

TFWA

**ASIA PACIFIC  
EXHIBITION &  
CONFERENCE**  
THE DUTY FREE & TRAVEL RETAIL ASIA PACIFIC SUMMIT

TFWA

# daily

WEDNESDAY 15 MAY 2019



**04**

**Chill-Out Party**  
Last night at  
the Mandarin  
Oriental

**09**

**Watches &  
Jewellery**  
Special report  
inside

**22**

**Show opens**  
Comprehensive  
news from the  
exhibition floor

**40**

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**Toacker**

TFWA

Nadia Skouri

Vice President Marketing



## Introduction

# Time to talk

**D**espite reports of an economic slowdown, Asia remains the region to which we are all drawn. And the figures show that this is with good reason. For example, a study commissioned by TFWA from ForwardKeys found that while global inbound travel increased by 2.9% in 2018, this growth was driven by Asia, where numbers were up by an impressive 6%.

Asia is also undoubtedly a dynamic market where buyers and retailers are willing to take risks and are open to the opportunities that come from working with new products and brands. This energy and vibrancy is reflected in the halls and conference sessions of TFWA Asia Pacific Exhibition & Conference.

Once again, the quantity and quality of those visiting has been high, and in the more relaxed atmosphere of this show, there has been plenty of scope to talk to leading decision makers about these opportunities. Outside the main business of the exhibition, the laid-back vibe continues, and so our networking events also provide a great foundation for forging stronger business relationships. And with fewer, smaller and more intimate receptions than at some of TFWA's other events, it's easy to spot familiar faces and meet up with the people you really want to talk to during the week.

Of course, we at TFWA work very hard to make sure these events are the best they can be. There was plenty of friendly rivalry at the annual Golf Tournament at the start of the week, while the historic Fort Canning provided the ideal setting for the Welcome Cocktail on Sunday evening. A great time was had by all at Tuesday's Chill-Out Party, and we're now looking forward to seeing you all at tonight's Singapore Swing Party at Ola Beach on Sentosa Island, which will give partygoers the chance to enjoy all the fun of the fair. We would also like to thank all sponsors of the new-look TFWA Asia Pacific Bar, which will offer further networking opportunities.

We also continue to improve our digital marketing capabilities to make it easier for delegates to get the most out of their visit. Our dedicated TFWA app will keep you up to date with all the latest news from our Singapore show, as well as providing further information on upcoming TFWA events. Live updates on the exhibition and conference will also appear across social media channels. Visitors looking to learn more about new innovations on display can find full product listings online through our Product Showcase, while our e-brochure will provide data on the latest industry trends across Asia Pacific.

Visitors to Singapore will have plenty of formal opportunities to talk business via our dedicated ONE2ONE meeting service. Since its launch 11 years ago, the ONE2ONE service has added much value for exhibitors, especially those less familiar with the show, with 405 meetings arranged in 2018. Those registered for the service last year included 42 airports, 44 airlines and in-flight services, and 10 cruise and ferry companies.

But we won't be resting on our laurels, and we're keen to hear from our members so that we can continue to improve what we are doing. I wish you a successful run down to the end of the week.

*Nadia Skouri is CEO of Buying the Sky. As TFWA Vice-President Marketing, she is responsible for defining strategy, preparing communications and driving TFWA exhibition attendance. Nadia also contributes to the planning of all events organised by the association and oversees the production of the association's publications.*

## The day ahead...

- As always, the TFWA Asia Pacific Bar on Level 4 is the perfect place to wind down after a hectic day. Many thanks to all our sponsors for their support of this highly popular spot.
- Our Singapore Swing Party promises to be an evening of truly retro fun. It will take place at Ola Beach, Sentosa Island from 20:00 tonight, so be sure you don't miss this fantastic end to our networking programme.
- The 2019 post-show review will be live on [www.tfwa.com](http://www.tfwa.com) shortly. Here you will be able to find top-line take-outs from the conference, highlights from the social events and reflections on the major happenings of the week.

## Free WiFi service

A complimentary WiFi service (**MICE-HOTSPOTS**) is offered throughout the conference venue and the exhibition halls.



## Reminder of locations within the Marina Bay Sands Expo & Convention Centre:

- Two exhibition levels: Basement 2 and Level 1
- Registration desks: Level 1
- ONE2ONE Lounge: Level 1
- Press Centre: Basement 2
- TFWA offices: Level 3
- TFWA Asia Pacific Bar: Level 4
- Asian Bar: Basement 2
- Western Bar: Basement 2
- Sushi Bar: Level 1
- Information services & travel agent: Basement 2

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01

# Chill-Out Party

*There was a Hawaiian theme at last night's Chill-Out Party beside the Mandarin Oriental's rooftop pool, with pineapples, pink flamingos and plenty of colourful, exotic action including a surfing simulator.*

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02



03







06



01 Diana Zhen, Retail Operations Coordinator, Cartier; Natasha Bezrukova, Export Director, Kurs; Maksim Pavlyukevich, Commercial Director, Kurs; Anna Miroshnichenko Zhitareva, Product Director, Yohji Yamamoto Parfums; and Denis Raspopin, CEO, Yohji Yamamoto Parfums.

02 Anna Marchesini, Business Development Manager, m1nd-set, and Peter Mohn, CEO & Owner, m1nd-set.

03 Natalie Thalheim, Area Manager EMEA & Asia Travel Retail, Desigual; Sergi Tomas, Travel Retail & Wholesale Director, TOUS; and Jacqueline Hernández, Travel Retail Manager, TOUS.

04 Changi Airport Group's Monet Aluquin, General Manager Planning and Leasing; Chandra Mahtani, Vice President T5 Commercial Planning; Teo Chew Hoon, Group Senior Vice President Airside Concessions; Gwyn Sin Lee Peng, General Manager Concession Operations Airside Concessions; Steve Tay, Vice President; Jeffrey Loke, Senior Vice President Pricing and Commercial Strategy; and Dennis Yim, Director Corporate & Marketing Communications.

05 Jeffrey Soh, General Manager, Nomination Italy; Maria Cristina Cencioni, Business Consultant, Nomination Italy; and Aurelio Giffanti, Director, Nomination Italy.

