

TFWA

WORLD  
EXHIBITION &  
CONFERENCE

TFWA  
**daily**  
TUESDAY 2 OCTOBER 2018



**SPECIAL  
SUPPLEMENT  
INSIDE**

Liquor & Tobacco

**05**

**TFWA World  
Conference**

Full report from  
yesterday

**32**

**TFWA Digital  
Village**

Opening today at  
Gare Maritime

**38**

**Exhibition news**

Comprehensive  
coverage from the  
exhibition floor

Sponsored by:



DOLCEGABBANABEAUTY.COM

EMILIA CLARKE

DOLCE & GABBANA  
*The Only One*



THE NEW  
FEMININE FRAGRANCE



TFWA

**Gerry Munday**  
Vice-President Marketing



## Introduction

# A bright outlook

I've been working in the duty free and travel retail industry for more than 30 years, but I think it's fair to say that the spirit of optimism and energy we've seen during this latest visit to Cannes has been exceptional. TFWA members I've been speaking to as we prepared for this busy week have been phenomenally positive about the future prospects for growth for themselves and their businesses.

Just as the market continues to go from strength to strength, so too has the TFWA World Exhibition & Conference. This year's event is proving to be as successful as ever, with plenty to excite and inspire visitors. However, this success doesn't happen by accident, and I'd like to personally thank all the TFWA team for their hard work in making the event an industry highlight year after year.

As ever, we've been enjoying a great line-up of social and leisure events across the week, and it's been particularly gratifying to see how popular these remain among attendees. Activities such as our annual Regatta, sponsored by Paul & Shark, were fully subscribed by the end of August, while high demand for our yoga event, kindly sponsored by Rituals, led us to put on an extra session at the Plage du Festival. The second annual TFWA Golf Tournament, held for the first time at the Royal Mougins Golf Club, was also a great success and we'd like to thank our event partner Qatar Duty Free and sponsors Dr Irena Eris, American Crew and WanderSafe for their support. Our Charity Run along the Croisette and Pétanque Tournament at the Place de l'Etang were also very well attended.

Our night-spot, The Scene – supported by our platinum sponsor Heineken – with its relaxed Sixties-inspired theme, has also attracted scores of delegates who've enjoyed the opportunity to check out a changing line-up of DJs playing throughout the week.

The Opening Cocktail on Sunday was another roaring success, and it was great to see so many members of the duty free and travel retail industry taking the time to enjoy themselves and witness the spectacular fireworks display on the beach outside the Carlton Hotel.

I'm certainly looking forward to Le Premium Evening taking place on Thursday, which promises to be a magical few hours that will be full of surprises. I can confirm that the food, prepared by renowned chef Romain Gandolphe, literally must be seen to be believed, while a spectacular performance from Broadway stars The Illusionists will be breath-taking.

In addition to offering outstanding networking opportunities, our objective at TFWA has always been to create a strong business platform to increase engagement among our members and delegates. One way we hope to achieve this is through our wide range of marketing tools, and visitors to Cannes will be able to take full advantage of these to enhance their experience of the event.

Our new TFWA App – available to download from Google Play and the App Store – provides users with exclusive services, on-site support and increased networking opportunities both during the event and throughout the year. Our Exhibition Directory, Product Showcase, HD press photo service, Digital Diary and interactive directional screens will also enable delegates to get the most out of their week in Cannes. News and the latest updates from the show can also be found on Twitter, Instagram, LinkedIn, Facebook and Chinese social media channels, and a comprehensive review of the exhibition and conference will be uploaded to the new-look TFWA website at [www.tfwa.com](http://www.tfwa.com) after the event.

Here's to another successful week and I look forward to meeting more of you either in the exhibition halls or later in the week at Le Premium Evening.

### Notes for your diary:

- Don't forget to book your tickets for Le Premium Evening before 18:00 tomorrow. Please note that any special dietary requirements must be indicated when reserving your table at Le Premium Evening Desk in the Palais des Festivals, by 16:00 today.
- The TFWA Digital Village opens today and during the week will include a raft of new features, such as the TFWA Digital Village Pitch Corner. All TFWA World Exhibition & Conference badge holders are invited to visit the Gare Maritime to learn more about the latest technological innovations.
- Finally, a reminder that the TFWA elections take place tomorrow at the TFWA offices in the Palais des Festivals from 08:30.

## 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.



## Free Wi-Fi service

TFWA is delighted to offer a **free Wi-Fi service** for delegates inside the Palais des Festivals. Access is via the '**PalaisDesFestivals Wi-Fi**' network, using the code on your delegate badge. Technical support is available during exhibition hours from Viapass (Level -1, Red Village).

## WiTR meeting, today 17:30

A reminder that the Women in Travel Retail (WiTR) meeting takes place today from 17:30 to 19:00 at the far end of the Palais des Festivals Level 1 Business Centre.



WiTR has chosen to support Hand in Hand for Haiti in 2018 by raising €15,000 to buy musical instruments. This will enable the launch of Lycée Jean-Baptiste Pointe du Sable's first extracurricular instrumental music programme in partnership with Ecole de Musique Christian Nohel de Saint Marc.

WiTR is inviting exhibitors and visitors at TFWA World Exhibition & Conference to help them reach their target by entering the draw to win fabulous prizes. Entry into the raffle is via three business cards for €20. Additional commitments from industry colleagues of auction and raffle prizes for the grand draw would be appreciated. Please deliver donations/raffle prizes to the Furla stand (Bay Village Bay 2) by 15:00 today.



HANDCRAFTED IN MEXICO.  
ENJOYED WORLDWIDE.



VISIT US AT THE BACARDI GLOBAL TRAVEL RETAIL STAND  
BAY 21, BAY VILLAGE, PALAIS DES FESTIVALS, CANNES



**SIMPLY PERFECT.®**

[patrontequila.com](http://patrontequila.com)

The perfect way to enjoy Patrón is responsibly.

©2018 Handcrafted and imported exclusively from Mexico by Patrón Spirits International AG, Schaffhausen, Switzerland, 40% alc./vol.





*TFWA President Erik Juul-Mortensen yesterday gave his final address to the industry in Cannes. As President, his guiding principle has been for the Association to always live up to its motto: 'By the trade, for the trade.' 'I am particularly proud that this principle is as strong today as when we started the Association in 1984.'*

## Feeling the wind of political and economic change

*It was a packed auditorium yesterday morning for TFWA President Erik Juul-Mortensen's final address to the industry in Cannes. He looked back at how far the industry has come since its humble beginnings, and looked ahead at the progress it must make in order to fulfil its potential.*

**T**FWA President Erik Juul-Mortensen took to the stage for the final time yesterday morning, and began by looking back at some of the important industry milestones across his 34 years of involvement with the Association.

"Back in 1984 every country in the world had duty free allowances and duty free was a simple and effective concept, globally recognised and understood. And a small group of suppliers was meeting in London and Paris to establish a new tax free association," said Juul-Mortensen. "Within a relatively short space of time, a management committee had been formed and we had announced the first of what is today one of the world's leading premium and luxury goods exhibitions."

In 1985, the first Tax Free World Exhibition housed 449 brand-owning companies, covering 6,000sqm of space, and welcomed almost 3,000 visitors. This year will see close to 7,000 visitors and over 22,500sqm of exhibition space.

"Today, many of the retailer names from 1984 are gone or have been absorbed into fewer, significantly bigger corporate giants. But we are no less important to each other than we were back then," Juul-Mortensen commented. "From a standing start in 1947, the birth year of duty free – sales had grown to US\$20 billion by the time I was first elected President of TFWA in 1999. Since then, global travel retail sales have grown to a staggering US\$69.3 billion in 2017."

According to Generation Research figures, the global duty free & travel retail industry recorded close to double-digit growth in 2017. "At constant prices, our industry has grown by 84% over the last decade," said Juul-Mortensen. "Asia Pacific is again at the heart of this growth. Last year, the region posted growth of 12.6% and exceeded US\$30 billion in sales."

Encouraging numbers were recorded in Europe, the Middle East and the Americas, which all posted growth of over 7%. "This is especially heartening given the backdrop of political and economic uncertainty in markets such as Brazil and Argentina, the endless debate over Brexit in the UK, and the disruption caused by the blockade of Qatar in the Gulf. Despite these and other challenges, people are travelling – and spending."

The overall picture, he added, is very encouraging. Growth has continued in 2018, with global sales for Q1 2018 up 10.7% year-on-year.

Juul-Mortensen explained that, by the very nature of its customer base, the industry will always feel the wind of political and economic change. "The global economic integration we have enjoyed under an open, rule-based

multilateral trade system has raised living standards, helped lift productivity, and spread innovation throughout the world. But tensions such as those recently between superpowers affect anything from propensity to travel to the price of the goods we sell."

Globally, more people now live in urban areas than in rural areas and by 2030 the world is projected to have 43 megacities. "It is the wealth-generating economic activity of mega cities that is creating the disposable income that makes international air travel affordable for billions more and is the bedrock of our growth," said Juul-Mortensen. "On the flip side for our industry, we also live in a world in which governments are increasingly focusing on 'helping' consumers to make lifestyle choices through ever more stringent regulation. Each new regulation threatens our ability to offer choice to our customers because of the complexity of serving an international customer base while adhering to a patchwork of rules devised for domestic markets."

Juul-Mortensen also explained how the two dominating forces in the industry remain the Chinese 'wave' and millennials. "The influence of China and the Chinese traveller on our industry is impossible to over-estimate. The Chinese National Tourism Administration predicts that over 200 million Chinese will travel abroad by 2020,

around 60% more than in 2016. They will continue to be absolutely vital to our industry's future growth."

Meanwhile, millennials are driving the need for change, with their demand for unique products, engaging experiences and multi-channel shopping. "To ride this wave, every company needs experienced professionals who grew up with fax machines," said Juul-Mortensen. "But equally crucial are the disruptive millennials who will help us truly understand the potential of the omni-channel marketplace."

He also commented on the "business model conundrum". "This issue remains a critical one. We have yet to find a solution that relieves the pressure we have created on the business model between brands, retailers, and landlords that, at its worst, leads to unsustainable commercial agreements between this trinity."

In conclusion, Juul-Mortensen looked towards the future. "As our generation steps back, it is vital that a new one steps forward to fight the battles to come. I am concerned that unless brands, retailers and landlords truly get behind the regional and global trade associations in their efforts to defend our market, then a void will be created, one that will do lasting harm. To paraphrase John F. Kennedy: "Ask not what your industry can do for you, but what you can do for your industry."

*Mayor of Cannes David Lisnard presented Cannes' Medal of Honour to TFWA President Erik Juul-Mortensen, honouring him for so many years of cooperation and friendship that have joined TFWA and the city of Cannes together.*





# The power of a pioneering spirit

*Dr Bertrand Piccard hails from a family of scientific adventurers, and his exploits in aviation have inspired millions around the world. He conceived the Solar Impulse project to pilot an entirely solar-powered plane around the globe. Yesterday morning, he shared his story of endless perseverance against the odds, with important lessons for both individuals and businesses.*

◀ *Dr Bertrand Piccard: "When we face a problem, we tend to stop. But you will never see the rising sun, if you don't first go through the ice – this is what too many people are afraid to do."*

**T**he successful conception and piloting of the Solar Impulse – the first entirely solar-powered aircraft to fly around the world – is Dr Bertrand Piccard's most recent and arguably most impressive project.

His vision of achieving a perpetual flight with zero fuel was a result of the round-the-world balloon flight that he accomplished in 1999 with Brian Jones. At the time, they left with 3.7 tonnes of propane and finished with just 40kg left upon arrival. When he realised that their attempt could have failed for lack of fuel, Piccard promised himself to fly around the world again, but next time without using any fossil fuels. Following a feasibility study carried out by the EPFL (the Swiss Federal Institute of Technology in Lausanne) and led by André Borschberg, the Solar Impulse project was officially launched in 2003. "The aim of the project was to develop a symbol which would attractively promote a pioneering and innovative spirit, particularly in the field of renewable energy and clean technologies," said Piccard.

What made it possible for Piccard to turn his Solar Impulse dream into reality? "The first experience is to not wait for total support and funding, otherwise you will never start. You need one institution that believes in you to get started – in my case it was the EPFL. I said I wanted to tell the Press up front, and announce we're going to fly around the world in an entirely solar-powered plane. I said if we don't do it now, we'll work in an office with a lot of problems, everyone saying it's impossible, and we'll give up. If we tell the world, we won't be able to give up – we'll be condemned to succeed."

Indeed, Piccard's advice is to never give up, even when the odds seem impossible. "If no-one tells you it's impossible, it means that you are not ambitious enough. It is less about pushing back boundaries, than about understanding where they really lie. Because most of the time, it's not these external boundaries that prevent us from realising our dreams, but the limitations that we manufacture and inflict on ourselves."

Piccard continued: "When I was flying around the world, I remember looking at the sun that was giving energy to my four electric motors and their huge propellers. There was no noise, no pollution, no fuel, and I could fly forever. I thought 'this is science fiction, I'm in the future'. Then I realised, this is what the technologies of today already allow me to do. It's the rest of the world that is in the past, with old and inefficient devices."

The Round-The-World Solar Flight was only the first phase in the realisation of Piccard's vision. The Solar Impulse Foundation – through the World Alliance for Efficient Solutions – has launched the second phase of its action. It has already set off to tackle a new challenge: selecting 1,000 solutions that can protect the environment in a profitable way. Piccard will then go around the world again to deliver these solutions to governments, corporations and institutions to help them achieve their environmental targets by adopting more ambitious energy policies.

Piccard showed a picture taken onboard Solar Impulse of a sunrise visible through ice that had formed on the window. "When we face a problem, we tend to stop. But you will never see the rising sun, if you don't first go through the ice – this is what too many people are afraid to do," he said. "It's not just business as usual – it's the moment we stand up as human beings and say we're going to be responsible for our own story. We all prefer a clear and easy future, but life isn't always like that. So often, we have to scratch the ice that hides the next sunrise. So, in conclusion, I ask you: what is the story you would like to write?"





QATAR DUTY FREE  
السوق الحرة قطر



## AN EXPERIENCE WORTH TRAVELLING FOR

Qatar Duty Free is our multiple-award-winning retail concept, carrying a unique and exclusive range of luxury retail brands, as well as an array of casual shopping and dining experiences to cater to all passengers. Qatar Duty Free makes the Hamad International Airport a world-class destination providing passengers with an experience worth travelling for.



