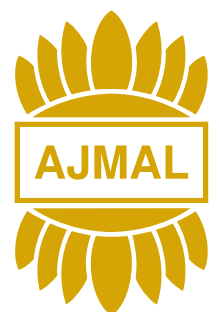
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SINCE 1951

Responding to the nuances of the sensory journey travellers take in travel retail is bringing innovation in the fragrance category to the fore.
By Faye Bartle

◀ L'Oréal's new fragrances, Les Compositions Parfumées.



Travel notes

Finding ways to cut through the noise by striking the right balance between risk and reward is helping suppliers to foster an authentic connection with travelling consumers.

"My personal experience of taking over 1,000 flights has helped me to understand the frustrations of those seeking something unique and special in airports, while waiting to embark on a new journey," says Celso Fadelli, President and Fragrance Curator, Intertrade Europe (Blue Village F3). "Many travellers are drawn to characteristic shopping experiences that go beyond the mere purchase of a product."

Its retail format Avery Perfume Gallery, developed in 2010, places the customer at the centre of the experience, to discover the root of the fragrances. It currently has 25 points of sale worldwide, and the company feels a strong potential for opening stand-alone stores in airports.

"In eight years, we have attracted what we like to call 'thinking customers' with special events, organised via our platform Unscent and through innovative retail solutions," says Fadelli. "Our approach to retail has always been based on establishing conversations with the client, and taking him or her on a beautiful olfactory and sensory journey."

One of the rules is to only showcase the bottles (as opposed to boxes or images), which allows shoppers to concentrate on the juice, rather than its packaging. "Several other companies have now gone down this path, understanding that it can make

a tangible difference in the customer's shopping experience," says Fadelli.

Of course, the customer journey varies depending on the market.

"Mature markets are driven by novelty. Shoppers see fragrances as a destination category, but want to take home something new, enriched with storytelling, and increasingly with elements of exclusivity and personality," explains Elisabeth Jougelet, Vice President of Marketing & Innovation, Shiseido Travel Retail (STR) (Riviera Village RJS). "Individuality and

customisation are on the rise in mature markets, with shoppers looking for their own scent – something that they haven't seen (or smelled) before."

From STR's perspective, Asian fragrance consumers are still very brand-driven, with bestsellers often being from the most popular fashion brands. "Category discovery and category entry is still the objective for many Asian consumers, but it's a huge and fast-moving region, so new trends in fragrances can have a big impact on the business," she elaborates. "This is where Key Opinion Leaders (KOLs), influencers and



◀ Currently, Apple Beauty is focusing on expanding the Lamborghini brand.

the work of our colleagues in Asia domestic markets is very important.”

STR has been driving the success of its novelties through engaging animations.

“At the start of the summer this year, we invited travellers to experience our ‘estate Italiano’ concept for our Dolce&Gabbana Light Blue Italian Zest launch,” says Jouguelet. “Inspired by the Amalfi Coast, our activation set-up saw beauty consultants carrying summer baskets filled with lemons and offering lemonade, all to the tune of a joyful playlist playing in the background. Across European, African and Middle Eastern airports, we used this promotion to drive footfall to our Dolce&Gabbana counters through a stimulating multi-sensory Italian zest experience, as well as providing shoppers with some nice customer service touches.”

Likewise, other leading suppliers are innovating in order to stand out.

“Nowadays, consumers are looking for unique experiences, personalised attention and to discover differentiated items,” says David Rios, COO Laliq Beauty (Red Village J33). “It is also important to note that retailers today are much more sensitive about creating the right environment where brands can express themselves. The more those areas are developed in travel retail and duty free, the bigger the opportunities for our brands will be.”

A nose for a scent

While achieving the right store environment is top of mind, strategic tie-ups, such as Laliq’s partnership with Singapore Airlines to offer selected products exclusively to passengers in suites and first-class cabins, can further raise the bar.

“A customer looking for a fragrance will take into consideration various aspects – the brand and the smell, the uniqueness of the product proposal (whether it’s only available at travel retail and duty free), and value-for money – as a package. Therefore, it is very important to engage with him or her in a very personalised and tailor-made way,” suggests Rios. “There is a process in order to do so: to engage and greet, discover the customer’s needs, to recommend and demonstrate, and to show the customer the uniqueness of the product and why he or she would need that specific fragrance. Clearly brand ambassadors and staff are also key in the whole process.”

Differentiating between types of customers your brand attracts can be more layered still.

“There are different types of customers entering a shop: ones that initially are window shopping and those who are ready to buy something and have

already something specific in mind, but the majority are looking to discover a new fragrance,” continues Rios. “Factors that can trigger a purchase are value for money and newness, but when you manage to bring a consumer into your ‘world’ then you’re already half way to a purchase. This is why ‘retailtainment’ is key today.”

Laliq believes less is more – think fewer products

on the shelves – in order to help showcase its USPs.