06 Shelly Huang, Chief Executive Officer, LMOY; Priscilla Beaulieu, Vice President Corporate, TFWA; and Marine Bemelmans, Head of Retail - Sales & Marketing, Blue Storks Travel Retail.

07 Sara Antonietti, Commercial Travel Retail, Paul & Shark, and Alessandra Bongiorno, Commercial Travel Retail, Paul & Shark.

08 Mariya Kopisheva, Travel Organiser, KT International; Teodor Penev, Trade Marketing Manager MENA, KT International; and Milena Stoyanova, Corporate Brand Manager, KT International.

09 Nadia Anine, Marketing Manager, Patchi; Sharbel Barhoush, Head of Corporate Sales Department, Patchi; and Aline Ashkarian, Country General Manager, Patchi.

10 Stéphanie Lefebvre, Travel Retail Director EMEA, Lacoste, and Erin Lillis, Travel Retail Director Asia/Pacific, Lacoste.



07



08



09



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04



05





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Basement 2-G28**

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## DFNI-Frontier Asia Pacific Awards 2019

THE DFNI-FRONTIER AWARDS FOR TRAVEL RETAIL EXCELLENCE IN ASIA PACIFIC TOOK PLACE LAST NIGHT AT THE MARINA BAY SANDS EXPO & CONVENTION CENTRE.



### The winners

AIRPORT TRAVEL RETAILER OF THE YEAR  
**DFS Group**

AIRPORT AUTHORITY OF THE YEAR  
**Changi Airport Group**

INFLIGHT RETAILER OF THE YEAR  
**Flemingo Duty Free for Jet Boutique**

CRUISE OR FERRY RETAILER OF THE YEAR  
**MSC Cruises**

NEW SHOP OPENING OF THE YEAR  
**The Shilla Duty Free for Beauty&You at Hong Kong International Airport**

DOWNTOWN/BORDER STORE OF THE YEAR  
**King Power Rangnam**

ASIA PACIFIC TRAVEL RETAILER OPERATING IN A SINGLE COUNTRY  
**Delhi Duty Free**

DUTY FREE EXPERIENCE OF THE YEAR  
**Starboard Cruise Services for Bvlgari Jewellery Fashion Show**

NEW PRODUCT LAUNCH OF THE YEAR  
**Travelmall Switzerland 3D Inflatable Massage Pillow**

SUPPLIER OF THE YEAR  
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**Tonight, 20:00**

**Ola Beach, Sentosa Island**

Tonight's Singapore Swing Party sees the fair coming to town. Get ready for an evening of retro fun with fairground games and live music. There'll be burgers, hot dogs and candyfloss to enjoy, plus a vintage hairstyle corner to help you look the part.

- Dress code: Casual
- Entrance by invitation only (part of the Full Delegate Status)
- A shuttle service will be available from all major hotels



**TFWA Asia Pacific Bar**

**Today, 18:00-19:30**

**Marina Bay Sands Expo & Convention Centre, Level 4**

If you're looking for somewhere to enjoy an early-evening drink and cocktail kindly provided by our Sponsors that's close to the Exhibition floor, look no further than the TFWA Asia Pacific Bar. You can even venture onto the terrace with its stunning view of Marina Bay, but indoors or out, this is the ideal place to decompress.

- Dress code: Smart casual

**Exclusive dining privileges for TFWA APE&C 2019 delegates!**



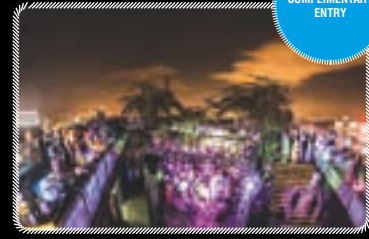
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- STELLAR AT 1-ALTITUDE**
- Valid from 12 – 16 May upon presentation of TFWA delegate pass
  - Valid for lunch from Monday to Friday and dinner from Monday to Sunday
  - Applicable for regular priced menu and items only
  - Please call 6438 0410 or email reservation@stellarestaurant.sg when making reservations
  - Not valid in conjunction with other promotions, vouchers, privileges and offers, unless otherwise stated
  - Benefit is not valid on eve of and Public Holidays, black-out dates and special occasions



COMPLIMENTARY ENTRY \$S10++ HOUSE POURS

- BAR ROUGE**
- Valid from 12 – 16 May upon presentation of TFWA delegate pass
  - Promotion is only available on regular nights, not applicable to special events
  - Age limit of 18 and above for female guests and 21 and above for male guests applies after 10pm
  - Dress code policy does not allow for slippers, bermudas, open toe sandals, or singlets after 10pm



COMPLIMENTARY ENTRY

- 1-ALTITUDE**
- Valid from 12 – 16 May upon presentation of TFWA delegate pass



COMPLIMENTARY ENTRY PRIORITY QUEUE

- CÉ LA VI**
- Valid from 12 – 16 May upon presentation of TFWA delegate pass
  - Club rules and dress code apply (Casual chic attire from 10pm – no slippers, bermudas or singlets. Min. age 21 and above from 10pm)
  - Complimentary entry is not valid during special events



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- Valid from 12 – 16 May upon presentation of TFWA delegate pass
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  - Not valid with any other promotions, discounts or set lunch items



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  - Advance reservations are not required for the bar
  - Not applicable with any other promotions, discounts, loyalty card programmes or set menus
  - Valid for a la carte menu items only



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- THE NCO CLUB**
- Valid from 12 – 16 May upon presentation of TFWA delegate pass
  - Applicable for a-la-carte items at Madame Fan, Cool Cats, Fish Pool & Stags' Room
  - Not valid in conjunction with other offers, discounts and promotions
  - Reservations are recommended

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The Les Interchangeables Ribbon Watch is a real fashion accessory. A very feminine, elegant watch, it fits any wrist thanks to its couture quality elastic ribbon, which can be adjusted to the right size.

Exploring the hues, colourways, materials and textures popular in 2019 and beyond, Jessica Mason identifies how variations of style with metals, leather and gems translate around the globe, and what pigments are, ultimately, the most favourable within travel retail.



# Palette of riches

**I**n our search for something that reflects our identity, this year, the way we accessorise has become of heightened importance. Trends are shifting to show that, what we want most from the watches and jewellery we wear happens to be that they convey 'meaningfulness' in some way. They need to show that we are 'people of worth' with an undercurrent on 'there is more to me'. And, as such, adornments are no longer simple; no longer aesthetic alone. They are multi-faceted.