Airport Retailer of the Year  
THE DFNI GLOBAL AWARDS 2018



@QATARDUTYFREE





Anders Fogh Rasmussen, former Prime Minister of Denmark (2001-09) and former Secretary General of NATO (2009-14): *"The world is on fire. The international alliance of democracies that guaranteed relative peace and prosperity for the past 70 years is fragmenting. As the good guys retreat, the bad guys – the autocrats, dictators and nationalists – will advance."*

**T**he future of the duty free & travel retail industry looks optimistic. According to Generation Research figures, total sales reached US\$69.3 billion in 2017 – up 9.5% on the previous year. Meanwhile, ACI World forecasts a doubling of air passenger numbers by 2040.

However, the world is not without significant challenges that will impact on all businesses, especially those that rely on an open, free-trading and rules-based world.

"Your industry represents the embodiment of free and frictionless trade," began Anders Fogh Rasmussen, former Prime Minister of Denmark (2001-09) and former Secretary General of NATO (2009-14). "Your business will be thriving, whether at airports, onboard ferries and cruise lines, or downtown. In that respect, your best allies are, and will continue to be, the world's politicians. They will ensure high taxes and more tariffs – the more they do so, the more your business will thrive. So, all in all, you are operating in an environment of sunshine and blue skies."

However, he does see one cloud on the horizon, which could potentially develop into a storm – this is represented by political leaders pursuing foolish policies. "The world is on fire. The international alliance of democracies that guaranteed relative peace and prosperity for the past 70 years is fragmenting. As the good guys retreat, the bad guys – the autocrats, dictators and nationalists – will advance."

His plea was for those very businesses who benefit from such an open, liberal world to make the case for it. "For too long we have just assumed that open markets, free trade and the democratic order are unassailable, but gradually support for these tenets of our globalised world are losing public support. We cannot stand by and watch. Disruption is here to stay. Just as businesses are having to adapt to an ever-changing marketplace, they need to understand that the political landscape has its disruptors also."

Brexit, a resurgent protectionist wave and increased geopolitical instability are just a few factors that businesses must consider, and which will impact on the global economy.

Commenting on American isolationism, Rasmussen said: "President Trump recently stated that he rejects

## “Disruption is here to stay”

*Anders Fogh Rasmussen has been at the heart of European and global politics for three decades. The former Prime Minister of Denmark (2001-09) and former Secretary General of NATO (2009-14) yesterday morning shared his perspective on the global political landscape and the context in which businesses currently operate.*

the ideology of globalisation and accepts the ideology of patriotism. Actually, what he rejects is the established world order since the Second World War."

On the escalating trade war between the US and China, he added: "A trade war will lead to economic decline. There will always be losers, as it will lead to higher prices, and it may also hurt emerging economies."

Meanwhile, Rasmussen believes Brexit will accelerate a Europe in decline. "The UK will of course suffer, as it will soon realise that making it more difficult to trade with the world's biggest trade area will have negative economic consequences. The EU will also suffer – the UK contributes a large part of the EU budget, but it has also represented a global perspective on politics within the EU, so the EU's weight on the international scene will decline. All in all, the autocratic systems in the world will profit from all that foolishness."

How can that foolishness be countered? One of the keys, according to Rasmussen is restoring America's global leadership. "We need it to be the world's policeman."

Having conducted wide-ranging reforms at NATO, and having played a key role at the heart of the European Union, he has a keen understanding of the pressures on both organisations.

The biggest pressure facing both NATO and the EU is the risk of disunity. "It is no secret that transatlantic

relations are strained on a number of fronts, ranging from the Iran deal to trade to climate change and, of course, over defence spending," said Rasmussen. "NATO is a military organisation, but it is also a political one. Its strength comes from the certitude that all allies will rush to others' defence. If there is ever any doubt about that, the alliance loses its backbone."

Likewise, the EU faces disunity on a number of fronts, with several governments now containing hard-line coalition partners, and different visions for how the EU should develop. "In my view, this calls for a more flexible EU, so that different countries can integrate further, and a core of countries can maintain some flexibility."

Both organisations' unity is also challenged from outside. "Russia has sought to meddle in elections across the Western Alliance, from the US Presidential election to the French election, and the Brexit referendum. With other malign countries beginning to use Russia's playbook, we must tackle this issue head-on," said Rasmussen.

Indeed, he recently formed the Transatlantic Commission on Election Integrity with US and European politicians including Michael Chertoff, Joe Biden and Nick Clegg, and leading figures from the business, media and tech worlds. "We are already delivering some positive results to bridge divides between political parties, across the Atlantic, and between the tech and political worlds."



BLUE VILLAGE  
Level -1 Stand F12

# COMPLETE YOUR COLOR

Keep the beat running through your blonde. Let the bounce of your brunette live on and on. Hang onto the soul of your strawberry blonde.

**NEW Color Complete**  
Discover the full regimen at [Moroccanoil.com](http://Moroccanoil.com)



# MOROCCANOIL®

ONE BRAND: A WORLD OF OIL-INFUSED BEAUTY

# STAND OUT IN THE INDUSTRY

with THOMAS SABO



The diverse portfolio of watches offers selected models with THOMAS SABO styling and a focus on special details.

**M**aking moments unforgettable with a gift of jewellery. Taking memories of loved ones wherever you go. Wearing symbols that are inspired by the richness of cultural traditions, patterns and colours from around the world. This and much more is behind the design inspiration that drives company founder Thomas Sabo and creative director Susanne Kölbl – writing a success story in the travel retail sector and beyond.

The brand profits from an immensely diversified product portfolio and was aware of its potential in travel retail right from the start. With a coordinated concept, it has built upon its reputation across borders ever since. At the TFWA World Exhibition & Conference, the company's sales team will now place the focus on further expansion. 'Travel retail is a key element of our multi-channel business model. We are continuously developing THOMAS SABO into the global market

leader for premium silver jewellery, working with powerful partners to consolidate our position in focus markets', Thomas Sabo says.

'Right from the outset, our vision was to create appealing designs for the broadest possible audience. The objective for all jewellery pieces is to enchant from a 360 degrees perspective, whether through adding hand set natural stones, cuts or carvings, surface structures or colours. Each product is refined by hand and manufactured with the highest quality standards', Susanne Kölbl says.

THOMAS SABO was founded in southern Germany in 1984. Today, it is one of the leading international providers of collections of splendidly detailed jewellery and watches. THOMAS SABO is present with more than 300 shops on all five continents. It has cooperation arrangements with around 2,800 trading partners, leading airlines and cruise ships worldwide.



Charm trend: A best-seller for THOMAS SABO, these combinable items of jewellery were entirely updated in 2018.



THOMAS SABO is expanding its Travel Retail presence in Asia: Recent market entries in Vietnam, South Korea and Thailand are milestones of the company's expansion.



Each new ladies' collection takes customers on a journey through different eras, cultures and fashion trends, offering looks for every budget.

*Learn more – BLUE VILLAGE / BOOTH NO C14*





*Thomas Sabo*

JEWELLERY & WATCHES



**Y**esterday morning's panel of senior retail executives explored how the industry can and must adapt to a rapidly changing retail environment, addressing issues including digitalisation, the product offer and the business model.

### Optimism about the industry

Dufry CEO Julián Díaz emphasised that travel retail faces global pressures, with events every year that impact on the business. "There is room for operational improvement within global travel retail, which will deliver more efficient companies," he said.

King Power International Senior Executive Vice President Susan Whelan opened with an optimistic message. "I feel very positive. I know there are challenges and room for improvement, but I expect significant growth over the next few years, and more diversification."

According to Generation Research, travel retail sales in Europe grew by around 7% in 2017. "If we compare our industry with domestic markets, it's a fantastic development," said Gebr. Heinemann Co-owner Claus Heinemann. "We are used to double-digit increases, but in general we're a very stable industry. The challenges we have include entering other businesses like the cruise ships business in America. We are not only a retailer, we're also a distributor. We have learned so much in the airport business that we can transfer to cruise ships – there's lots of potential."

Lagardère Travel Retail Chairman and CEO Dag Rasmussen was similarly positive. "Travel retail is a great industry to be in. It's more difficult to get sales than before, as sales per passenger are decreasing. But, there is dynamic growth in passenger numbers, and travel retail is growing more than other retail sectors, apart from online."

### Is the golden age of duty free over?

Díaz believes the golden age for travel retail is to come, with more opportunities to engage with travellers than in the past. "Is travel retail in a better position than any other retail channel? Yes," he said. "We have specific lines of products, novelties and limited editions, and combine a physical presence with digital engagement."

While the travel retail offer was traditionally focused on price-competitiveness, competition with online retail has removed that price differential. Whelan explained: "We can't be afraid of price comparisons. It's a question of taking ownership of our future and diversifying. We have a lot of positives in our favour and we need to make sure we take ownership of the channel, always making it convenient to shop."

Rasmussen added that the business model needs to evolve. "We used to have minimum guarantees, which were there mostly to protect the retailer in case of a fall in traffic. With the evolution of traffic, it is something that doesn't work any more, as there is growth in the number of low-cost passengers, who spend less. The cake is growing, but not as fast as it should be to sustain the business model."

"We have to lead a sustainable business," Díaz

# Adapting to a rapidly changing retail environment

*A panel of senior retail executives – Dufry CEO Julián Díaz, Gebr. Heinemann Co-owner Claus Heinemann, Lagardère Travel Retail Chairman and CEO Dag Rasmussen, and King Power International Senior Executive Vice President Susan Whelan – yesterday debated the issues that the duty free & travel retail industry must address if it is to prosper.*

*Stephen Sackur, journalist and presenter of current affairs programme HARDTalk on BBC World; Lagardère Travel Retail Chairman and CEO Dag Rasmussen; Dufry CEO Julián Díaz; King Power International Senior Executive Vice President Susan Whelan; and Gebr. Heinemann Co-owner Claus Heinemann.*



added. "Some airports are more interested in minimum guarantees, but that is not a sustainable business. The challenges are how to increase sales per passenger and how to respond to disruption from online retail."

### Staying relevant to next-gen travellers

When it comes to attracting millennial travellers, Whelan believes it is essential to leave enough space for new brands and new experiences. "The experiential element is important. If you go into our shops and look

at fragrances & cosmetics, you might smell the lavender from Provence, for example. It's so immediate."

Rasmussen similarly noted that how products are showcased, along with an element of storytelling, is important. "It's about making the experience in each location unique. People would like to come to your store and find something new."

According to Díaz, within the next few years we will see an exponential increase in digitalisation to respond to next-gen travellers. "An omni-channel strategy provides a real experience in-store," he commented. "Communication, mobility and connectivity are vital."

Meanwhile, Heinemann explained the importance of Chinese travellers and of having dedicated sales staff that speak the language to effectively communicate with them. "When we know that Air China is travelling from Terminal C at Frankfurt, for example, we make sure to have the right product assortment," he said. "The challenge in the future is to catch these special customers."

### How different will things be by 2030?

The panel discussion concluded with a look to the future. Rasmussen thinks sustainability will be increasingly important, while local products will also be a strong trend.

"We have got to be nimble, quick and agile," Whelan added. "Shops must use space more efficiently, and we need to own the consumers whoever they are and wherever they travel – brands are good at that, but retailers are not."

Díaz concluded: "In my dreams, this business will be a different channel by 2030 – a hybrid of online and traditional retail. That will only happen if all stakeholders work together to understand new consumers."



*TFWA World Exhibition opened immediately following yesterday morning's conference. The ceremonial ribbon-cutting was performed by the Mayor of Cannes David Lisnard; the TFWA Board; Claire-Anne Reix, President, Palais des Festivals; and the conference keynote speakers.*



RADLEY  
LONDON

*Playful Creativity*  
FOR 20 YEARS

Britain's leading affordable luxury handbag and accessories brand.  
**Visit us on stand D18 in the Blue Village.**



## Download TFWA's new digital app for members, exhibitors and delegates

**T**FWA has launched a new, dedicated app to enhance the delegate experience at its events and promote participation in the wider TFWA community.

With growing demand for digital solutions in the duty free and travel retail space, the TFWA app provides greater functionality for anyone attending Association events, or looking to keep up-to-date with the latest industry news.

Delegates here at TFWA World Exhibition & Conference are among the first to try the app for themselves. Users gain access to a number of exclusive on-site services, such as a new geolocation feature to help them navigate their way around the venue. Other functions include the option to contact and meet business partners directly via the app, and the ability to comment and put questions to speakers at TFWA Conferences. Full details on exhibiting companies are also available through the app.

Indeed, there is no longer a printed TFWA World Exhibition & Conference Guide, and the new app contains all the relevant information in a more convenient format.

The app will also deliver engaging, topical content on Association news and activities throughout the year, while providing a portable link to the Association to encourage interaction and foster a sense of community among duty free and travel retail professionals.

"Much like the rest of the duty free and travel retail industry, we are investing heavily in digital technology to help us better engage with delegates and provide them with new ways to learn from their colleagues and share their views on important business issues," says Erik Juul-Mortensen, TFWA President. "With its wide range of easily accessible, bespoke features, I am certain our new TFWA app will prove to be yet another vital business tool for our members."

The TFWA app is available to download at the App Store and Google Play.

*TFWA has launched a new, dedicated app to enhance the delegate experience at its events and promote participation in the wider TFWA community. The TFWA app is available to download at the App Store and Google Play.*



Scan this code to download the TFWA App:



*Stephen Hillam, Research Director, Counter Intelligence Retail: "There are some big numbers in the report, principally that inflight has low interaction and conversion levels when compared to both departures and arrivals duty free. Currently, only 33% of international travellers browse the inflight duty free offer, and just 12% are purchasing."*



## The need to "enhance, optimise and develop" in inflight retail

*An interview with Stephen Hillam, Research Director, Counter Intelligence Retail. By Ross Falconer*

**T**o better understand passenger behaviour and perceptions of the current inflight retail offer, and to make recommendations for the future, TFWA has commissioned a major new research study from travel retail specialist Counter Intelligence Retail (CiR). Tomorrow morning's Inflight Focus Workshop will hear highlights of the report, presented by one of its authors: Stephen Hillam, Research Director at CiR.

"The research has revealed that the inflight channel faces challenges, in terms of both service usage and purchase conversion," Hillam explains. "However, the channel does offer benefits to its users. Correctly leveraging the benefits that have been identified, and aligning these with the needs of today's shopper, can put us on the right path to overcoming challenges and take advantage of channel opportunities in the future."

A mixed methodology approach was deployed for the research. Initially over 3,000 online interviews were completed among inflight buyers, inflight browser non-buyers and inflight non-users. These were based among the top travelling nationalities of America, Brazil, Canada, Britain, Germany, Russia, Sweden, India, China and Australia. The next stage of the research was face-to-face interviews among inflight buyers, inflight browser non-buyers and inflight non-users in arrivals at Singapore Changi, London Heathrow and New York JFK to map their behaviours through all travel retail touchpoints. All research was conducted during July and August 2018.