Ultra-niche perfume company, The Spirit of Dubai, which is exhibiting for the second consecutive year in Cannes, is zooming in on those special moments associated with travelling to encourage an emotional bond between the brand and its customers. As the name suggests, the company’s scents are inspired by Dubai, and each tells its own story.



Intertrade Europe is currently investigating opportunities to enter the travel retail industry with Avery. ▼

The view from Ajmal

Those seeking to debut new trends and unique blends have equal opportunity to shine in the Middle East, according to Ajmal. “However, the global adoption of fine fragrances is on the rise,” says Oscar Menezes, Head of Travel Retail, Ajmal Perfumes (Red Village H18). “In developed markets, we are seeing a slow shift from deodorants, to perfumed deodorants to perfumes.”

Ajmal is currently available at 12 duty free locations and 17 airlines, yet aims to climb to 18-20 and over 25-30 respectively during 2018/19. “We have a robust strategy through which we are able to provide market specific products and travel retail exclusives,” says Menezes. “This flexibility allows us to target the traveller more effectively, resulting in better performances and substantial business growth over the past few years. Our duty free locations tend to do well in countries where we have a domestic presence. We will continue along the same lines and will adopt any practice that we see has the potential to grow the name of the brand in nascent markets.”

Having a more relaxed and open retail environment would be a boost. “There are too many brands vying for space and per sq ft, which at times can be very heavy for the consumer,” says Menezes. “If the environment becomes less cluttered, consumers will have the time to experience the products and their salient features, rather than take a chance on what sells the most, what appeals to them on the first whiff.”



LALIQUE



Les Compositions
Parfumées



Lalique Encre Noire is a fragrance with personality, a celebration of vetiver and modernity.

"Having a unique narrative based on seven inspirational elements of Dubai, engages the traveller to embark on a sensory journey of the city during their shopping experience," says Asghar Adam Ali, Chairman, Nabeel Perfumes Group of Companies (Golden Village GO14).

Its luxury perfume collections are based upon the first generation of seven niche fragrances, which then evolved into the second generation of seven ultra-niche fragrances. Each is unisex, featuring rare ingredients and award-winning packaging that has a gender-neutral appeal.

"For all of our fragrances, we have designed unique complimentary luxury travel pouches, which is especially appreciated by the travel retail shopper," says Ali. "We find that details such as this is something that sets us apart and ahead of the curve in terms of customer satisfaction, and enhances client commitment to our brand."

Even children's fragrances are working harder to earn fans, as Priscilla Beaulieu, VP Global Sales and Marketing Director, Millennium Fragrances (Ambassadeurs Village U5+7) elaborates: "We are a niche product with Kaloo and Kokeshi in a global market, but we can develop a specific product for a specific market, as we did with Arabian Kokeshi, in the shape of a doll, which is sold with DFS at Abu Dhabi

Duty Free and is coming soon to Dubai Duty Free," she says. "These clients give us the opportunity to introduce and test a souvenir fragrance for tourists to take back home – not only for the kids – and provides a new answer to the destination duty free shop, with an authentic flavour."

Currently, Apple Beauty is focusing on expanding the Lamborghini brand and, at the same time, enlarging its presence with Walt Disney, adding fragrances for grown-ups, as well as accessories.

"The opportunities are all based on original design and quality of service, as we are competing with giants today whom control most of the best retail space, so without creativity we cannot make it to compete," says Antonio Lemma, CEO Apple Beauty, Inc. (Mediterranean Village N4). "In my opinion, consumers today are really either spending enormous amount of money with very high retail prices or looking for very cheap affordable products. We have created a niche collection to catch the high spending consumer, but we also focus at the other category of affordable price products that are now sold direct to retail almost everywhere in the world."

In addition, the company is moving away from perfumes towards smaller-sized samples and environmentally friendly packaging.

"Travellers do not look at the duty free price saving

anymore, as they can almost certainly find products cheaper elsewhere, so it's better to focus on exclusive items and creating a captivating, original offer to catch their attention," he says.

Show-rooming versus shopping

With concerns over the tendency to browse rather than buy, a coordinated approach to retail is required.

"The key is how to distinguish the fragrance shopping experience, especially in light of the online competition," says Jouguelet. "We must avoid the show-rooming scenario where shoppers try products in a store and purchase online, therefore we need the point of experience to be the point of purchase. In response, travel retailers are becoming increasingly flexible, enabling suppliers to think outside the box and giving us the space to try new things when it comes to the activation of products, promotions and campaigns. Sensory experiences require space, high visibility and healthy balance of risk and reward."

The ways in which retailers can support fragrances suppliers is "a very important point that sounds evident but is quite complex", according to Lalique. "We want to create the best environment taking into consideration the proliferation of brands/products and the increased number of passengers," says Rios. "The best approach would be to keep developing

Spotlight on Cofinluxe

Creativity is at the core for Cofinluxe and a key factor in maximising shelf appeal is the presence of a beauty advisor, according to Valérie Dufournier, Responsable de la Communication, Cofinluxe (Red Village K35). "Consumers are either attracted by a good price offer that will trigger a spontaneous purchase, but it is professional, personal advice that will prompt them to buy exclusive products, and this requires dedicated staff," she says.