"Asians tend to purchase items which are related to good fortune, with a good hidden message," says Vivian Ho, Travel Retail & Duty Free Manager, Morellato Group (Level 1/1-T15).

In terms of styles and themes, it's the sentiment attached that we need to remember when it comes to making stocking decisions. There are, indeed, reasons why bold and opulent designs work well for an eastern audience – in many ways it is a show of success, confidence and accomplishment.

## **Boldness and opulence**

"If you are talking about the most 'wow' brand, it should belong to the Furla watch," says Ho, highlighting how "big logos are the coming trend for ladies' watches. Matching with the new Furla logo, the new line, like the Scudo collection, is the best choice for people who are looking to raise their profile."

Similarly, GUESS Watches (Basement 2/2-L19) "show their affection for their logo heritage, providing an array of signature timepieces adorned with triangular and quattro G designs in stone and non-stone variations. From the overstated and bold to the subtle and sleek," agrees Caroline Cheung, Director, Escale Holding Inc, adding that "this trademark is a true representation of the brand DNA" and "whether paired with colourful leather and silicone straps to metal bracelets" the company's clear "love for logo is on display for all to see." Cheung identifies how, in addition, "the Grecca Icon is perfect for those who aren't afraid to dare."





◀ Morellato Group is presenting the new LEGEND collection of watches from Maserati. These are timekeepers with an unmistakable finish, with chronograph 'motors' enclosed in a 42mm case with a polished and satin finish.

It is a brand-new, unique and totally modern rework of one of the quintessential Versace symbols – the iconic border pattern. The collection includes black and dark crystals combined with white crystals in new settings and powerful colour combinations. In terms of metals, a sense of opulence is embodied by the use of yellow gold and two-tone,” she adds.

### Transparency

Another trend seen via Maserati is the ‘what you see is what you get’ mentality. “Following the hit trend of vintage style, both Maserati cars and watches are definitely the top push for it,” says Morellato Group’s Ho. After all, classic styles that do not date are also highly sought-after, since they will retain their value for years to come. “If you are a keeper, see-through skeleton is a must to keep due to the long-term watch trending,” says Ho, reminding how, in so many ways, that is the ultimate investment.

### Dainty and elegant

In complete contrast to the bold trend comes the dainty and elegant. But the way this trend manifests is through building up layers of smaller items to stack up on style. In many ways, this can be seen as ‘less is more’ and in others – depending upon how many layers are included – ‘more is more’. “There is a return of Kurate’s dainty trend pieces. These 3-piece sets are perfect for layering up,” comments Claire O’Donnell, Key Account Manager, Kurate International (Basement 2/2-H32).

### Nature

In broader terms, we are seeing nature and the natural world taking centre stage as a trend to watch throughout the next five years. We can see this in motifs and in materials used. But most of all the stylistic theme shines through to transmit the message that we want to feel connected in some way to life and the environment in which we live.

Marzena Leś, Sales Director, S&A Jewellery Design (Level 1/1-P14) observes how “as a designer and manufacturer of natural amber jewellery, we often refer to nature, its shapes, structures and factors. That’s what we did with one of our latest collections – Touch of

Nature.” Leś points out that “the real elements of nature were reflected in silver, and the central element has become natural Baltic amber. Parts of that collection refer to leaves, earth structure, trees, waterfalls and many more,” she explains.

Aligning with this trend, Francis Ng, General Manager, Toscow (Basement 2/2-M25) points out how the nature-themed collection ‘Spellbind’ is a medley that “features delightful pendants in the fun-loving

shape of a butterfly, a flower, a bird and a star” and all of these will be available to peruse at TFWA Asia Pacific Exhibition & Conference.

Sticking with the nature theme, Jutta Recheis, Managing Director, Oliver Weber (Basement 2/2-J01) will be showcasing a collection that “reflects the changing of seasons through multiple combinations: warm shades of brown and orange peppered with bright yellows and reds, delicate pastels, but also intense fuchsia, berry violet, rose and gold to match the festive season.” Recheis admits: “We’re very excited about the new designs; they will be particularly well-suited for the snowfall and evening range, but also for city-adventures.”

From TOUS (Basement 2/2-F26) this year, we will see the collection “Vita, consisting of gold and natural gemstones” which has been “inspired by nature and everything it offers,” says Art Director Marta Tous. “This collection uses the buril engraving technique of personalising medallions with initials, which allows us to add details like tulips, butterflies, birds and even roses to the gemstones,” she explains.

### Spirituality & the cosmos

In the plight for feeling more connected to the universe and all that it involves comes the trend for spirituality and the cosmos. A deep dive into the mystical, but also anchored to the same reasons why nature and earth are so sought-after. Indeed, the trend for the unknown and the magical gives a little edge to the wearer and shows that they, also, perhaps run a little deeper than average themselves.

O’Donnell reveals that this year sees Kurate launch its new Starlet collection. “Inspired by the cosmos, the collection features midnight blue and storm grey druzy stones set in a gold finish. These captivating pieces are reminiscent of a glittering night sky full of stars and are ideal for the Asian market.”

Cheung at Escale Holdings says she has noticed that there is now more focus “on round shapes and hearts, with typical themes combined with love, care for nature, spirituality and inner meanings.”

Meanwhile, over at Buckley London (Basement 2/2-H29), “the latest designs encapsulate wanderlust; from bracelets inspired by some of the most iconic locations on earth to cosmic charms, travel-inspired sets to semi-precious beads, the AW19 collection defines ‘jewellery with meaning’,” explains Jennifer Hawley, Senior Marketing Executive, Buckley London.



◀ TOUS is showcasing its Spring/Summer 19 jewellery collection. The SS19 line features jewellery made from pearls, rose gold vermeil, gold vermeil and sterling silver. Highlights include the Straight Collection, which aims to unite urban, ethnic and cultural tribes and groups through the use of gemstones.



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Hawley highlights that “with their spiritual meanings and healing energies, semi-precious stones remain a popular jewellery trend for 2019. We have incorporated more semi-precious stones into our new AW19 collection, including lapis – for its power, harmony and relaxation, turquoise – for its strength, protection and good fortune, and rose quartz – for its love, energy and happiness.”