"There are some big numbers in the report, principally that inflight has low interaction and conversion levels when compared to both departures and arrivals duty free," says Hillam. "Currently, only 33% of international travellers browse the inflight duty free offer, and just 12% are purchasing. We also see that interaction with inflight is an impulse-driven activity, with just 29% of browsers planning to browse the offer before boarding the flight – the good news here being that almost three-quarters of passengers who browsed the offer did so on impulse."

Following the research study, Hillam explains that there is a need to enhance, optimise and develop. "Service enhancements can be made through leveraging current strengths, such as convenience and direct staff interaction. Optimisation of the range to ensure key shoppers and potential shoppers are targeted with the right products should follow. We also need to consider range differentiation strategies and ensure that special edition items are highlighted and used as a means of driving interaction, as well as conversion. The digital opportunity must be further developed and pre-ordering utilised as a key service feature to increase convenience."





GELS  
REDISCOVERED



VISIBLE FEELS INVISIBLE

**New** VisionAiry Gel Lipstick

28 bold, weightless, long-lasting shades

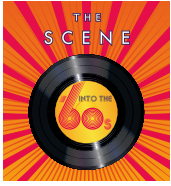
Beauty reimagined. Beauty made with soul.

SHISEIDO  
GINZA TOKYO

## The Scene

**Tonight to Thursday  
4 October, 22:00-02:00**

### Plage du Palais des Festivals



Delegates in search of rest and recreation after the working day need look no further than The Scene. Expert DJs and a dancefloor await the energetic, with tonight's duo of DJs being Mr Deaf & Le Set Sauvage. Or

why not relax with friends over a drink in the groovy, 60s-themed lounge. Either way, the beach venue and sea views add the finishing touch.

Entry tickets compulsory. Tickets can be purchased onsite at The Scene desk (Palais des Festivals, Level 1) or directly at The Scene entrance.

Thank you to our sponsors:



## Le Premium Evening

**Thursday 4 October, 20:00**

### Port Canto



The glamorous culmination to the week's networking has some surprises in store. Celebrated chef Romain Gandolphe skilfully blends taste and texture for his unique 'trompe l'oeil' cuisine, where all is not as it appears. Afterwards, five top international illusionists bring their record-breaking Broadway show to Cannes complete with feats of levitation, mind-reading, disappearance, and more.

- Dress code: Black tie
- Entrance by invitation only – part of the full delegate package
- A shuttle service will operate from all major hotels

Please note that any special dietary requirements must be indicated when reserving your table at Le Premium Evening Desk in the Palais des Festivals, by 16:00 today at the latest. Beyond that date, dietary options will depend upon what is available.



## The Move launch party

**I** NCC Parfums hosted a spectacular party last night at the Majestic Hotel to celebrate the launch of its new fragrance named Mercedes Benz - The Move - for men in motion, which is targeted at millennials.

The scent, which "exudes freedom, enthusiasm and a touch of folly" is an invitation "to seize every instant and every desire," said Rémy Deslandes, President, INCC Parfums.

The event culminated in a fantastic laser show and saw its presence boosted with hashtags including: #Befree #Liveinthemoment #Expressyourself







VISIT US AT YELLOW VILLAGE H 35  
AIGNERMUNICH.COM



## Special anniversary

Yesterday evening, Lacoste organised a special cocktail on the rooftop of the Radisson Blu to celebrate its 85th anniversary. “We’re celebrating our global presence in travel retail,” explained Stéphanie Lefebvre, Travel Retail Director EMEA, Lacoste.

“It’s a great opportunity to get together with all our partners,” added Jean-Louis Delamarre, CEO Global Travel Retail, Lacoste. “This event, which we’ve been organising for four years now, is becoming an iconic event in Cannes, in which we celebrate conviviality, pleasure, elegance and the French know-how which are the hallmark of the brand.”



Adrien Hiver, Omnichannel Director, Lacoste; Océane Négret, Event Project Manager, Lacoste; Frederic Hyrondelle, Commercial Director Africa, Lacoste; Eling Chui, Senior Travel Retail Executive, Lacoste; Victoria Ivins, Travel Retail Account Executive, Lacoste; Vincent Allard, Commercial Director, Lacoste; Stéphanie Lefebvre, Travel Retail Director EMEA, Lacoste; Jean-Louis Delamarre, CEO Global Travel Retail, Lacoste; Christine Renaud, International Media Manager, Lacoste; Alexandre Be, Travel Retail Controller, Lacoste; Erin Lillis, Travel Retail Director APAC, Lacoste; and Arnaud Sabatier, Travel Retail Buy and Plan, Lacoste.



## Bally cocktail

Bally CEO Frédéric de Narp raised a glass alongside guests as he toasted the future of “accessible luxury” brand Bally at the Carlton Hotel last night. He outlined plans for the coming year, and highlighted the purchase of a controlling stake in the company by Chinese textile giant Shandong Ruyi Group earlier this year as a major boost for Bally’s strategy and vision. This meant the opening of more flagship stores across the globe, he said, thanking clients and partners for “believing in the brand”, as they enjoyed canapés and champagne.

▲ Cacharelle Angela Young, Category Manager, Qatar Duty Free; Silvia Salvioni Onofri, CEO EMEA & VP Global Wholesale, Bally; Arnab Das, Retail Operations Manager, Qatar Duty Free; and Nina Pan, Senior Manager Purchasing, Qatar Duty Free.



Frédéric de Narp, CEO Bally.

## Fine chocolate, fine rum, fine cigars

Neuhaus – the Belgian chocolatier, Flor de Caña rum, and Davidoff Cigars hosted the Masters’ Evening last night at La Plage du Festivals.

“Fine chocolate, fine rum, fine cigars – our three companies share much more than just being a delightful combination of products. These three companies each have a great story and heritage behind them, and each date back to the 19th century,” said Jim Young, Senior Vice President, Chief Commercial Officer, Oettinger Davidoff. “This Masters’ Evening is where senses and pleasures overtake meetings and everything else. We just have a few hours together this evening, and we all know that time is our ultimate luxury.”



▲ Rodrigo Bazan, Global Travel Retail Manager, Flor de Caña; Hideki Hayashi, Deputy Executive Officer Vice President Travel Retail Operations Division, Haneda Tokyo International Airport at Japan Airport Terminal Ltd; Alexandra Bevernage, Travel Retail & Business Development Director, Neuhaus; Philip Geeraert, Director International Sales, Neuhaus; Rüdiger Stelkens, Purchase Director LTC, Gebr. Heinemann; Jim Young, Senior Vice President, Chief Commercial Officer, Oettinger Davidoff; and Nicholas Van Brandt, CEO International Duty Free.

## Mavive launches Ermanno Scervino fragrance

Mavive celebrated the launch of its new fragrance for Florence-based fashion design brand Ermanno Scervino last night. Its store on the Croisette stayed open late to showcase the boutique’s new collections alongside the scent. “We wanted to give agents and distributors an idea of what Ermanno Scervino represents today, so we asked the store manager if we can extend the opening hours of the boutique to show the collections,” said Giuseppe Iannò, Head of Luxury Division, Mavive. Afterwards, the celebrations continued at a party on the beach late into the night.



▲ Marco Vidal, Sales Manager, Mavive, and Massimo Vidal, President, Mavive, celebrate the launch of the new Ermanno Scervino fragrance at their party on the Croisette last night.



#MBTHEMOVE

# Mercedes-Benz THE MOVE.

The fragrance for men in motion.



INCC - Licensee of Daimler AG



Mercedes-Benz



JOIN US AT THE BAY TERRACE (1<sup>ST</sup> FLOOR) – BOOTH T8 TO DISCOVER OUR NEW FRAGRANCE

*It has been a very positive year for Luxottica, focused on driving growth of the total sunglasses category and enhancing its collaboration with key partners in the travel retail environment. To execute further development in travel retail, Luxottica has designed a new 3-year strategic plan: the 'TRAVElevation' programme, as Alessandro Pozzi, Global Channels Director, Luxottica Group, explains.*

## Luxottica's 360° category approach "infused with innovation"

**I**n 2018, Luxottica Travel Retail division will record its best year ever in terms of performance. It is set to invest further in the channel, maintaining its key role in the sunglasses category.

"TRAVElevation sets out a clear roadmap for the future, defining what we want to maintain and evolve to further enrich our success story in the industry," says Alessandro Pozzi, Global Channels Director, Luxottica Group (Riviera Village RG6+RG8). "The programme encompasses product, communication, visibility, human assets and technology, and pleasingly, the plan has received the full support of our top management."

The main focus continues to be the airport and downtown duty free mall channels. "Here we will continue to invest the majority of our efforts over the next three years, supporting the growth of our partners," Pozzi continues. "However, we are always looking for other opportunities in 'white spaces' to support the category with a 360-degree approach, all with special care and infused with innovation."

From 2018 onwards, Luxottica will expand its horizons and pay attention to other high-potential channels. "There are plenty of white-space opportunities to drive growth, and it's always about targeting the travelling global shopper. Airlines, cruise lines, hotel resorts and online all have strong growth potential for sunglasses in a travel retail context," Pozzi explains.

For example, Luxottica has revolutionised the positioning of sunglasses in inflight retail, using a full and dedicated concept page of Ray-Ban that can currently be found in several airlines, such as Lufthansa, Emirates and easyJet. "The personalised, bespoke travel visuals are very impactful. This, and the whole new category positioning, generated a strong incremental increase in sales depending on the airline."

On a product level, Luxottica is renewing its focus on travel retail exclusives and novelties, even for specific travel retailers.

Earlier this year, the Oakley Targetline travel retail exclusive, enhanced with technical innovation to maximise sports performance, was appealing to discerning global shoppers; those looking for something different and superior. The exclusive was supported by a bespoke communication campaign featuring US golfer Bubba Watson.

"Over the summer, we launched the 'Ray-Ban for Scuderia Ferrari' collection in selected travel retail stores worldwide," Pozzi adds. "Over 3,000 Ray-Ban Ferrari frames were ordered, and Luxottica Travel Retail Division is supporting this launch right now with an airport 'GP Tour'. We are activating the launch at specific airport

locations to follow the Formula 1 Grand Prix circuit. So far, we have run events at London Gatwick, Stansted and Luton with Dufry to mark the British Grand Prix, Vienna Airport with Heinemann during the Austrian Grand Prix, and with Dufry at Milan Linate during the Italian Grand Prix. We will also be working with Dufry to enhance visibility of the Ray-Ban Ferrari collection in Mexico and Brazil later in the racing calendar."

Meanwhile, this month, it has partnered with DFS on the worldwide exclusive launch of two new models from the Ray-Ban Marshal sunglasses collection.

### Omnichannel the future for the category

A key focus for Luxottica is multi-formatting solutions, including specialty standalone solutions such as the world's biggest global sunglasses retail brand Sunglass Hut. "We now have around 250 Sunglass Hut store in airports worldwide, on every continent," says Pozzi. "Around 25% of those stores are operated in partnership with travel retailers such as Dufry and Lagardère. My Sunglass Hut colleagues will be present at TFWA World Exhibition & Conference in a dedicated area on our stand."

Operational efficiency is essential. Part of addressing this has been implementation of the STARS solution. "STARS is a 360-degree model developed to better



*Alessandro Pozzi, Global Channels Director, Luxottica Group: "TRAVElevation sets out a clear roadmap for the future, defining what we want to maintain and evolve to further enrich our success story in the industry."*

service our wholesale customers and increase their sell out," Pozzi explains. "Having headed up the global STARS team prior to moving to my current role, I have first-hand experience of the capabilities, benefits and added-value that the STARS model can bring to our key partners globally. The impact on sales growth is immediate and very tangible."

Digital innovation is becoming key, and Pozzi believes omnichannel is the future for the category. "For example, during our Prada Cinéma sunglasses collection campaign with DFS earlier this year, we ran a comprehensive omnichannel campaign, featuring the two frames prominently on DFS' online platforms, as well as an influencer campaign with Jennifer Tse. The famous Hong Kong actress communicated the launch to her large social media fanbase via Instagram and WeChat."

The new Luxottica stand at TFWA World Exhibition & Conference will also create a very digital experience, including augmented reality features, reflective of where it wants to take the instore experience in travel retail.

*On a product level, Luxottica is renewing its focus on travel retail exclusives and novelties, even for specific travel retailers.*







**Bellefontaine**  
S W I T Z E R L A N D

**ULTIMATE ANTI-AGING MADE IN SWITZERLAND.  
EMPOWERED BY PRECIOUS INGREDIENTS FROM THE ALPS.**



[WWW.SWISSBELLEFONTAINE.CH](http://WWW.SWISSBELLEFONTAINE.CH)

**STAND: RED VILLAGE, L21**





# GERMANY SINCE 1880

**Steiff, the inventor of the  
Teddy bear and the world's  
most prestigious toy brand  
from Germany.**

Mediterranean village N17



Ken Wakatsuki  
Head of Global Travel Retail  
[ken.wakatsuki@steiff.de](mailto:ken.wakatsuki@steiff.de)



# Play time

*An abundance of innovation is taking place in the vibrant children's items category, with myriad new products being launched this week at TFWA World Exhibition & Conference. Here, we explore developments at some of the key exhibiting brands. By Ross Falconer*

## Perfect companion for travelling children

**A**t this year's TFWA World Exhibition & Conference, soft-toy specialist Aurora World (Green Village K67) is featuring a new concept called Travelling Ted – the perfect companion for travelling children.

The concept is travel-themed with each bear sporting a scarf and carrying its own suitcase. The suitcase and scarf can be personalised for the individual retailer, which could include the name/logo of an airline or ferry, a country or regional destination, or a specific seasonal message. "20cm Ted is available in various quantities and is made of super-soft plush meeting all safety requirements. Our travel retail customers are asking for products like this, which give a 'sense of place' and encourage the consumer to spend," explains Garry Stoner, Travel Retail Sales Manager, Aurora World.

Travelling Ted is exclusive to travel retail. "We believe that travel retail exclusives are a great way of increasing sales, as consumers are constantly on the

look-out for something unique and special – people don't want to spend money on something that anyone can have," Stoner adds. "Top this off with the fact that Travelling Ted can be customised according to location, airline, or cruise ship, then we've really got a product on our hands that perfectly caters to that trend."

Aurora World, with the help and input of its travel retail clients, has created a travel retail display to maximise sales in a small footprint (1.45m high by 0.6m wide) which is placed in high footfall areas, often away from the toys/kids retail space location to capture additional impulse sales.