The company is currently looking to extend the distribution of Parfums Charriol to travel retail in the Middle East, South America, USA, Asia and Russia. Parfums Salvador Dali is present in travel retail in Europe, as well as a selection of airlines and ferries of the Nordic region and in South America. Dali Haute Parfumerie is enjoying a strong presence at Sheremetyevo International Airport in Russia (pictured is The Jewels Collection). In all instances, working with influencers is an effective route to market.

"Millennials are no longer loyal to a perfume, they tend to try something different with every purchase," says Dufournier. "They often own several perfumes and choose according to the circumstances or what bloggers recommend."





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specific areas for specific types of consumers. For those looking for the best value for money, there should be areas offering them a more dynamic and competitive environment. For consumers looking for sensory experiences, there should be qualitative newness in terms of brands and offering. There are some retailers that have understood that very well and are in the process to extend those concepts to their key stores.”

The Spirit of Dubai aims to build a strong relationship with all its retailers, giving mutual support and value to their retail environment including merchandising and marketing displays.

“With the fast-growing number of fragrances from mass brands, we believe that creating more exclusive retail pods and more intimate flow for the niche and ultra-niche fragrances would not only support sales for retailers, but it would also enhance the shopping experience for the elite travellers who are in the First Class and Business Class sectors,” says Ali.

Intertrade Europe prefers a ‘less is more’ approach. “Retailers can help suppliers to deliver an inviting sensory experience by avoiding the excessive presence of the product on the shelves and not emphatically displaying what the client will not ultimately be using,” says Fadelli. “After years of exposure to pressing and sometimes manipulative advertising, customers have started to focus their attention on the quality of the products they use. In the case of perfumes, this entails a growing interest in the quality of the ingredients, its notes, and its juice; while the packaging and how it is displayed has become secondary. Those who invested in a sophisticated packaging, but overlooked the fragrance’s quality over pricing, are now suffering and struggling to establish themselves in the market.”

Smart activations, however, can be pivotal in driving home the message.

“We ran a pop-up shop for our Petite Beaute children’s products last year during December in Amsterdam, in the centre of the city,” says Lemma. “It was an exciting experience that helped us understand what the consumer really wants. I noticed that the buyers do not select according to trends – they choose based on their own individual knowledge, which most of the time is based on word of mouth. We noticed, for instance, that within our Disney Frozen collection, buyers never purchase the Olaf 3D Bubble Bath, but do buy a lot of Elsa and Anna, whereas all the children selected Olaf in our pop-up shop and ignored the two most popular characters. In my opinion, this means that direct promotion events and special marketing activities can help make purchasing suggestions to the buyer, and obtain a better performance overall.”

The Spirit of Dubai highlights The Seven Wonders of Dubai. In the second generation, the ultra-niche fragrance collection continues to epitomise the defining aspects of the city using hand-selected natural ingredients that are pure, rare and luxurious, to create unique perfumes with a synchronised concept in both generations.



◀ Fruity floral and woody scents are trending currently, according to Millennium Fragrances.

Linger for longer

As for what the future holds, suppliers are mining the landscape for insights that can be utilised to boost business.

“Over the past few months, we have observed an interesting comeback of citrus and marine notes, which had been cast aside for a few years,” says Fadelli. “These notes have also gained popularity among Middle Eastern and Asian customers. Plus, the market is opening up with requests of products that perfume the body, over the traditional way. And while trends and the dynamics of today’s market are rapidly and continuously changing, in this complexity change always entails great opportunities. The point is how you can interpret it correctly.”

While The Spirit of Dubai is not driven by trends in scents, but rather an artistic approach to forming one-of-a-kind fragrances, the company has noticed a leap to oriental fragrances and combinations of oud and floral scents. “We find that there has been a considerable increase in the appreciation for niche and ultra-niche fragrances,” says Ali. “Customers are looking to expand their experiences with perfume to the next sensory level and diversify their collections.”

STR is seeing a global rise in popularity of woody and musky scents, which have been traditionally strong in the Middle Eastern market.

“In terms of consumer trends, fragrance consumption in Asia is evolving very quickly with increased category maturity,” adds Jouguelet. “For example, we’re seeing exponential growth among Chinese women for our niche fragrances. Niche brands may have started small, but over the last few years they’ve captivated the consumer and grown in popularity to the point that we can now talk about ‘niche premium’ brands, such as our Serge Lutens brand.”

She continues: “In general, globally, we have noticed an increase in price consideration, with consumers looking for added value in their purchases. As a result, miniature sets and value sets continue to do well in travel retail. This is, in part, spurred by gifting.”

“Ultimately, the travel retail sector is an ever-evolving channel for fragrances, and digital is becoming a factor. What sets travel retail apart is how we can provide meaningful experiences both online and offline, beyond the traditional retail space.”



▲ For Shiseido Travel Retail, Dolce&Gabbana is a brand that’s perfectly positioned to be a growth driver.



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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