In relation to this trend, Buckley London’s Design Director Christina Lenihan adds that Buckley has “drawn on the significance of the cosmos and constellations as inspiration for AW19 collections.” Lenihan points out how Buckley is “incorporating celestial themes such as moons and Lapis lazuli semi-precious to represent the night sky with the starburst being a symbolic motif that is featured throughout the collection” and emphasises that the current state of flux in the world contributes to these trends because “in times of turmoil people look to the skies for calm and guidance.”

TOUS chimes in agreement and notes that “Batala, a gold vermeil collection, represents the link between human beings and the need to live in harmony with each other” showing how “each piece and each link represents human connection” and the sentiment that “we need to keep living.”

### **Industrial chic**

Other ways of feeling connected to the earth, despite technological advancement, can be seen by details in watch design for men that incorporate a sense of control amidst the uncontrollable. Cheung describes this as a timepiece that “creates a unique natural earth signal, associated with calmness and creativity which may have the potential to resist the negative effects of the electromagnetic pollution.” All very advanced, but with a sense of investment in wellbeing and control in a fast-paced world.

At Buckley London, Hawley reveals that “Singapore will also see new additions to the men’s AW19 range, including Axel, a collection of pendants, wristwear and cufflinks incorporating hexagonal shapes combined with materials such as leather and mesh steel, in hematite and rhodium tones.” Lots of the themes coming across as industrial chic, showing that the range and the wearer are moving with the times. “The angular profiles and enamel detailing give a real industrial feel with a modern edge,” says Hawley.

### **Hues & colourways**

Moving on to the colours that we are recognising again and again come the classic and bold exuding confidence. Multi-coloured mixes which exude happiness and the pared-down pastels, which align with elegance and understated glamour.



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*Buckley London is showcasing its Autumn Winter 2019 collections at TFWA Asia Pacific Exhibition & Conference. The new season range comprises of four brand-new collections for women and two for men, plus additional pieces to existing collections, Knightley and Barbican.*



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### Confident

For Morellato, “red, is the colour of fire and blood, it is associating with strength, power, passion, desire, love, and lucky, while rose gold colour means love,” says Ho. The newest Furla collection brings “fortune, love and luck for people who wear it,” she adds, highlighting that “navy blue represents trust, confidence, wisdom, loyalty, peace and heaven,” whereas “for men, skeleton and the all-black trend are still in a hit.”

Cheung reveals that “Versus Mouffetard offers a range of bold colour dials and straps like black, navy blue and red”, hinting at the same subliminal meanings for the wearers.

In addition, Buckley’s new Harley collection has been “designed with a rebellious, masculine characteristic, pushing the boundaries of traditional men’s jewellery. Layered up or worn alone, this range of pendants, rings and wristwear crafted from stainless steel, finished in black and silver tones, undeniably breaks the mould,” says Hawley.

### Happy

Over at Toscow, however, “there’s growing demand in multi-colourful jewellery,” says Ng. The same can be said at Kurate, as O’Donnell points out that the company has “seen a trend for feelgood fashion with an uplifting rainbow colour palette”, all of which is “having an influence on future collections.”

Oliver Weber’s Recheis reminds that “the Asian customer loves colours and unusual designs” which is what it shall promote in the Gaudi collection – a tribute to the extraordinary Catalan artist Antoni Gaudí. “Inspired by his genius, innovative patterns in lively colours take shape and create a fantastic world of mythical creatures, glowing suns and luck-bringing amulets,” says Recheis, explaining how “the project and the design process were guided by a string of attributes: rich, vivid, lively, jazzy, and literally picturesque.”

### Elegant

Sometimes, however, less is more. This year, Kurate continues to note the “trend for pastel ice cream hues. This has inspired our Daydream Collection from Moon watches,” O’Donnell explains. “From almond and pistachio to rose and raspberry, these pretty pastels and fresh-faced dials have a sweet and feminine look.”

At Escale Holdings, Cheung reveals that “the Audrey V is available in a palette of feminine pink leather strap with floral pattern, or soft blue dial,” and the “V-Twist is available in a range of classic as well as pastel colour leather straps, embellished with two V and the Medusa logo on



*GUESS Watches show their affection for its logo heritage, providing an array of signature timepieces adorned with triangular and quattro G designs in stone and non-stone variations. From the overstated and bold to the subtle and sleek, this trademark is a true representation of the brand DNA.*



▲  
SGA Jewellery Design’s main material is amber. For jewellery, the team uses precious metals only.



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# Mercedes-Benz Man.

The star fragrance.



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Mercedes-Benz



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Kurate is showcasing its new Starlet collection. Featuring midnight blue and storm grey druzy stones, the pieces are set in a gold finish and are reminiscent of a glittering night sky full of stars. There is also a return of Kurate's dainty trend pieces. These three-piece sets are perfect for layering up and showcase the brand's popular charm styles of crescent and star motifs.

the loop," plus the "Versus Mouffetard also comes in a soft palette of grey and lavender," she adds.

From TOUS, "Falla is a bold silver collection which features pastel colours and is based on nature and paradise," says Tous, reminding that meaning and hue and colourway combine to create lines with an overall sense of calm and meaning.

### Materials & textures

When it comes to materials and textures used to recreate a sense of purpose and meaning, the natural world comes into its own. Pearls lead the way, followed by precious metals with gold and rose gold still being held in fond affection.

### Pearls

"Pearls are very much back for SS19, but not as we typically know them. This season they are reinvented to feature a modern twist," comments Tous.

But Toscow reminds how there is symbolism lurking beneath the trend. "Fresh water cultured pearls have a long history in jewellery. Pearls symbolise purity and peace and have a special place among people; its demands never decline in spite of there being a lot of artificial pearls," Ng explains. "The highlight for Singapore is our new Eternity collection," says Ng, describing how "this fresh water pearl collection symbolises the eternal bonds of love and friendship, whether it is between lovers, families or friends." The "highlight of the design is a lustrous pearl encircled by interlocking rings," he hints.