Meanwhile, two global phenomena come together on the Aurora stand. Tokidoki is the Japanese-inspired lifestyle brand created in 2005 by Italian artist Simone Legno and his business partners Pooneh Mohajer and Ivan Arnold. The cartoon characters lend themselves to apparel, footwear, accessories and, of course, plush, offered exclusively by Aurora.

The second phenomena is the Blind Bag – this new craze allows children to collect their favourite TV and cartoon characters as figurines, keychains, toys etc. However, until the bag is opened, the child has no idea which character is inside – each mystery surprise bag encourages children to collect and swap with each other.

Aurora has brought both these concepts together, introducing new figures in its Tokidoki collection – Cactus Friends – available both as plush as well as in Blind Bags complete with counter display unit, holding 12 pieces.

Cactus Friends comprise a range of characters sporting protective cactus suits designed to represent the fragility, strength and purity of life. The plush collection includes SANDy, Sabochan, Bruttino and Cactus Dog, while the Blind Bags offer children the chance to collect one of four different plush clip-ons (Tortellino, Carina, Timidina and Salamino).



Cactus Friends comprise a range of characters sporting protective cactus suits designed to represent the fragility, strength and purity of life. The plush collection includes SANDy, Sabochan, Bruttino and Cactus Dog.

Soft-toy specialist Aurora has come to Cannes this year with its extensive range of own-brand and licensed plush for children and young adults, including a new concept called Travelling Ted which is exclusive to the global travel retail channel.



## Building, storytelling and creativity

**L**EGO (Mediterranean Village N7) has brought a lot of new and exciting products to TFWA World Exhibition & Conference. One highlight is the new LEGO City Arctic Expedition, where the arctic explorers from LEGO City have found that there are creatures frozen in the ice and they are going to extract the creatures with all their gear and equipment. The new theme contains lots of great vehicles and functionalities in each box set.

"We do not offer an exclusive assortment to travel retail, however we have a broad assortment covering many different LEGO play experiences suited for different ages and building skills," explains Lise Dydensborg, Travel Retail Marketing Manager, LEGO. "In addition, we focus on adding 'hard to find' items to our assortment, like the LEGO Architecture line, and when visiting our standalone stores, you will find an exclusive assortment which is only carried in our LEGO branded channels."

One of the trends LEGO is seeing is that parents are looking for products that will engage their kids for an extended time, both on the journey and at the destination as well. "LEGO play enables children to spend hours on building, storytelling and creativity, while having fun playing with the LEGO models as well," says Dydensborg.

All LEGO packaging has a high focus on brand ID, as well as the great play value in the box, by highlighting the model and functionalities. "In-store we use light on our shelves to highlight a specific theme, or 'wobblers' to call out our novelties," Dydensborg adds. "We update our assortment throughout the year, led by two major novelty launches in January and June. Due to this, shoppers and consumers will have a good reason to visit the LEGO shelves during their stay in airports or on cruises."

Shoppers visiting LEGO's standalone stores have the opportunity for a hands-on experience with the brand by building their own mini-figure or simply just building with the bricks.

LEGO has brought many exciting products to TFWA World Exhibition & Conference. One highlight is the new LEGO City Arctic Expedition, where the arctic explorers from LEGO City have found that there are creatures frozen in the ice and they are going to extract the creatures with all their gear and equipment.



## The case for exclusive teddies

**T**his autumn sees Steiff (Mediterranean Village N17) introducing a new travel retail exclusive teddy bear. This is targeted primarily at tourists visiting Germany – the home of Steiff – as the bear carries a suitcase with a typical German layout. In addition, Steiff already offers exclusive pieces (a dog and a monkey) via Heinemann and onboard Lufthansa, while it also supplies customised items to JAL and ANA.

"I do think exclusive items are important in the children's plush sector, as they are in other product categories, and we create more often on request by airlines looking for a logo product," says Ken Wakatsuki, Head of Sales Asia-Pacific and Global Travel Retail, Steiff. "Plush is such a universal product and is less likely to be price compared than other categories; it's very much an impulse buy item – often based on children's demand – and young people are less concerned about whether something is available on the domestic market or not."

Whatever the trends are for the latest technological gadget, there is no doubt that the demand for plush remains constant. "There may be more plush coming onto

Louise and Duetto

*for you*



Novelty 2019

Two contemporary concepts ideal to drive your check-out sales.

Six Maitre Chocolatier creations to discover.

Created by the Preferred Belgian Chocolates.



The blissful box





▲  
*This autumn sees teddy-bear inventor Steiff introducing a new travel retail exclusive teddy bear. Targeted primarily at tourists visiting Germany – the home of Steiff – the bear comes with its own handy suitcase, featuring typical images of the country such as flag colours, pretzel, sausage etc.*

the market that can make sounds or move, but in our experience the simple cuddly toy remains a firm favourite,” Wakatsuki explains. “It’s an emotional product and children will always look for a friend for life.”

Steiff is a globally-known brand with a heritage that goes back to 1880. Indeed, Steiff invented the ‘teddy bear’ in 1902, so its bears, with their iconic coloured ear buttons are recognised universally and collected by children and adults alike.

“We pride ourselves on quality, and when we say that ‘for children, only the best is good enough’ then that’s no empty promise but rather a creed we have been living for generations: children are our present and our future,” Wakatsuki comments. “All cuddly animals we produce and sell must, therefore, more than comply with the highest of demands with regard to quality, safety, processing and material characteristics. We place this standard above all other specified international controls and tests. Steiff’s purity law is a fixed component of Steiff’s corporate culture and is the basis for the trust our customers have bestowed in us for many years: that’s what the Steiff seal stands for.”

## Big impact on inflight sales

**P**remier Portfolio International (Green Village M44) has recently tooled up new scale model aircraft for its successful logo ranges, including Boeing 737 MAX and the new Airbus A320 and A321 NEO models.

“New model planes will always have a big impact on inflight sales when launched,” explains Garry Maxwell, Sales Director, Premier Portfolio International. “We are also working closely with RUBIKS to produce logoed variations of both Rubik Cubes, as well as Rubik accessories such as keyrings.”

Nearly all of the company’s products are completely exclusive to travel retail, as it feels this is very important for travellers. “It amazes me how many travel retail outlets are ‘mirror’ images of domestic toy shops, but not in other departments,” says Maxwell. “We have tried some domestic versions and they have certainly not sold as well. Unfortunately, toys is not always a key area in the minds of travel retailers, but it can be great incremental business when done correctly.”

As many of Premier Portfolio International’s toys are aircraft-related, licensed or logoed, it has found this to be a growing trend. Indeed, it is excited to announce a new global license for Emirates Airlines, which is a key addition to the portfolio.

“Many operators are now contacting us for our Destination ranges, where we make ‘Souvenir of the Country’ versions for exclusive items. These sell very well and we have developed them for around 30 countries so far,” Maxwell adds. “There are MOQ’s (Minimum Order Quantity) involved, which does make some airports nervous, but when they see the sales and give it a go they are rewarded.”

► Premier Portfolio International has recently tooled up new scale model aircraft for its successful logo ranges, including Boeing 737 MAX and the new Airbus A320 and A321 NEO models.



## THE TRADITION OF GIVING

*may all your wishes come true*

Rituals helps you to slow down and unwind. Give an unforgettable experience. Renew, rebalance and relax body and soul with our collection of luxury gifts wrapped in beautiful keepsake boxes.

YOUR BODY. YOUR SOUL. YOUR RITUALS.  
[rituals.com](http://rituals.com)

Travel Retail Experts is presenting new kids products for Spiderman, Princess and Frozen at TFWA World Exhibition & Conference.



## A world of tenderness

A new and exclusive range of products aimed at little ones is being showcased at TFWA World Exhibition & Conference by Travel Retail Experts (Red Village M27). The new line called 'Eau my BB' is a fresh, pure and light fragrance, which is said to envelop the baby in a world of tenderness.

"It evokes the sweet moments shared between mothers, fathers and children," says Lutz Natonek, Director, Travel Retail Experts. "Created with love and the utmost concern for delicate skin, the range includes colognes, a bath line and gift sets. Eau my BB thus 'grows' with the baby and becomes part of the family's most intimate memories."

Travel Retail Experts is also presenting new kids products for Spiderman, Princess and Frozen. "We are focusing on travel retail exclusive sets – not available in domestic markets – that contain, besides the perfume, also small gifts, such as eye shadows, lip gloss, nail polish, shower gel, necklace, coin purse etc," Natonek adds. "So, the promotion and gifting idea is already an integrated part of our concept. Last, but not least, we will launch a high-quality Princess Eau de Parfum Collection in 100ml, which is aimed at teenagers."

Most of the kids perfume products from Air Val, which are being showcased by Travel Retail Experts, have been designed exclusively for the travel retail channel, and they are not available in local markets. "We want to differentiate and upgrade our range from offers available in the local markets. This is important for the clients and also for the travel retail operators," Natonek comments.

## Blockbuster toothbrushes for children

Following the phenomenal success achieved with Star Wars toothbrushes, and with market research suggesting that a staggering 25% of travellers forget their toothbrush, Travel Retail Solutions (Red Village H6) has now extended its toothbrush offer. It is introducing a larger range of FIREFLY CHILDREN'S LIGHT & SOUND TOOTHBRUSHES to include Transformers, Marvel, PJ Masks, My Little Pony, and Hello Kitty.

"These products encourage children to brush teeth regularly by hearing their favourite characters," explains Abi Bright, Director, Travel Retail Solutions. "Press the button and the brush will light up for one minute to time cleaning. The cover doubles up to protect the brush when travelling, and batteries are included."

The new toothbrush licenses are in line with forthcoming blockbuster film releases – Transformers with the autobot characters 'Optimus Prime' and 'Bumblebee', plus My Little Pony's 'Twilight Sparkle' and 'Rainbow Dash'.

Indeed, new Transformers and My Little Pony designs are already outselling Star Wars by +70%. "The Transformers Sound & Light toothbrush went live onboard Kenya Airways last month and sold 253 units in just 16 days. This is the highest number of units sold for all products since the new Kenya range launched," says Bright. "Norwegian have both the Transformers and My Little Pony items listed, and are selling over 2,200 units per month. New A/W18 listings include Primera, Virgin, South African Airways, and Iberia."

New movies play a key part in exposure for any franchise and help Travel Retail Solutions tailor its offer. There are two more Transformers movies scheduled – one in December 2018 and one in 2019. Travel Retail Solutions is also adapting its ranges to meet specific territory trends, for example, Minions in Spain is extremely popular.

"Consumers normally make an informed choice before making a purchase, so, providing price level, quality and branding are all in line, the product will stand out and sales will be made," Bright adds.



Travel Retail Solutions is introducing a larger range of FIREFLY CHILDREN'S LIGHT & SOUND TOOTHBRUSHES to include Transformers, Marvel, PJ Masks, My Little Pony, and Hello Kitty.

## Living proof.®



before



after

## defy flatness.

Our patented Thickening Molecule (PBAE) delivers fullness + thickness that lasts 5x longer.



## Portion snacking and a fun activity

New this year from Perfetti Van Melle (Mediterranean Village P17) is the Chupa Chups Cupcake, a sweet plastic baking cup holder with 24 cupcake baking cups and 10 mini Chupa Chups lollipops on top, packaged in a small box. "The Chupa Chups Cupcake is a great gift for kids," says Femke van Veen, Brand Manager Global Travel Retail, Perfetti Van Melle. "They will love the lollipops included in the case, and with the Chupa Chups Cupcake recipe on the back of the box they can get creative with their friends or family and bake a Chupa Chups cupcake at home. Once all the lollipops are gone, the Cupcake itself can be reused as a cupcake baking cup holder."

Designed specifically for kids is a line extension to the Chupa Chups Smurf Markers, the Chupa Chups Hello Kitty Markers, which will become available in 2019. "The Smurf Markers have so far been very successful in travel retail and are a great gift for kids to keep them entertained during travel," van Veen comments.

Now with the addition of Hello Kitty to the mix, Perfetti Van Melle believes that it can pique the interest of an even broader range of young girls and boys on their travels.

"All our items are exclusive to travel retail. We want to give the traveller something special they cannot find in another location. A product that's a perfect fit for the industry and the channel," van Veen adds. "As a result, today we also focus closely on the products required within different travel retail channels. For example, we are now creating different packaging for border stores that better meets traveller needs in this channel."



STARCK  
PARIS



PEAU DE NUIT  
**INFINIE**

STARCK  
PARIS



PEAU DE LUMIERE  
**MAGIQUE**

WWW.STARCKPARFUMS.COM

PYD

PERFUMES Y DISEÑO Stand Beach Village 2 (Beach 02)



AFTER A GOOD MEAL

# Underberg®

The natural  
herbal digestive



## Visit us at TFWA Cannes

30 September – 5 October 2018

Semper idem Underberg AG, Green Village, Stand M70



www.underberg.com

© 2018 by Underberg GmbH & Co KG Rheinberg  
Drink responsibly

Perfetti Van Melle sees that, year-on-year, kids' gifting is growing in the sugar confectionery sector. It has always been very focused on developing kids' items that include an activity, and which are usually reusable in some way.

"We believe it is important that our kids' products contain the right balance between portion snacking and providing a fun activity to keep them occupied during the trip or at home," van Veen explains. "Our designs are usually centred around the 'fun' factor and are usually very colourful. Furthermore, we develop and produce products for all target groups. What is most crucial is that we offer a range of products that fits the needs of all travellers."



◀ New this year from Perfetti Van Melle is the Chupa Chups Cupcake, a sweet plastic baking cup holder with 24 cupcake baking cups and 10 mini Chupa Chups lollipops on top, packaged in a small box.

## Heroes and unicorns for young adults

**A**ir-Val International (Green Village M72) is presenting its new portfolio of perfumes and gift sets for young adults. Marvel heroes and unicorns are the new trends that Air-Val converts into unique fragrances.

Unicorns are very popular nowadays, and Air-Val has joined the trend with its new and very chic line of perfumes and personal care products, inspired by fashion and new technologies. The result is a very elegant and modern range, with metallic shades, an iridescent glow, and a sparkling scent.

The Eau de Toilette is the main product, and the whole essence of the brand culminates in this original fragrance. The blackcurrant top note gives way to a fruity heart with touches of peach, and closes on light musky notes. The gift set is expected to be the favourite of the range. It includes the Eau de Toilette, a fun pom-pom keyring, and a palette of eye shadows in fashionable colours.

Another key trend is Marvel Heroes. Spider-Man, Captain America, Iron Man and The Punisher characters have each inspired a dynamic and powerful fragrance. The Eau de Toilette and the gift sets with the colours of each character are said to really make you feel like a hero.