Tous mentions how "the yellow gold Mabe collection revives a jewellery classic, the Mabe pearls" and explains how "the range evokes the splendour of these pearls cultivated in fresh water in the 80s, giving them a classic and at the same time trendy twist."

### Precious & polished

In terms of clasps, frames and chains, "we are noticing that there is still a huge demand for polished metals, which is something that we have begun to include more and more of within our range," says Hawley. Buckley's "Autumn Winter collection follows suit with a proportionally higher number of gold hues in comparison to silver or rose gold."

O'Donnell admits that, for Kurate, "metallic finishes will also continue to inspire our watches and jewellery."

Escale Holdings has "the perfect combination of sophistication with a hint of luxury, a polished round 35mm case highlights a sunray dial featuring mini



The use of crystals and jewels can be seen in the Toscow collections. The brand is also showcasing its new multicolour crystal collection named Spellbind.

interlocking G's. Intricate and refined, this pattern is mirrored and engraved on a polished bangle bracelet available in silver, gold and rose gold," says Cheung.

At Les Interchangeables (Basement 2/2-H31), and "available in four colours of gilded metal in 18 carat gold" there is a watch that is "available on six different dial bases; classics like white and gun, or the most sophisticated ones like pink, champagne or silver," says Laurence Saada, spokesperson, Les Interchangeables.

Also being showcased on the Buckley stand as part of the AW19 women's range is Muse, one of the largest collections of the season with nine pieces of gold tone, hexagonal profiles, some of which are adorned with semi-precious rose quartz. "Particularly strong pieces include the two-sided spinner pendant, reversible friendship bracelet and set of three stacker rings," says Hawley. "Our design team have found that the addition of soft pinks, such as semi-precious rose quartz, and soft blues, such as semi-precious blue lace agate, onto both gold and silver pieces work well throughout the Spring Summer period," she adds.

### Amber

S&A Jewellery Design's main material is amber, "which in nature occurs in 250 shades," explains Leś, adding: "Therefore, colour has been imposed on us by nature." For jewellery, the team uses "precious metals only" and this can be seen in "genuine Baltic amber, which is always framed in silver or can be gold plated," says Leś.

### Crystals and jewels

The use of crystals and jewels can be seen in the Toscow collections. "Clear sparkling crystals are still the most popular choice among customers," says

Ng, reminding that Toscow is showcasing its new multicolour crystal collection named Spellbind to align with this trend.

"Rich jewel tones also continue to top the colour trends this season," adds O'Donnell. "Our jewel watch collection showcases this trend both in colour and style, its faceted jewel watch faces capture the light at every angle."

### Ribbon

Les Interchangeables plans to showcase its latest novelty patented, as the 'ribbon plate bracelet', which can be customised with an engraving, as well as a ribbon of your choice. "The 'Ribbon watch' is an elegant watch that snaps onto a high-quality stretch ribbon, whether adorned with Swarovski crystals or not, exists to create an infinity of combinations," says Saada.

### Leather

Kurate's leather jewellery pieces continue to nod towards the popular metallic trend; combining pastel and nude tones with shimmering metallic accents," says O'Donnell, highlighting how we are always on the lookout for natural fibres and materials.

### Mesh steel

In direct contrast, the Grecca Icon watch from Escale Holdings features either a white dial with black textured leather, or bronze enamel dial with IP bronze mesh bracelet, to suggest a message that the wearer is classic, confident and modern. "Versus Les Docks feature two-tone steel and IP yellow gold, or IP rose gold," adds Cheung, reminding that, whatever the material or trend, the underlying subliminal meaning that each piece conveys is highly important to consumers.



Oliver Weber is showcasing a collection that reflects the changing of seasons with warm shades of brown and orange peppered with bright yellows and reds, delicate pastels and also intense fuchsia, berry violet, rose and gold for the festive season.



Learn more about the watches & jewellery innovations being presented at TFWA Asia Pacific Exhibition & Conference by visiting the TFWA Product Showcase ([www.tfwaproductshowcase.com](http://www.tfwaproductshowcase.com)). Scan this code to visit the TFWA Product Showcase





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▼ The Dubai Duty Free shopping complex in Concourse C at Dubai International Airport. Dubai Duty Free is continuing to enhance its retail operation in 2019, with improvements in Terminal 3 Arrivals, the second phase of Concourse B refurbishment, and refurbishment plans for Concourse A.



▲ Colm McLoughlin, Executive Vice Chairman & CEO, Dubai Duty Free: “We will continue with our refurbishment plans which began last year and which have had a positive impact on our business. Our investment in digital technology over the past year will result in greater engagement with our customers and we are looking forward to building on that in the year ahead.”

# Dubai Duty Free enhancing operation in 2019 with retail refurbishments

*Dubai Duty Free is continuing to enhance its retail operation in 2019, with improvements in Terminal 3 Arrivals, the second phase of Concourse B refurbishment, and refurbishment plans for Concourse A. Colm McLoughlin, Executive Vice Chairman & CEO, Dubai Duty Free, updated Ross Falconer on the latest developments.*

**B**y all accounts, 2018 was a remarkable year for Dubai Duty Free. The retailer crossed the US\$2 billion milestone on 29 December, and ended the year with annual sales of US\$2.015 billion (+4.31% year-on-year). That success has continued into 2019 – a new monthly record of US\$184.91 million was achieved in March, while first quarter sales reached US\$525 million.

Dubai Duty Free is continuing to enhance its retail operation in 2019. “There are a number of projects in the pipeline for 2019, including the refurbishment of the retail offer in Concourse A,” says Colm McLoughlin, Executive Vice Chairman & CEO, Dubai Duty Free. “A new Gucci shop in Concourse A is expected to start construction in Q3 2019, along with it, we are also refurbishing the Gold shop (Q2 2019), Gifts from Dubai, and the Electronics offer. Dubai Duty Free will also be opening a new Concierge Shopping Service at Concourse A Business Class Lounge in Q2 2019.”

Meanwhile, in Concourse B, Dubai Duty Free will be starting the second phase of its refurbishment programme in Q3 2019. The FoodPlus in the East and West of the Concourse will be renovated, and new signage design will also be implemented as part of this upgrade.

“Dubai Duty Free opened a new extension of approximately 1,500sqm in Al Maktoum International Airport in March of this year. This brings our retail area in AMIA up to 4,000sqm,” McLoughlin adds.

## “Engaging customers and creating retail entertainment”

Over 500 promotions are run weekly throughout the retail operations. Liquor, Perfumes, Confectionery, and Electronics have been key categories where the promotions tend to work very well. These include ‘price-offs’, ‘buy one get one free’, gifts with purchase, and ‘win a prize’ promotions.

“We will also continue to run theme promotions around key celebrations/occasions, including Chinese New Year, Diwali, Dubai Summer Surprises, UAE National, and our Anniversary among others,” says McLoughlin.

Dubai Duty Free partners with many brands to launch new products exclusively in its shops, and will continue to offer exclusives and promotions which are a big part of the business.

Meanwhile, in terms of space, it renovates and updates the furniture regularly to enhance the complete look of the shop and to improve the customer experience. More focus is on improving the service with consultation areas within each brand and easy browsing in the shop through digital signage.

“We will continue focusing on promotions that engage customers and create retail entertainment in the stores, which has proven successful in recent times,” says McLoughlin.

The operation is currently undertaking a multi-million-dollar investment in upgrading and enhancing the online offer, which has been rolled out this year. “This

enhances the e-commerce customer experience, as well as adding functionality and implementing processes both in-store and online,” McLoughlin explains. “Dubai Duty Free has also launched a major digital marketing initiative as part of its ‘Road to 3 billion dollars’ project, investing in both people and technology to increase its digital marketing to its customers, and to improve its customer engagement and customer service.”

Dubai Duty Free also continues to communicate through social media platforms including Facebook, Instagram and Twitter, as well as two Chinese platforms, WeChat and Weibo. “These platforms were used for various promotional activities, competitions, exclusive products and offer updates, as well as coverage on various Dubai Duty Free sports and social activities,” McLoughlin comments.

The operation’s online business is performing well, with the upgraded online Click and Collect offer generating around US\$21.7 million in sales in 2018. Online pre-ordering is growing, with an average pre-order value of US\$500.

“In addition to the introduction of Apple Pay and Samsung Pay, which continue to provide our customers with enhanced payment options, Dubai Duty Free introduced Alipay, due to the increasing numbers of Chinese visitors,” McLoughlin explains. “The take-up on Alipay has been excellent, with payments by Alipay accounting for about 4.78% of total sales.”

Meanwhile, the partnership between Dubai Duty Free and C-Trip has been very successful. The combination of promotions and discounts drove over 72,000 sales transactions by C-Trip’s customers in 2018. “Each transaction had an average value of over US\$1,005, with key items including Watches, Cosmetics, Precious Jewellery, Cigarettes & Cigars, and Liquor,” says McLoughlin. “We are also looking at other collaborations with Chinese companies such as UPI and AliPay on seasonal campaigns including Chinese New Year, Mid-Autumn and Golden Week.”

Over US\$290 million of sales were made by travellers to and from Chinese destinations in 2018.

Looking ahead, McLoughlin explains that Dubai Duty Free’s priority is to continue to drive sales by working closely with suppliers and partners on great value offers. “We will also continue with our refurbishment plans which began last year and which have had a positive impact on our business. Our investment in digital technology over the past year will result in greater engagement with our customers and we are looking forward to building on that in the year ahead.”



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▶ *Jennifer Andrews, Head of Retail and Commercial, Brisbane Airport Corporation: "We are always striving to provide the very best customer experience we can, and a large part of that is offering the best quality and variety in our retail environment."*

## 'Uniquely Queensland': Brisbane Airport's local, authentic retail experience

*An interview with Jennifer Andrews, Head of Retail and Commercial, Brisbane Airport Corporation. By Ross Falconer*

**B**risbane Airport is committed to delivering passengers a unique and engaging experience, while showcasing the best of Brisbane to the world. One way in which it does this is by working proactively and collaboratively with retailers, so they are a part of the retail vision.

"An example of this is two different, yet complementary, marketing campaigns – 'Local Treasures' and 'Paddock to Gate'," explains Jennifer Andrews, Head of Retail and Commercial, Brisbane Airport Corporation (BAC). 'Local Treasures' centres on working alongside retailers to stock gifts that are unique, local and authentic, bringing the personality and culture of our city and region into the terminal through the sourcing, showcasing and celebration of truly local products, produce and brands."

Endorsing authenticity was also a key driver behind the creation of this campaign. 'Local Treasures' can be easily found via bespoke swing-tags communicating the product's authenticity. They are also showcased in front of store displays, with one store even creating a dedicated 'Uniquely Queensland' wall showcasing the best the region has to offer.

'Paddock to Gate' was designed to encourage F&B tenants to stock and support local producers with award-winning local meat, dairy, fruits, vegetables, eggs, craft beers, wines, breads, pasta, jams, condiments and deli items on menus across the terminal.

"Through this campaign, F&B retailers strive to source fresh produce from local suppliers and showcase these items and the story behind them on their menus," says Andrews. "The success of BAC's 'Uniquely Queensland' innovation is guiding the \$40 million redevelopment of the Domestic Terminal F&B and retail precincts, with new retailers now contracted in their leases to source a minimum of 50% of their produce from local suppliers."

Indeed, having an all-encompassing and unique sense of place within the terminal setting, extending beyond the building design and fit-out into the retail and F&B environment, is an important element of BAC's retail strategy.



▲ *The Village Green at the International Terminal was specifically designed during the 2015 redevelopment to provide an experiential space for passengers in the retail environment.*

Through the \$45 million redevelopment of the International Terminal in 2015 and the \$40 million upgrade of the Domestic Terminal, currently underway, BAC is creating an environment that encapsulates the personality of Brisbane and Queensland.

"By doing this, we are creating a space that is memorable, engaging, intriguing and a place that people want to return to," says Andrews. "When you are happy and engaged in an environment, you are more likely to want to discover all it has to offer."

### ***"An element of luxury and exclusivity"***

Brisbane Airport recently welcomed its newest retail partner, Lotte Duty Free. "We are always striving to provide the very best customer experience we can, and a large part of that is offering the best quality and variety in our retail environment," Andrews explains. "Lotte Duty Free is a global giant with extensive experience, and they will bring an element of luxury and exclusivity to Brisbane Airport. BNE is Lotte's flagship store for Australia,

showcasing the very best in international and Australian brands and goods in a world-class retail environment."