In 2018, Air-Val International continues with the classic characters (Mickey, Minnie, Fairies, Barbie, Star Wars) but also follows the latest trends by creating corresponding products for the likes of Frozen 2, Vampirina, Enchantimals, Bumblebee, Paw Patrol, and Minions.

Air-Val strives to create a range of up-to-date products with the right assortment mix.



▲ Unicorns are very popular nowadays, and Air-Val has joined the trend with its new and very chic line of perfumes and personal care products, inspired by fashion and new technologies.



# Give your skin a youthful boost

First signs of aging, high stress levels,  
fatigue, pollution...  
Who takes care of  
your skin's youthfulness?



NEW

MULTI-CORRECTIVE  
ACTIVE COMPLEX

  
**NUXE**  
PARIS

Laboratoire NUXE SAS - 19, rue Pécllet - 75015 Paris - R.C.S. Paris 642 060 123.

TFWE 2018: NUXE WILL BE EXHIBITING AT J36 GREEN VILLAGE

# Dubai Duty Free creating a buzz with organic growth and new retail areas

*Dubai Duty Free is continuing to enhance its retail operation in 2018, with important developments at both Dubai International and Al Maktoum International Airport. This investment is taking place against the backdrop of continued double-digit growth, with the operation on track to reach sales of US\$2 billion by year-end. Colm McLoughlin, Executive Vice Chairman and CEO, Dubai Duty Free, briefed Ross Falconer on developments.*



▲ Colm McLoughlin, Executive Vice Chairman and CEO, Dubai Duty Free: "The operation is currently undertaking a multi-million-dollar investment in upgrading and enhancing the online offer, which will be rolled out in early 2019. The aim is to increase the level of engagement with customers by adding functionality and implementing processes both in-store and online."

Dubai Duty Free continues to invest in its retail offer and has witnessed the opening of new retail areas in Concourse C and Concourse B at Dubai International, which have all gone smoothly. In June, it completed the first phase of refurbishment of the Electronics shop in Concourse B, and opened a new Watches and Electronics shop in Concourse C in July.

"Concourse C has also opened a new Food, Liquor and Tobacco shop, as well as the new Watches, Electronics and Perfumes & Cosmetics, which are already creating a buzz among passengers," says Colm McLoughlin, Executive Vice Chairman and CEO, Dubai Duty Free. "Other projects currently ongoing and scheduled to open this year are the new Gold, Jewellery, Gifts from Dubai, Currency Exchange and Victoria's Secret in Concourse C, Concourse B and Concourse A."

Meanwhile, in Concourse B, the operation opened a new Bulgari retail area last December, which has done very well with sales of almost US\$1 million in the first eight months of 2018.

Another project in the pipeline is expansion of the Liquor shop in T3 Arrivals at the beginning of 2019.

The shop is expected to double in size, extending to the Arrivals hall and driving more footfall. "We are highly optimistic that with the ongoing projects we should be able to continue the organic growth for Dubai Duty Free," McLoughlin comments.

Meanwhile, the retail area in the Al Maktoum International Airport (AMIA) passenger terminal building was recently redeveloped, including new/refurbished Gifts from Dubai, Electronics, Perfumes & Cosmetics, Pharmacy, and Liquor & Tobacco shops, which opened in December 2017.

2018 has certainly been a good year for Dubai Duty Free. It achieved a 10% increase in sales in the first half of the year, with turnover reaching US\$1 billion, placing the operation well on track to reach US\$2 billion by year-end.

"We have continuously grown our business and have achieved new retail developments across Dubai International and Al Maktoum International airports," says McLoughlin. "In terms of technology, we are investing in various projects, including the revamp of our e-commerce site which aims to provide

a 'smart retail' experience. We are also committed to providing new and convenient shopping options for our customers and are currently working with Network International to upgrade its payment processing to accept Alipay and WeChat Pay in view of the rapid increase in Chinese tourists passing through Dubai Airport."

Indeed, Dubai Duty Free works closely with C-Trip – the leading Chinese online travel agency with over 300 million active members worldwide – and continues to use it to reach an untapped shopper base in China. "Certainly, their shopping habits differ from traditional retail shopping and we are set to become more proactive via DDF webstore offerings and DDF social media (Facebook, WeChat, Instagram, Twitter) to reach new consumers," McLoughlin comments. "By teaming up with C-Trip, we were able to interact directly with travellers before they fly and help them make informed purchasing decisions at Dubai Duty Free. The combination of promotions and discounts drove over 65,000 sales transactions with C-Trip's customers in 2017 valued at US\$60.9 million, while in 2018 (YTD August) over 47,800 sales transactions with C-Trip's customers were recorded valued at US\$46.4 million."

Meanwhile, this year marks the operation's 35th anniversary and it is looking forward to celebrating this milestone with its customers and marking 2018 with US\$2 billion in sales.

McLoughlin explains that plans are in place to make the anniversary a memorable occasion. The anniversary day will be marked with a 25% discount on a wide range of merchandise, for what has become an annual celebration for all passengers travelling through Dubai International and Al Maktoum International. "As part of the 35th anniversary celebrations, Dubai Duty Free will ensure a party-like atmosphere throughout the retail operation. We will also conduct a Millennium Millionaire draw, a Finest Surprise Luxury Car and motorbike draw, and a series of other promotional activities that will involve our customers, suppliers and staff in our celebrations, as it is our way of saying thank you for helping us achieve such fantastic sales results over the years."



◀ A number of core categories have performed particularly well this year, including Watches (+12%). Growth in the Watches category is driven by the luxury segment with 75% market share.





RENÉ LACOSTE



NOVAK DJOKOVIC

**LACOSTE**   
**NEW PARISPOLO**

# TODAY: TFWA DIGITAL VILLAGE OPENING

*The TFWA Digital Village opens this morning at Gare Maritime, showcasing the latest technological innovations and providing a glimpse into the future of the duty free & travel retail industry.*

Following a positive reception at its debut in Cannes last year, the TFWA Digital Village this year runs for an additional day from today to Friday at Gare Maritime, located next to the Palais des Festivals.

Among the exciting new features at the event is the TFWA Digital Village Pitch Corner, which will provide a platform for exhibitors to share in-depth details of their new digital products and services. The TFWA Digital Village Pitch Corner takes place in the Press Centre on Level 1 of the Palais des Festivals on both Wednesday and Thursday, 10:00-11:00 and 15:00-16:00.

The world's media will also have the opportunity to network with digital experts at the TFWA Digital Village Press Breakfast, taking place on Friday from 09:00 to 12:00.

Meanwhile, this morning's Digital Focus Workshop (08:00-09:00, Salon Croisette, Hotel Majestic) will look at a number of case studies from within the industry, exploring best practice and pitfalls to avoid, with perspectives from several key regions and markets. It will also provide an opportunity for delegates to hear more about a ground-breaking new initiative piloted by the European Travel Retail Confederation (ETRC), in response to EU requirements to include multi-lingual consumer information on all product packaging destined for the duty free & travel retail market.

TFWA is delighted to welcome Shiseido as WiFi sponsor, Blynk as press breakfast sponsor, Concourse Display Management as solution focus sponsor, and Frontier as media partner for this year's TFWA Digital Village.

## AIRCOMMERCE

Aircommerce (stand DA18) develops airport-specific commercial propositions that generate revenue and have impact.

"For over a decade, we have been working with global brands, airports and airport operators to get the most out of the millions of passengers that spend their time at the airport," explains Melvin Broekaart, Managing Director, Aircommerce. "We blend digital technology, big data, and a thorough understanding of the passenger's customer journey, to develop innovative business models and new revenue streams."

These range from pre-travel digital initiatives to in-store (digital) airport activations, and from pop-ups to mono-brand stores, and more.

"Customer journeys and customer expectations of commercial environments are not what they used to be," Broekaart adds. "Current generations are avid users of digital shopping tools. They are buying, comparing and sharing online. Traditional retail outlets are less frequently visited, and when consumers do visit a store they expect real-life shopping areas to be digitally-enhanced, entertaining and full of surprises."

Aircommerce believes that the airport is one of the few locations where consumers still dedicate time and attention to offline browsing and buying.

It is about using the airport's unique elements of physical presence and available time to form a long-lasting connection. "We enable global brands, airports and airport operators to leverage this unique momentum and realise disruptive business models and new revenue streams," says Broekaart.

The company's latest developments include the Snapfly airport photobooth at various airport locations, airportpopup.com – the marketplace for temporary airport retail experiences, and a string of airport pop-ups.

Aircommerce will be focusing on five topics in the TFWA Digital Village:

"Vision On The Future. Disrupt Or Become Disrupted. How To Win. We assist airports, operators and brands to develop their future vision for travel retail."  
"Snapfly. The Digital Airport Photobooth With Coupon Possibility. Place one at your



▲ The latest developments from Aircommerce include the Snapfly airport photobooth at various airport locations, airportpopup.com – the marketplace for temporary airport retail experiences, and a string of airport pop-ups.

airport or in your retail store. Brands: use it for your travel retail promotions."

"Subsribair. Full Service Digital & Physical Subscription Management. Periodical delivery of your product to passengers. Prolong the airport impact."

"Airport Brand Activations. Full Service. All Locations. Get your brand under the attention of passengers. Engagement. Sell more."

"AirportPopUp.com. Offer Space. Meet Brands. Generate Revenue. The digital marketplace for temporary airport retail experiences."

## TFWA DIGITAL VILLAGE AT A GLANCE

- Open Tuesday 2 to Thursday 4 October (09:00-18:00) and Friday 5 October (09:00-12:00)
- 31 exhibitors
- Digital Focus Workshop: Majestic Hotel, 08:00-09:00, Tuesday 2 October
- Digital Village Pitch Corner: Press Centre, Level 1, Palais des Festivals. Wednesday 3 and Thursday 4 October, 10:00-11:00 and 15:00-16:00
- Digital Village Press Breakfast, Gare Maritime, 09:00-12:00 Friday 5 October
- Exhibitors will benefit from the TFWA ONE2ONE pre-scheduled meeting service
- Open to the 12,000-plus participants (delegates, exhibitors and visitors) expected to attend TFWA World Exhibition & Conference

## TFWA DIGITAL VILLAGE EXHIBITORS

4Dshopper, stand DC2 >> Agency 7 Ciel, stand DC5/DD5 >> Aircommerce, stand DA18 >> Airfree, stand DB6 >> Au Coeur Du Luxe, stand DB12 >> Blynk, stand DA16 >> CNPay Global Co, stand DB8 >> Concourse Display Management, stand DC4/DC6 >> Customer Experience Group, stand DA13 >> Dr. Banner Airport, stand DB15 >> DutyFreeList, stand DA15 >> Ethos Farm, stand DA12 >> ETRC, stand DD6 >> Global Smiling, stand DA7 >> Groupe FG Design, stand DB2 >> Handy, stand DA10 >> Iconiction, stand DA10 >> iCoupon, stand DB11 >> Inflight Media Digital – IMM Group, stand DA6 >> JCDecaux, stand DA2 >> Mile High Store, stand DB10/DD2 >> MyDutyFree, stand DA9 >> Perfumist, stand DA1 >> Sampling Innovations Europe, stand DB3 >> SKYdeals, stand DB1 >> Skyra, stand DB9 >> T&DF – Tax & DutyFree, stand DA11 >> The Moodie Davitt Report, stand DA8 >> Thinfilm Electronics, stand DA5 >> Upsilon Group, stand DC5/DD5 >> WanderSafe, stand DB13



**DENIZEN**  
UNFORGETTABLE TRAVEL MEMORIES  
*Jewelry with a sense of place*  
Yellow Village – G36

denizenworld.com



TFWA WORLD EXHIBITION  
STAND 3B, BAY VILLAGE

**ORLEBAR BROWN**

## \_TRANSFORMING TRANSACTIONAL MOMENTS INTO RELATIONSHIPS AND EMOTIONAL EXPERIENCES

*Customer Experience Group is a synergy of agencies providing an end to end framework supported by a team of CX experts. Its CEO Christophe Caïs outlined the company's plans during its participation in the TFWA Digital Village to Ross Falconer.*



Customer Experience Group (stand DA13) helps brands and distributors develop their business through an elevated customer experience by transforming transactional moments into relationships and emotional experiences.

"We measure and analyse the blind spot of travel retail: the interaction between travellers and the boutiques," says Christophe Caïs, CEO Customer Experience Group. "We then give precise recommendations that will be executed through a digital tool by a frontline team."

The company has been working within travel retail for more than eight years, and now operates all over the world. Its latest developments include a solid CX benchmark that allows its clients to position their current performance versus peers, as well as a new version of the CX app that allows a wider integration of clients' data and a new interface that makes the app self-intuitive (no training needed).

"We aim at developing our current relationships with our clients by surprising them with our novelties and solutions they do not think we have. We also aim at creating new relationships with brands, distributors, and operators," Caïs explains. "Our USP is a unique combination of tools that are normally handled in isolation managed by a team of Customer Experience experts – people with decades of experience in their respective fields."



◀ *Christophe Caïs, CEO Customer Experience Group: "We aim at developing our current relationships with our clients by surprising them with our novelties and solutions they do not think we have. We also aim at creating new relationships with brands, distributors, and operators."*

Customer Experience Group has announced the addition of SmartCX to its family of agencies. As the newest agency member of the Customer Experience Group, SmartCX will help brands assess their customer experience, offering them support across the board. Clients will benefit from the meticulous and comprehensive measurement of the customer journey across all touchpoints and receive assistance in prioritising areas of improvement. SmartCX will also help brands grasp the intricacies of data analytics and link customer feedback to business results.

Federico Trovato, the founder of SmartCX, will lead the new business as its CEO. A seasoned manager, he has built his extensive expertise through various roles in customer experience, marketing, strategy, and consumer insights. He comments: "I'm looking forward to accelerating business growth by tapping into the power of the Customer Experience Group's position as a global leader in luxury customer experience."

"We are delighted to welcome SmartCX to the group," Caïs adds. "This launch represents a significant development in the continuing and rapid expansion of our footprint and range of capabilities. SmartCX complements our offerings, and we are pleased to provide our clients with a suite of new solutions and data analytics products. This milestone creates an opportunity for us to expand the platform we have put together to guide brands through a CX transformation."

## \_DESIGN, DIGITAL AND MANUFACTURING SOLUTIONS FOR GLOBAL TRAVEL RETAIL

*Concourse Display Management is exhibiting and is solution focus sponsor of the TFWA Digital Village, which opens this morning at Gare Maritime. Jess Howells, Global Marketing Manager, explained to Ross Falconer how Concourse Display Management can help businesses in global travel retail, especially in the ever-changing landscape of digital technology and enhancing consumer experience.*



Concourse Display Management (stand DC4/DC6) is a leading design and implementation company 100% dedicated to global travel retail.