Travellers can expect to find more than 600 local and luxury brands, with a wide variety of perfumes, cosmetics, fashion accessories, Swiss watches, liquor, food and confectionery, and even a specialised whisky tasting bar.

Further commenting on the customer experience, Andrews adds that the Village Green at the International Terminal was specifically designed during the 2015 redevelopment to provide an experiential space for passengers in the retail environment. "Essentially, it brings the outdoor indoors and allows passengers to experience the Sunshine State one last time before departing Queensland."

Through BNE's Artist-in-Residence programme, it has also been able to bring the arts into the terminal, with pop-up performances by the Queensland Symphony Orchestra and Opera Queensland taking place in recent years, as well as aviation-inspired Lego-brick creations by Ben the Brick Builder.

At the beginning of this year, BAC took control of the entire Domestic Terminal for the first time. It is looking at how the Domestic Terminal can be optimised, upgraded and improved, and plans more experiential elements in the retail environment in the future.

"There is always something happening at Brisbane Airport, and the next 18 months is no different. We are in the early stages of reviewing the next iteration of the International Terminal and are excited for the opportunities this will bring," Andrews concludes.



▶ *Brisbane Airport recently welcomed its newest retail partner, Lotte Duty Free. "Lotte Duty Free is a global giant with extensive experience, and they will bring an element of luxury and exclusivity to Brisbane Airport," says Jennifer Andrews, Head of Retail and Commercial, Brisbane Airport Corporation.*



## 60 seconds with... Enrico Destro, Global Travel Retail Director, Luxottica Group

*Enrico Destro, Global Travel Retail Director, Luxottica Group (Basement 2/2-J18), shares some insights into the vibrant sunglasses category.*

**S**unglasses in the Asia Pacific region is a thriving category and one set for sustained long-term growth. Enrico Destro, Global Travel Retail Director, Luxottica Group, explains that much of this current and future performance can be attributed to Chinese travellers. "China and Chinese travellers are the lifeblood of travel retail today, but the potential is still in its infancy. It's fascinating to think of the opportunities that will come from the growth of this market over the next decade."

Exclusivity, differentiation and collaboration continue to present exciting opportunities. "2019 will

see us launch an unprecedented number of retailer exclusives in Asia Pacific, across many of our brands," says Destro. "Projects such as our exclusive DFS Prada models, that were launched in early 2019, and our China travel retail exclusive Miu Miu models, that were launched in collaboration with China Duty Free Group and Sunrise Duty Free in late 2018, are just the start of our exciting programme of exclusives this year."

Destro explains that omnichannel is the future, with the world of digital enabling Luxottica to take its consumer engagement to the next level. "Historically, the focus has been exclusively on the 'during-trip' phase, but now we can connect with consumers throughout their journey, at every step of the way – pre-, during- and post-trip."

On that digital journey, Luxottica is currently exploring solutions where it can optimise the online-to-offline dynamic. "For example, we are doing a trial in Europe with a travel retail app for sunglasses, where consumers can explore the properties of different lenses and how they will suit different city environments – all through the touch of a button on their phone," says Destro. "This type of digital engagement, alongside real-time virtual try-on technology instore and augmented reality, is a reflection of the future of digitalisation in our category. We have also increased the visibility of Luxottica's brands by exploring new categories. For example, for Oakley, we've extended beyond its sunglasses range and evolved it into a multi-category brand, which encompasses Oakley apparel, fashion and accessories."

Asia Pacific is a big focus for Luxottica, which is continuing to roll out its STARS platform in the region. STARS is a 360° model, developed and run by Luxottica, with features including optimal product selection, continuous refresh of product assortment in line with sales patterns and trends, automatic



*Enrico Destro, Global Travel Retail Director, Luxottica Group: "Multi-formatting solutions are central to the category's evolution and for greater penetration and conversion. We are seeking to create differentiated physical touchpoints within the airport domain – such as sunglasses departments in the main duty free stores, pop-up stores and speciality stand-alone sunglasses stores, such as Sunglass Hut."*

replenishment and stock level optimisation.

"Last year we implemented the programme across China Duty Free Group's stores at Guangzhou Baiyun International Airport. In the first six months, there was almost 30% organic growth in sales of Luxottica brands," Destro adds.

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## Show opens

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

## Health and wellness

**E**u Yan Sang is excited to establish relationships with new retailers and landlords, and reinforce existing ones here at TFWA Asia Pacific Exhibition & Conference. It has been present in travel retail for some time, with stores in Singapore Changi Airport and at Hong



Kong International Airport, and an inflight retail presence on major airlines in Asia Pacific including Singapore Airlines, Hong Kong Airlines and JetStar.

"We are looking to work with partners to leverage the opportunities that are presented by the 'Health and Wellness' category," explains Aaron Boey, Group Chief Executive Officer, Eu Yan Sang International Ltd. "We are also thrilled to launch our new travel retail range, which has been curated with the traveller in mind, targeting travel-related health concerns and gifting needs. They are the Gift of Health, which is perfect for gifting; Travel Wellness, which provides immune support and alleviates fatigue while travelling; and Soup Apothecary, which consists of nourishing soups that help to maintain the overall health and wellness of an individual."

Eu Yan Sang's soup sampling station is serving a different soup each day of the exhibition.

**Basement 2/2-E26**

## A skincare icon

**N**UXE is reinventing its iconic oil with the creation of Huile Prodigieuse Floral. This iconic product, with seven precious botanical oils, infuses skin and hair with lasting moisture, with a unique dry touch. Its natural formula is now available in two different fragrances. "Since its creation in 1991 Huile Prodigieuse, a multi-use and multi-purpose dry oil, has become a skincare icon in beauty stores and pharmacies across the world, so creating this sister scent is a bold step for us but it is one that has delivered women two choices that they can alternate depending on their mood," says Marion Bruimaud, Global Travel Retail Director, NUXE. "Whilst featuring the same natural composition and the same benefits as the classic version, Floral offers an olfactory signature which reveals a sweet, velvety and sensual base. So, it is genuinely a new experience but with the same proven ability to nourish, repair and beautify skin and hair."