Established nearly a decade ago, it has since managed and installed over 3,000 projects in more than 350 travel retail locations worldwide for a range of branded categories, retailers and operators.

"Our team consists of highly experienced designers, engineers and project managers with years of shop fitting and fixture manufacturing experience," says Jess Howells, Global Marketing Manager, Concourse Display Management. "We enjoy working with all types and sizes of brands and operators. No job is too small, too large or too challenging for our global team, and we delight in innovating and developing new design, digital and manufacturing solutions for all global travel retail implementation needs."

The Concourse strategy is to make travel retail design and implementation



◀ *Jess Howells, Global Marketing Manager, Concourse Display Management: "The Concourse company vision is to be the leading implementation company in global travel retail along with our mission to be 'Dedicated to creating incredible travel retail experiences.'"*



accessible, affordable and easy for brands, retailers and operators of all sizes from anywhere in the world. "This is why we continue to invest heavily in growing our people, our local and regional Concourse hubs, and our diverse and specialised supply chain," Howells explains. "The Concourse company vision is to be the leading implementation company in global travel retail along with our mission to be 'Dedicated to creating incredible travel retail experiences'. To achieve this, we recognise the need to stay focused, which is why we have always maintained 100% dedication to global travel retail only."

Concourse currently has 383 live projects across 128 airports around the world. There are a few main airport locations where it has dedicated teams due to the concentrated work currently ongoing.

"We view the TFWA Digital Village as the perfect opportunity to have conversations with brands, retailers and operators, to introduce ourselves, present what we do and to explain how we can help their businesses in global travel retail, especially in the ever-changing landscape of digital technology and enhancing consumer experience," says Howells. "It's through these face-to-face discussions that we can learn more about their business needs, which, in turn, helps us to fine-tune our company's services and process of implementation project management."





# THE TRAVELLERS ELECTRONICS COMPANY



**A TRENDSETTING AND INSPIRING  
SHOPPING EXPERIENCE FOR TRAVELLERS.**

---

Visit Capi stores in:

***Amsterdam • Berlin • Cape Town • Copenhagen***

***Frankfurt • Gothenburg • Hainan • Helsinki • Johannesburg***

***Munich • Muscat • Stockholm • Vienna***

And more to come...

---

**Blue Village – G31**

## MAKING PRODUCTS DIGITALLY AVAILABLE UP IN THE AIR

*Agnès Debains, Co-founder, Marketing, Airfree, briefs Ross Falconer on the company's participation in the TFWA Digital Village.*

 Airfree (stand DB6) is the first global air duty free marketplace that allows duty free retailers to sell their products online aboard a connected aircraft. "We make their products digitally available up in the air," says Agnès Debains, Co-founder, Marketing, Airfree. "We provide airlines with an innovative technology, allowing a seamless shopping experience online despite low satellite bandwidth available inflight. Our SaaS platform is provided in white label, for airlines to operate under their own name and colours."

Passengers can purchase before and during flights on an e/m-commerce platform presenting the offer of eligible duty free retailers. Purchase pick-up will be done at departure, transfer or destination airport in a 'Click & Collect' mode.

"We are quite disruptive," says Debains. "We want to allow duty free retailers to take advantage of a qualified captive audience – passengers sitting in a plane – to propose their products on our digital platform. In a few words: we translate flight time into incremental sales."

Airfree partners with leading duty free groups, which have a presence in 300+ airports worldwide.

"Our objective in the TFWA Digital Village is to integrate more and more duty free retailers into our solution to be able to propose an offer to any airline in the world," Debains adds. "Thus, we intend to meet new contacts among duty free retailers and explain all the advantages of our solution to develop their business."

Airfree's technology has been specifically developed to minimise the usage of satellite bandwidth. This allows a double benefit: for the passenger, a fast and efficient navigation; for the airlines, a very limited cost-linked bandwidth consumption.



◀ *Agnès Debains, Co-founder, Marketing, Airfree: "We provide airlines with an innovative technology, allowing a seamless shopping experience online despite low satellite bandwidth available inflight. Our SaaS platform is provided in white label, for airlines to operate under their own name and colours."*

Passengers can purchase before and during flights on an e/m-commerce platform presenting the offer of eligible duty free retailers. Purchase pick-up will be done at departure, transfer or destination airport in a 'Click & Collect' mode.



"Our platform is proposed in white label to the airlines, allowing them to leverage passenger data to generate traffic on the platform, while remaining GDPR compliant," Debains explains. "We propose a turnkey solution: negotiation and contracting with sellers, secured online payment, content animation, integration of CRM, etc."

## REACH TRAVELLERS AT EVERY STAGE OF THEIR JOURNEY

*IMM International is an independent inflight media agency specialised in the recommendation and sales of media space for more than 185 airlines worldwide. Jean-Marc Chevassus, CEO Inflight Media Digital, IMM International Group, explained the company's capabilities and objectives in the TFWA Digital Village to Ross Falconer.*



◀ *Jean-Marc Chevassus, CEO Inflight Media Digital, IMM International Group: "IMM Digital allows advertisers to reach travellers at every stage of their journey on their personal device." Photo credit: ThinkStock*

IMM International  
Inflight Media Digital



As the leader in inflight media advertising, IMM International Group (stand DA6) has profound knowledge of the market. It also offers a unique and original concept: the one-stop shop. "IMM International is the only point of contact for all international inflight media campaigns," explains Jean-Marc Chevassus, CEO Inflight Media Digital, IMM International Group.

The company advises, manages the planning, the buying, and the follow-up process for all inflight media. In September 2016, IMM International opened its digital department, which focuses on advertising campaigns on digital platforms.

"IMM Digital allows advertisers to reach travellers at every stage of their journey on their personal device," says Chevassus.

The complete journey through IMM Digital offers:

Before take-off: travel agencies e-documents, specialised data, social media, airport Wi-Fi and lounges.

Inflight entertainment and Wi-Fi connectivity portal onboard, IFE pre-rolls, interactive destination guides and whitelisted microsites.

After the flight: hotels Wi-Fi portals, travel agencies data, airport and city area geo-fencing and retargeting.

"This unique offer allows any brand to launch an efficient digital advertising campaign on the air travellers' target. Our unique proposal reaches a captive audience at a given moment on the adapted device and at the right stage of the trip," Chevassus comments. "We help travel retail brands to target and advertise precisely on their desired audience of future travellers, just before their flight, depending on their nationality and airport. We now also propose to advertise on airlines Wi-Fi portals during the flight to support the inflight sales."

The company's objective in the TFWA Digital Village is to showcase its media experience and campaign performances to demonstrate how concrete inflight digital advertising is.

"Our products AirSAS Ad-Server and Market-Place allow airlines to better monetise their inflight entertainment and connectivity platform (IFEC) audiences to local services and international advertisers," Chevassus adds. "With standardised advertising formats and innovative targeting capabilities, such as flight origins, destinations and passenger details, we aggregate airlines audiences to generate enough scale for the benefit of the brands while providing real time reporting. Our full revenue-shared-based business model, and the no-bandwidth consumption solution while working in offline mode, make AirSAS a key advertising tool for success."





NEW

# CupCake

Available in 3 fun colours



Re-usable CupCake holder



**10** Fruit flavoured lollipops

**24** CupCake baking cups

 Delicious CupCake recipe

See you at the TFWA World Exhibition & Conference  
P17, Mediterranean Village



## Simple sophistication

**B**arton & Guestier has started to launch a new travel-retail exclusive range of wines in simply-styled bottles to offer consumers something as a point of difference while travelling.

“We have a new range of appellations, which are duty free exclusive and will be available across all of travel retail globally,” said Philippe Marion, Sales and Marketing Director, Barton & Guestier. “They are already in travel retail in Europe, a little in Asia and are also already available in South America, Europe and Russia, but soon they will be available globally.”

In terms of the designs, Marion revealed how simplistic designs that stand out work better in travel retail because people are looking specifically for items with a point of difference.

**Red Village L22**



## Creating new categories

**F**irst-time exhibitor Puressentiel has arrived in Cannes to make some noise with its natural health and well-being product kits, specifically designed for travel retail. “It took us two years to plan how to position the brand well in travel retail and now we’re here,” enthuses Rocco Pacchioni, International Managing Director, Puressentiel. “We thought there is an opportunity to expand beyond the traditional categories, such as cosmetics, fragrances, alcohol and tobacco, and instead introduce something more focused on well-being and health, as the demand has grown very rapidly.”

It won’t be too long until we see Puressentiel’s products in the travel retail market, as Pacchioni shares that a deal with Dufry in Morocco is well underway. “It is very exciting for us, as we see that some operators are willing to try new things in travel retail and create new categories. Hopefully with us they could do it, as we are now a well-established brand growing by 10% every year and expanding worldwide, so we can take the opportunity to develop something together with them,” he says.

**Blue Village F7**



## Buccaneering brew

**E**xhibiting for the second time in Cannes, The East India Company is inviting delegates to sample a new infusion at its stand.

The brand launched its Matcha & Chai at the show yesterday: the subtly spiced tea comes in powdered form having been ground on a millstone, which is the traditional Japanese way of preparing the tea leaves for infusion.

“It’s a great pick-me-up,” said Lorraine Jamieson, Head of Global Travel Retail, The East India Company. “It’s also rich in antioxidants, so it’s great for your hair, skin and nails.”

Having “accidentally” entered travel retail via Harrods at London Heathrow, the brand has been buoyed by the success it has enjoyed in the market.

Named after the 17th-century East India Company, the brand is able to produce tailor made tea products with a historic back story for its clients, which Jamieson hopes will give it a competitive edge in the market.

**Red Village J1**



## The maritime malt

**I**nternational Beverage has unveiled a brand-new “Traveller’s Exclusive” range for its Old Pulteney single malt Scotch brand. The range includes a 10yo whisky (40% abv), aged in second-fill American oak casks, a 2006 vintage matured in specially-selected, first-fill bourbon barrels, and a 16yo (46% abv), which is billed as a “very indulgent” dram by Old Pulteney Brand Manager Vicki Wright and is matured in second-fill American oak before being finished for two years in first-fill Spanish Oloroso Sherry casks. The trio will roll-out globally in Q1 2019.

“Travel retail has changed over time and we wanted to make sure we are on top of it. We have a lot of innovation coming forward,” said Wright, adding it was time to invest in creating “bigger and bolder” expressions. International Beverage is also keen to showcase the latest expression of its popular Speyburn brand, a 16yo travel retail exclusive bottling, which will also hit airports from Q1 next year.

**Marine Village S2**





Pepe Jeans  
LONDON



THE NEW FRAGRANCES

#LIFEISNOW



## Evolving into a lifestyle brand

**E**stella Bartlett is here in Cannes to introduce the newest additions to the Estella Bartlett family.

“Initially we started as a jewellery brand, but we have now expanded with some new products in the small accessories category, which are a huge success,” comments Roger Latham, Managing Director, Estella Bartlett.

This season sees the launch of Estella Bartlett’s bag collection, inspired by the idea of an essential accessory that is both minimal and elegant; one that can be transformed and personalised according to your mood. Taking inspiration from its jewellery range, Estella Bartlett’s favourite oversized charms have been added to each bag on a removable keychain alongside a few of the inspirational quotes on a colour pop fob. The brand is also unveiling a new candle range in two sizes – regular and travel retail size.

A different take on Estella Bartlett’s wristwear this season sees the launch of its watch collection, offering two distinctive styles in faux leather and soft silicon touch. “We are evolving into a truly lifestyle brand, where everything ties in with our brand’s main message and colours.”

**Yellow Village D42**



## Pushing for premium

**S**tock Spirits Group has launched a brand-new premium limoncello called Syramusa made exclusively with Femminello lemons from Syracuse.

Syramusa has a “really nice balance” between flavour and a punchy alcohol hit at 28% abv, slightly stronger than what’s usually found on the market, according to the brand’s International Marketing Manager Tajana Pecenicic. “It’s inspired by the history of the Syracuse city, which is reflected in the packaging.”

“Obviously premiumisation is going on everywhere,” added Frank Kopatin, Director for Travel Retail EE. “People are looking for something different and we can play a role in this.”

Stock Spirits Group is also keen to showcase the re-branded packaging of its Stock 84 Brandy, and its upmarket Czech single malt whisky brand Hammer Head, a liquid which was made before the fall of the Berlin wall and lay dormant for 20 years before Stock Spirits Group unearthed it.

**Green Village M48**



## The spirit of China

**H**aving last exhibited around seven years ago, Silver Base Group, leading distributor of high-end spirits in both China and the international scene, has returned to showcase the best of China to the world. In its thousands of years of history, Chinese spirits and spirits culture have infiltrated virtually everywhere in the society dating back to over 4,000 years ago.

Kunwei Llang, Business Manager, Silver Base Group, says: “We are in Singapore every year, but the reason why we are coming back to Cannes this year is to improve the image of the Chinese brand and to get the opportunity to meet more partners from the West, and all around the world, and let them see and try our Chinese products.”

On display are Silver Base’s three Chinese signature spirits. All three quite distinctive from one another – Kweichow Moutai, Wuliangye and Yaxi perfectly depict the world of Chinese liquor. “We have been in the domestic Chinese market for a while, but we are now ready to become a multinational brand,” says Llang.

**Red Village K12**



## Explosion of colours

**I**talian fashion leathersgoods brand Coccinelle has arrived at TFWA World Exhibition & Conference with an explosion of colours. Its new redesigned booth matches the brand’s new corporate identity, made of two primary colours – Coccinelle Graceful Pink and Coccinelle Elegant Gold.

On display is the Spring/Summer 2019 collection, including the Arlettis and Ambrine iconic bags. “We are addressing all regions of the world, so we have a versatile collection. Our bags are also very functional with authentic Italian leather,” explains Emanuele Mazzotta, Head of Travel Retail, Coccinelle. “This year, for us has been a great year, we continue to expand the brand around the world with more than 40 openings in 2018 and we’re becoming very international.”

In Europe, Coccinelle is continuing to expand with new openings in Frankfurt, Tallinn, and Budapest airports, and many more. Russia, an important region for the brand’s domestic and travel retail channels, has also seen new openings at Moscow Sheremetyevo International and Krasnodar International airports.

**Bay Village Bay 1A**



THE KING

# THE NEXT LEVEL

Marine Village, Stand S14  
[www.ktinternational.eu](http://www.ktinternational.eu)



Smoking seriously harms you and others around you

## EST. **OLD** 1826 **PULTENEY**

SINGLE MALT SCOTCH WHISKY

### THE MARITIME MALT



Visit us at Marine Village S 2

#MaritimeMalt [www.oldpulteney.com](http://www.oldpulteney.com) DRINKAWARE.CO.UK



## Classic style

**S**wedish high-end watchmaker and jeweller Daniel Wellington has launched a new 'classic' bracelet in silver and rose gold colours.

Launching in small and medium sizes only, they are aimed squarely at female customers and have already gone down a storm, according to the brand's Regional Sales Manager for Travel Retail Mathias Landin.

Meanwhile, the brand's flagship mesh watches continue to be a bestseller, he added.

Going forward, the company's focus will be on its own retail units and controlled distribution. "We are going to present our products in the best way to our friends and consumers, that's the key message. We continue to have an even closer relationship with our partners and deepen those relationships," Landin adds.

**Beach Village Beach 18**



## Finding the dream dram

**W**hyte & Mackay is presenting two major new malt whisky collections from Tamnavulin and Fettercairn at TFWA World Exhibition & Conference, as well as new 21yo and 28yo editions of the iconic Jura.

"Our vision is to be a driving force within spirits," says Richard Trimby, Travel Retail Director, Whyte & Mackay. "It's about building brands that consumers say are worth more. Not just making whisky and selling it at a price. All our brands have to add value."

It has also added The Woodsman, a new contemporary blended Scotch, to its global travel retail portfolio, with an eye on drawing younger adult shoppers into the category.

"The malt market is surging throughout the world and a lot of that is new consumers coming into the category," Trimby adds.

Whyte & Mackay is also keen to get its new Wildcat Gin in front of customers. The gin (41.5% abv) is made with ten carefully-selected botanicals and has already hit shelves in the UK.

**Green Village M52**



## A touch of class

**T**orres has launched two top-end brandies tailor-made for the travel retail channel: The Traveller's Edition Torres 10yo Double Barrel (38% abv) and Torres 15yo Skyline Barcelona Edition (40%).

"Brandies make sense to us because they allow us to use the natural products of wine production," says Sergio Clavell, Area Manager for Spirits, Torres. "It complements the whole portfolio and allows us to compete in both categories."

Indeed, adds Torres CEO Miguel Torres: "My grandfather first began to produce brandy in the 1920s, so it's an old story."

It has also given its Pisco El Gobernador brand a reimagining, rolling out new bottles for the spirit that feature a new label design with a more 'modern' image, a new engraving on the cork and a new embossment on the bottle.

"We are realising more and more that, yes, there is a small segment of consumers – sommeliers, experimenters – that are always looking for new products, and they switch from place to place and experiment accordingly," says Torres.

**Blue Village D3**



## Face spa at home

**“**We have a unique product that is even better than a spa!” says Mi-Ryung Beilvert, President and Founder of Qiriness. “What we offer to our customers is a facial spa that can be used at home.”

With its unique home spa concept, Qiriness combines the efficiency of its active ingredient for the face and body. At TFWA World Exhibition & Conference, the brand is highlighting its latest additions to the Sauna Visage Herbal Steam Bath tablets. These effervescent tablets, dissolved in steaming water, diffuse an aroma of plants which relaxes and illuminates the skin. The original, named Finland, is now joined by Marrakech and Bali fragrances, reminding of each destination. “We want to make sure that everybody knows that we are the original brand that introduced the spa tablets, therefore, we brought in these two additional fragrances,” Beilvert adds.

**Blue Village G24**





THE  
**HYBRID**  
TRAVEL PILLOW



Combining the comfort of **memory foam** with the convenience of **air**

Yellow Village B24

**MAVALA**  
SWITZERLAND

**MAVALA**  
**DOUBLE-LASH**  
Night Care

The nutritive product that makes lashes denser, longer, more resistant.

Fuller lashes\* after 28 days  
Longer lashes\*\* after 56 days



\* Results based on 23 women aged 19 to 64, daily application.  
\*\* Results based on 21 women aged 19 to 64, daily application.  
Survey satisfaction index: fuller lashes = 72% ; longer lashes = 81%.

**DOUBLE-LASH,**  
for fuller and longer lashes

- A natural extract rich in vitamins and proteins revitalizing growth process.
- Gives lashes a natural and silky shine.
- Also recommended for eyebrows.

Apply every night on perfectly clean lashes and leave on to act overnight.

Ophthalmologically tested.  
Fragrance free, colourant free.

www.mavala.com

Riviera RG 16

## For the modern man

**B**ellefontaine Switzerland is a first-time exhibitor at TFWA World Exhibition & Conference, where the brand is this week unveiling its new men's collection.

"We have been developing products for ladies so far, so now it is time to focus on the men with our latest range," says Peter Yip, Managing Director, Bellefontaine Switzerland. "With this new line, we tried to keep it simple. Men don't like complicated cosmetics, they just want quick and fast solutions."

Five exclusive products are here on display, enriched with the precious and powerful EDELGEN complex, based on the Edelweiss extract obtained from plants grown on the peaks of the Alps. The ultimate skincare regimen for fresh and radiant skin perfectly responds to the daily routines of modern and successful men.

In terms of the future, Yip adds: "Our ambitions are to keep developing new products at least every two years and to reflect on the needs of men and women and how to protect our skin from the impact of the environment."

 **Red Village L21**



## Italian taste, Italian style

**I**lva Saronno is showcasing the latest in its line of annual limited edition designer bottles of Disaronno.

For the new end of the year holiday season 2018, Disaronno introduces 'Disaronno Wears Trussardi' — an exciting limited edition where, true to form, it chooses an Italian lifestyle brand to make its unmistakably unique bottle extra special. Sense of tradition, innovation and Italian elegance are some of the values the two brands share. They are values that emerge clearly in this latest Limited Edition, where the typical Trussardi texture and greyhound logo unite with the Disaronno bottle's distinctive shape. Fine fuchsia, green and blue brushstrokes frame the label.

Along with the classic bottle, the Disaronno Wears Trussardi Limited Edition comes in two sets of mini bottles, in packages of three.

"TFWA World Exhibition & Conference is a really important week for us, and we started the Icons project here in 2013," said Valentina Cozzi, Disaronno Marketing Manager for Travel Retail. "Every year we launch the new limited edition, and at this moment we have the possibility to meet all our important customers, clients and buyers."

 **Bay Village Bay 19**



## Extending family

**A**nnounced last year in Cannes by founding member Waldemar Behn (Danzka premium vodka) and Pallini Limoncello, the Family Brands Alliance has welcomed two more members. Both are also family brands who have decided to join in alliance in order to strengthen their presence in the travel retail sector. Bache Gabrielsen Cognac joined the alliance last May and is now distributing its American Oak travel retail exclusive through Heinemann via the Family Brands Alliance in 12 countries, including airports in Singapore, Hong Kong, Tel Aviv, Oslo, Copenhagen and Amsterdam.

The event of the day was the introduction of the latest member of the family by Maison Villevert President Jean-Sébastien Robicquet. G'Vine is a premium grape-based gin launched in 2006, which is already present in the domestic markets of 40 countries worldwide. "You can be very good on production, but you need to have relevant alliances with the right companies in order to boost your distribution," Robicquet explains.

 **Green Village H52**




## Comfortable and functional

**M**andarina Duck is a company specialising in "comfortable and functional" travel and fashion products which can be purchased in the domestic markets of 32 countries in Europe, the Middle East, Far East and America. Its iconic utility backpack launched in 1977 still features alongside more recent products, such as the Popsicle, a transparent travel bag with inserts that can be rearranged, or its bestselling Logo bag, very popular in the US and Japan and whose latest special edition features a print from the famous Italian designer Emiliano Ponzi. Mandarin Duck is also present in travel retail with shops in Milan's Malpensa and Linate airports, and has recently made distribution agreements in Rangoon and Munich. According to Franchising and Travel Retail Manager Silvia Rossi, the now Korean-owned company is confident about "entering the travel retail market in Russia".

 **Bay Village Bay 17A**





WILLIAM  
**KERR'S**  
BORDERS GIN

## THE EXPLORER'S GIN

In 1804, one of Scotland's noted botanists, William Kerr, travelled from Hawick in the Scottish Borders to the Indian subcontinent, the Orient and beyond, pursuing his work which eventually contributed 238 new plants to these islands.

From The Borders Distillery® of Hawick, using our own original spirit, this 43% abv gin explores the art of distillation using our specially commissioned Carter Head still, to capture the essence of a delicate balance of botanicals from near and far.

BROUGHT TO YOU BY THE EXPLORERS OF  
THE BORDERS DISTILLERY, HAWICK, SCOTLAND.  
AVAILABLE FROM PURVEYORS OF FINE WINES & SPIRITS

Visit Us at **Red Village K17**

[www.thebordersdistillery.com](http://www.thebordersdistillery.com)

[www.kerrsgin.com](http://www.kerrsgin.com)





## Pioneering spirit

**W**oodford Reserve made its first foray into the ultra-premium end of the market yesterday by launching an exclusive new whiskey.

The Baccarat Edition bourbon has been aged for three years in cognac barrels and comes in handmade Baccarat crystal decanters. It will retail at \$1,500 per bottle and will be available from May as a travel retail exclusive.

Master Distiller, Chris Morris, said cognac barrels were an obvious choice given the flavour profile of Woodford Reserve. "We have natural cognac notes in Woodford Reserve, so this is a complimentary combination," he said. "It works really well."

The Baccarat Edition is the start of a new chapter for Woodford Reserve, part of the Brown-Forman portfolio. "This is the first uber-premium product we're bringing to the market," said Mark Bacon, Global Brand Director, Woodford Reserve. "We're really excited about it."

It is also the first time an American whiskey has been presented in Baccarat crystal, a partnership that Bacon said fuses "French elegance with bold American spirit".

**Beach Village Beach 03**

## Travel accessories

**F**or its 40th anniversary, the travel accessories company Design Go is launching a partly inflatable travel pillow inspired by its bestselling memory foam model. "It's inflatable in one puff and combines the comfort of memory foam with the convenience of air," demonstrates Sales Director Stephen Worden. Extremely compact when collapsed, this new model "is better both for the consumer and for the retail," he adds.

With a 200-country-strong global presence in the travel retail sector, this UK-based company, which currently has warehouses in the UK, US and Hong Kong, is about to open a warehouse in Poland and has started production in Bulgaria in order to improve its logistic network. "We're ready for Brexit," comments Worden, who is confident there are still opportunities for growth in European airports because of the frequent travel habits of the newer generation. Short-term plans for the company also include expanding in the Americas and in airport shops in Asia.

**Yellow Village B24**



## A scent from Paris

**T**he Asian beauty products AmorePacific has chosen to introduce at TFWA World Exhibition & Conference are its new 'Goutal - Paris' line of fragrances. "This is, indeed, a very good opportunity to introduce new brands," comments Edward Ahn, from the global travel retail brand operation team. A dedicated tent has been erected by the stand in Bay Village, where all are invited to come and discover the new product which is to be launched globally around mid-2019.

With a travel retail presence in 22 countries in Asia, the Middle East, the Americas and Europe, AmorePacific also intends to reinforce the presence of its global champion brands Sulwhasoo, Laneige, Innisfree, Mamonde and Etude House.

**Bay Village Bay Terrace T2**

## Carry-on brandy

**Y**ear after year, Underberg has a very busy stand at TFWA World Exhibition & Conference. "We're always busy," confirms Jürgen Scholz, Vice-Export Director, Underberg.

With listings in over 100 countries, travel retail activities for the family-owned business – President of the Board Hubertine Underberg-Ruder still comes to Cannes every year – have become quite stable. "But there's still potential for growth in Asia, especially for our iconic Underberg digestive bottles, as well as for Asbach brandy," says Scholz.

Back in March 2018, the company launched a new travel retail exclusive product. The Asbach Urbrand brandy 0.2-litre glass flask is targeted at travellers looking to purchase a more portable product.

Here in Cannes, Underberg is introducing its new Asbach Aperitif Rosé, a Vermouth-based cocktail, coming in a 75cl bottle. "With this new product, we're going toward female customers. It's a world premiere and we're looking for customers," announces Scholz, mentioning a strong focus on airports and border shops in Europe.

**Green Village M70**







# BRAUN

Personal Care has the biggest target group in your store.  
**Would you agree?**



### ProHealth

Removes more plaque than a manual toothbrush.

How many of your shoppers brush their teeth?

...

Exactly.



### MultiGroomingKit

For all men who shave or style their beards.

How many of your shoppers are men?

...

Exactly.

**Be convinced.**

Approach all your shoppers. List Personal Care now.

Contact us for more information: Kathrin Mellin – mellin.k.1@pg.com



Discover a more  
*indulgent* break

*Chocolate  
Passion*



*Coconut Bliss*



*Hazelnut  
Delight*



## Building business

**L**EGO has described how its job in travel retail is to appeal to the shoppers of its toy products more so than the child consumers as it has done across its shops domestically.

"In this channel, most of our buyers are businessmen travelling several times per year, who want to bring something back as a gift. From that perspective, we have to focus on the shoppers and not simply the consumers – who are children," said Annette Rosendahl, Travel Retail Senior Manager, LEGO. "Earlier this year, we announced a new strategy of opening LEGO stores in airports. This has been a strategic decision for us, so now it's all about remembering that, although LEGO is a big brand, in travel retail it's still small. You can't always find toys in airports, but we would like to make sure that wherever people go, they can find our toys and bring back a gift."

**Mediterranean Village N7**



## New dawn for Nutella

**F**errero's four "power brands" – Kinder, Tic Tac, Nutella and Ferrero Rocher – are all showcasing new innovations.

Kinder's new "retail-tainment" points of sale allow children to interact with Kinder characters and products. "We have built something that will engage the consumer," commented Davide Barresi, Marketing Manager. "We want to develop the retail experience."

Kinder Surprise has also launched new products featuring Minions and Jurassic Park characters, which will run alongside the brand's own Adventure Girls characters.

Ferrero Rocher, meanwhile, has extended its destination-specific packaging to include Turkey, India and Malaysia. "It's about giving people a sense of place," explained Barresi.

Perhaps the biggest launch, though, is Nutella's new B-Ready wafer bars, which are filled with the famous chocolate and hazelnut spread. This is a significant development for the brand, which finally has a product that can be consumed immediately. "We believe Nutella is one of the sleeping children of travel retail," said Barresi.

**Bay Village Bay 8**



## Driving innovation

**M**ercedes-Benz is stepping up a gear with a bold new fragrance, which is directed at millennials. Dubbed The Move, the scent was launched at the show yesterday by INCC Group and is part of a new strategy to target a younger clientele.

"Recruiting millennials is part of the wider strategy for Mercedes," explained Thibaud de Vaulchier, Vice President Sales, INCC Group. "The brand is expanding."

Mercedes-Benz currently has the ninth biggest brand awareness in the world and believes travel retail and digital marketing will be instrumental in driving future growth. "Our aim at the show is to meet our partners and find more distributors in travel retail," explained de Vaulchier.

**Bay Village Bay Terrace T8**



## New Coeur colourways

**C**oeur de Lion is focusing on broadening its reach with its design classic pieces, such as its Geocube jewellery collection, in new colourways to align with today's fashion trends.

Nils Eckrodt, Managing Director, Coeur de Lion, said: "Generally, the travel retail business is our fastest-growing business. As well as online, it grew 40% in the past year and our products are available on all ferries."

"Our core product is the Geocube and we have a few shapes and a new colour – purple. You find this colour a lot in fashion in the shops on the high street – H&M, Zara, they all have this violet colour," said Eckrodt.

"The Geocube is our classic design and a bestseller all the time, it has been very successful. We are very strong in airports too," added Eckrodt, hinting: "We are spreading out of Europe now and also in Australia. This product works everywhere and we are a manufacturer too, so this fits well with reminding people that our jewellery is handmade in Germany."

**Green Village M50**



## Bearing up

The Spanish jeweller Tous has unveiled a new bear-shaped stand at this year's show. The brand is inviting delegates to stop by and have their photo taken with a 3D cut-out of the bear, which has become a symbol for Tous as it pursues a more modern and fun aesthetic.

"We're updating the brand," explained Jacqueline Hernandez, Travel Retail Area Manager, Tous. "We want to be more modern and appealing."

Tous, founded in Barcelona in 1920, is also launching a new range of mix-and-match jewellery called Hold. The earrings, bracelets and charms give customers the chance to build their own unique creations.

"There are millions of different combinations for these items, so you can make your own designs," said Hernandez. "This personalisation is very fashionable right now."



**Bay Village Bay 5B**



## That's the spirit

If there was a prize for best-looking stand then Chopin Vodka would surely be in with a chance of winning it. Resembling a private members' club, the bodacious booth is being used to showcase an exciting new vodka made from new potatoes.

"Instead of waiting until September to collect the potatoes, we collected them at the end of June," explained Piotr Dora, Export Director, Chopin Vodka. "This gives the vodka a distinct flavour."

Presented in a striking art deco-style bottle, the vodka has a subtle sweetness and is smooth on the palette. Dora believes its exclusivity will appeal to travellers looking for something unusual.

Chopin is also showcasing two barrel-aged vodkas. Ageing vodka is an old tradition in Poland, one that many people have forgotten about. "We are always trying to educate the world about vodka and travel retail is a great environment to do that," said Dora, who would like to partner with airport retailers. "We are always keen on offering in-store tastings."

**Red Village K9**

BY APPOINTMENT TO THE ROYAL DANISH COURT  
**Anthony Berg**  
 Since 1884

TAKE A GENEROUS TOUR  
 AROUND SCOTLAND



THE SINGLETON Dalwhinnie OBAN TALISKER LAGAVULIN

YOU CAN NEVER BE TOO GENEROUS

## THE ORIGINAL PEATED BLEND



ISLAY MIST - the bridgebuilder between the blended whisky and the malt whisky categories. The new look Islay Mist Original is a characterful testament to **BELONGING, PREMIUMNESS & SMOKE** - but we promise we have not changed the gold-medal winning liquid!



VISIT US AT  
**GREEN VILLAGE  
 L 64**

SHOW CHARACTER - DRINK RESPONSIBLY  
[www.islaymist.com](http://www.islaymist.com) • follow on twitter @islaymysteryman

## Timely addition

**T**he Swiss watchmaker Andre Mouche has launched a new line of hand-painted watches and earrings, which come as part of a striking new travel retail set.

The collection is a follow-up to the brand's successful necklace and watch combination, which was a hit with retailers.

"They said 'why don't you try it with earrings?' so we did," explained Didier Peter, CEO Andre Mouche. "They are all hand-painted at our factory in the Canton of Jura in Switzerland."

Andre Mouche is keen on talking to cruise operators about selling its products on the high seas. "Cruise ships would be a good place for our watches for sure," said Peter. "People have time to have a look and appreciate something different, and our products are truly unique."

 **Red Village L28**



## Bottled inspiration

**G**onzalez Byass is showcasing its London No.1 Gin, new Tio Pepe bottling and range of Beronia wines in Cannes this year.

"We have three global brands: London No.1 – for spirits, Tio Pepe – fortified wine, and Beronia Rioja for wine," said Violaine Creuzé, Global Duty Free & Travel Retail Director, Gonzalez Byass. "What we have been launching this year as a travel innovation are limited-edition bottlings that will now be available across all of duty free."

"It is quite interesting to see very modern designs instead of the traditional bottles you're often used to seeing in green or dark, but the bottles we have are quite original and eye-catching, and are inspired by underground design and quite interesting for people to see," she added.

Creuzé identified how "a lot more mixologists and bartenders are using sherry for cocktails," noting how "the sherry trend is coming back".

 **Red Village J12**



## High-end positioning

**F**F Group has effectively repositioned Links of London with high-end associations linked to refinement and good taste, while also guiding its Folli Follie brand to new locations across parts of Greece and Asia.

"For Links of London we have completed our brand repositioning and now we are actually closer to the Tiffany brand," explained Johnnie Voutsas, Chief Global Travel Retail Officer, FF Group. "As far as newness is concerned, we have been very proud to bring out two collections of jewellery including ovals – the Splendour collections and the Effervescence gems. We also have an extension to our Hope collection. The Hope earrings are what Kate Middleton was wearing during her engagement. New locations for Links of London include Hong Kong International Airport.

"For Folli Follie, we are very proud to have opened new locations in Greek airports and, because of the increase in tourism, this timing is perfect. We opened one in Heraklion in Crete, one in Chania, and we are opening in Rhodes in a couple of weeks' time."

 **Ambassadeurs Village V2**



## Freshness, radiance & youth

**N**uxe has revealed a new range of products targeted at millennials who are looking for a skincare range that can be used whenever they need as they go about their busy lifestyles.

"The brand-new range, named Nuxe Crème Prodigieuse Boost, is dedicated to millennials – people who are young, but not so young – who are ageing, but do not want products that say the words 'anti-ageing'," said Cécile Gicquel, Travel Retail Marketing Manager, Nuxe.

"The idea is to provide them with a multi-action corrective range instead," Gicquel explained, outlining how next-generation consumers want to "live their life to the full. They want to have jobs and kids, they want to play sports and eat healthily, but they want everything quickly and, ideally, in one single jar. That is what Nuxe Crème Prodigieuse Boost really is – a multi-correctional range that is used at the first signs of ageing," Gicquel highlighted, adding: "This range can be remembered in three words: freshness, radiance and youth."

 **Green Village J36**



# BOOST YOUR TRAVEL RETAIL BUSINESS DEVELOPMENT



## TRAVEL RETAIL EXPERTS

PERFUMES & COSMETICS - FASHION & ACCESSORIES  
JEWELRY - CATERING - ELECTRONIC - TOYS

DUTY FREE SPECIALISTS FOR MORE THAN 15 YEARS, WE SUPPORT  
BRANDS IN THEIR TRAVEL RETAIL DEVELOPMENT WORLDWIDE.

CONTACT :  
[INFO@DUTYFREEDEVELOPMENT.COM](mailto:INFO@DUTYFREEDEVELOPMENT.COM)



ALL BRANDS LISTED AS EXAMPLE UNDER CONTRACTUAL AGREEMENTS ARE OR HAVE BEEN CLIENTS OF DFDC OR IMMEDIAT BOARDING

[WWW.DUTYFREEDEVELOPMENT.COM](http://WWW.DUTYFREEDEVELOPMENT.COM)



## Quality is timeless

**C**logau has revealed that there is a distinction between fine jewellery and fashion jewellery in the sector now, which means fine jewellery brands such as Clogau have to work harder to show consumers, and airlines and retailers, how their product quality is different from other jewellery items available in global travel retail.

“The jewellery category has changed dramatically over the past 10 years,” said Aran Turner, International Customer Service Manager, Clogau, revealing that Clogau “used to sell products onboard airlines at £249 and would sell considerable volumes,” but disclosed that “this is now not a price-point that many are interested in for a piece of jewellery these days.”

Turner said this was down to “the jewellery category now being a lot more diverse with many fashion accessories being sold as jewellery products in the domestic markets.”

He reminded: “We are a fine jewellery brand and not a fashion jewellery brand. Our pieces are heirloom jewellery that will last forever. Pieces people will pass down for generations. They’re timeless.”

**Yellow Village D35**



## Conscientious seafarers

**P**aul & Shark has launched two pieces of clothing made with recyclable materials to help raise awareness of sea pollution.

The company, which has artist Annarita Serra working on an art installation on its stand at TFWA World Exhibition & Conference, which is made from debris found in the ocean, has tapped into a way to gain exposure for the issue affecting our waters and has been inspired to create fashions that are more conscientious.

“This year, we have two products – a top made from recyclable cloth and a t-shirt by Annarita which was in our shops in Milan. On Wednesday, we will do a game when Annarita has finished the work, someone will be able to win this t-shirt,” said Catherine Bonelli, Worldwide Travel Retail Director, Paul & Shark.

“The sea is in danger from pollution and it’s really important. Only the power of art can help save the sea,” added Serra. “These pieces of art are a way to draw attention to the problem and create awareness.”

**Riviera Village RHS**



## Better together

**M**isaki is showcasing its new travel retail exclusive items this year, combining both its classic iconic pearl pieces, as well as its contemporary designs together so that travelling consumers can buy the jewellery in sets.

“We have two travel exclusive sets – with studs, necklaces with studs and bracelets and watches too – there’s the essential iconic timeless collection with pearls and the new collection as well,” said Hayley Jane Lyttel, Area Sales Manager, Misaki.

“The fact that it’s sold as a set is completely new,” said Lyttel, who reminded that consumers are willing to commit to a brand more readily once they can wear items together. “People can buy simply one jewellery box and have the full set to wear,” she added.

**Yellow Village E26**

## Iconic mysticism

**T**homas Sabo has introduced new lines across each of its collections that look back at iconic pieces from its early days, and has reworked in some new innovations.

“This year’s collections – if you remember the charm bracelets with the pendants that made us famous back in 2006 – have been inspired by and have now seen us relaunch charms for a new generation,” explained Juliane Blackburn, Inflight Director, Thomas Sabo. “There are also links to mysticism with iconic items including stars, the moon and sun. We have this on a watch with a blue face and it also has a lot of stars upon it that are set in the constellation of the day of the foundation of Thomas Sabo.”

“The rings we have are our ‘Kingdom of Dreams’, which is part of the collection, and we have detailed pieces like the unicorn, redesigned lockets, and some 80s styled rings,” Blackburn added.

**Blue Village C14**



**Yellow Village E26**



# Littlemill

## 1992 VINTAGE

SINGLE MALT SCOTCH WHISKY



### NEW & EXCLUSIVE LAUNCH IN 2019 to Global Travel Retail

This 1992 Vintage is a rare and exceptionally limited Single Malt release from Littlemill, a silent distillery and one of the oldest distilleries in Scotland dating back to 1772.



[www.lochlomondgroup.com](http://www.lochlomondgroup.com)

Please enjoy responsibly [drinkaware.co.uk](http://drinkaware.co.uk) for the facts



## Karelia delivers a new smoking experience

**K**arelia Tobacco Company has unveiled two exciting brand-new innovations to be introduced to the trade at TFWA World Exhibition & Conference.

The new Omé Blue & White 100's are a 100's Round Corner format variation of the highly popular Omé superslims range. What's more is the new Omé 100's styles employ an evolutionary Hollow Filter technology that delivers a premium, smooth smoking experience. The inset filter and the premium tobacco

provide the perfect draw and smooth taste. Available in two versions: Omé Blue 100's 8 / 0.8mg and Omé White 100's 3 / 0.3mg.

The new brands recently made their debut in Bulgaria, with very positive initial results from retailers and consumers. Since it was first introduced eight years ago, the Omé range has been successfully launched to more than 40 international duty free and domestic markets in Western and Eastern Europe, the Middle East, and also in the Far East.

Karelia is internationally-renowned in more than 70 countries for its high-quality blends and distinctive packaging, offering a full range of products in American and Virginia cigarette blends, roll-your-own tobacco, and rolling papers, as well as custom-designed merchandising units designed to support brand sales and image building.

 **Bay Village Bay 6**

## Gebr. Heinemann appoints Dr. Jennifer Cords

**D**r. Jennifer Cords has joined Gebr. Heinemann as Director of the newly-created business unit Corporate Affairs, Business Compliance & Corporate Responsibility.

"Jennifer Cords has a profound track record as political action leader in various countries in which Gebr. Heinemann operates. We are convinced that she will invest her experience in a profitable way for Gebr. Heinemann," says Kay Spanger, Executive Director Purchasing, Logistics and Fulfillment, Gebr. Heinemann.

Cords will sharpen the political profile of Gebr. Heinemann as an organisation. She has comprehensive experience in campaigning and communication, as well as public and corporate affairs in the global duty free business. Before joining Gebr. Heinemann, Cords worked as Director Corporate Affairs and Compliance Global Duty Free & Export for Imperial Tobacco for more than seven years. From 2012-2018 she also represented Imperial in various duty free associations.

"I am looking forward to serving the only family-owned company among the global players in the travel retail industry," says Cords. "Even though the position has been newly-created, I won't have to start from scratch establishing the business unit. I would like to explicitly thank Torsten Ehlers, Head of Business Compliance, who has successfully established the Business Compliance Department for Gebr. Heinemann, as well as Head of Corporate Communications Lara Vitzthum and her team for building up a systematic Corporate Responsibility management for the company."



▲ Dr. Jennifer Cords has joined Gebr. Heinemann as Director of the newly-created business unit Corporate Affairs, Business Compliance & Corporate Responsibility.

TFWA

### 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

Assistant Editors  
**Marta Dimitrova**  
**Gregory Dzedzic**  
**Gavin Haines**  
**Jessica Mason**  
**Daniel Woolfson**

**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

© PPS Publications Ltd 2018



Hey Strawberry,  
meet you inside  
**TFWA!**



New Tic Tac® Fruity Flavours.  
Just arrived at Ferrero stand  
Bay Village 8.





**Dubai Duty Free**

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

Entries for "Millennium Millionaire"  
at Dubai Duty Free or  
online [www.dubaidutyfree.com](http://www.dubaidutyfree.com)



**Full of surprises.**