Bruimaud adds that the Asia Pacific region is very important for the brand, with Asian customers liking floral fragrances.

**Basement 2/2-H9**

## Stylish and sustainable

**B**utterfly Twists is showcasing VADA, the new British footwear brand launching in 2019, which produces modern wardrobe staples made from natural materials. The stylish and sustainable flat shoes are made from Alpaca, which is said to be a material unlike any other. Frank Eribo, Co-founder, Butterfly Twists, explains that Alpacas have a unique wool, which is light and breathable. It's a luxurious material that's softer than cashmere and considerably more sustainable. The material is biodegradable, so it will eventually break down into harmless natural substances.



"The insoles are then made with algae foam," says Eribo. "The production of this foam helps keep natural ecologies in balance, filtering algae from green water and recirculating clean water back into the environment."

There are four VADA styles in five different colour options, which Eribo describes as "timeless, classic and chic".

Meanwhile, Butterfly Twists is also presenting its new collection in collaboration with Dominic Jones.

**Basement 2/2-D8**

## Interchangeable jewellery

**T**rollbeads is the original beads-on-bracelet brand, with an exquisite set of interchangeable jewellery pieces. At the heart of the collection are the beads themselves. Trollbeads products include beads on bracelets, necklaces, earrings, rings and accessories. The company is making its debut at TFWA Asia Pacific Exhibition & Conference. "We're growing internationally, and we want to continue our growth by entering new channels," says Marianne Jensen, Travel Retail Manager, Trollbeads. "We trust the travel retail channel can bring exposure and new possibilities rapidly, because our products are suitable for all women around the world."

The new Go round! collection offers five new gemstones in a totally new design and shape: round. The five new gemstones entering the collection are: Lapis Lazuli, Malachite, Labradorite, Aventurine and, all-new in the Trollbeads collection, White Moonstone.

"We are here to engage with various airline partners, landlords and operators, and to grow brand awareness," adds Dennis Jørgensen, Regional Manager APAC, Trollbeads.

**Basement 2/2-B02**





\*Tested on 106 women aged 25-45 after 1 week of use.



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## Sustainable cocoa

**G**uylian is showcasing a new product range, using only sustainable cocoa. The range includes a selection of six different Guylian Belgian Chocolate Bars with 4 x 25g individually wrapped Mini Bars. Each bar is embellished with the iconic Guylian Sea Horse.

The six different flavours include: Creamy Milk, Hazelnut, Intense Dark, and Salted Caramel. The range also features two flavours, Milk and Dark, with reduced sugar content, using stevia-based sweeteners.

“Every time you buy Guylian’s Belgian Chocolate Bars, you are supporting both Project Seahorse, which aims to save seahorses and our oceans, and Project Cocoa, which supports cocoa farmers,” says Philip Bogaert, Senior Export Manager, Guylian.

The Guylian Master’s Selection – a premium range of uniquely flavoured mini chocolates packaged in luxurious gift boxes – was launched last year. It has a strong visual impact and Bogaert explains that it is performing very well.

Meanwhile, the Guylian Golden collection is a whole new range, exclusive for travel retail.

**Basement 2/2-H26**



## The Future of Brands

**T**FWA has invited The Future of Brands campaign to be present at TFWA Asia Pacific Exhibition & Conference. Visitors can learn more at a dedicated booth situated outside the exhibition hall on Basement 2 of the Marina Bay Sands Expo & Convention Centre, where The Future of Brands is highlighting the dangers of disproportionate and poorly considered regulation, which has the potential to affect multiple product categories.

TFWA Asia Pacific Exhibition & Conference is an ideal place to raise awareness of the campaign and meet with stakeholders.

Concerns include branding bans, or plain packaging, as well as the increasing demand from regulators for consumer information and product labelling.

A strong, collective voice urging sensible, proportionate regulation is important, and The Future of Brands says being a member of national, regional and global travel retail associations is critical both in terms of awareness and engagement.

The aim is to ensure that the travel retail industry is part of the dialogue and part of the solution.

## Sleep made easier

**Q**uietOn is participating at this year’s TFWA Asia Pacific Exhibition & Conference, where it is introducing an improved active noise cancelling earplug with hopes to revolutionise the travel industry with its exciting new innovation. The company’s main objectives are to target inflight and airport sales in order to develop further exposure for the product in the travel market. QuietOn Original, which is the company’s current product has been ranked No.1 best-selling item with Singapore Airlines and has been given positive feedback. The company’s newest product is both compact and features a USB charging station which enables travellers to have 20 hours of active use. Designed to improve your health and stress-levels, the newest innovation by QuietOn is designed to help travellers sleep on the pillow, and with its active noise cancelling technology it enables travellers to have the deepest sleep throughout the night and arrive at their destination feeling more relaxed.

**Basement 2/2-A8**



## Premium collection

**B**utlers Chocolates takes the opportunity of featuring at this year’s TFWA Asia Pacific Exhibition & Conference, where it is presenting its core range, including the exclusive platinum, premium collection. In addition to this, the family-owned company is also exhibiting its dark chocolate collection, aligning the company with current market trends and growing popularity across the Asia Pacific region.

“Over the last year we have had good growth in Hong Kong and Singapore Changi airports,” explains Aisling Walsh, Marketing Director, Butlers Chocolates. “We are thinking of further developing in Asia Pacific and focusing on product development to suit customers within the region.”

Indeed, targeting the Asia Pacific region, Butlers Chocolates aims to develop its existing presence and customer base in the travel retail sector, while also aiming to diversify its collections globally in the future to meet consumer demands.

**Basement 2/2-C31**



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## Seasonal selections

**L**eonidas has brought its wide range of products to TFWA Asia Pacific Exhibition & Conference this year, including seasonal Christmas and Chinese New Year collections, while also expanding its destination range for 2020 by adding Thailand.

In addition to this, the brand is giving its tablet range a refreshing new look with emphasis on the brand's Belgian origin and sustainable cocoa use, while making the company branding more prominent and central on the tablet bars themselves. Priding itself on 'outstanding quality' and marketing itself as being the preferred 'Belgian chocolate' with an affordable price point, Leonidas endeavours to diversify its client portfolio worldwide and ultimately develop its client portfolio in the Asia Pacific region.

**Basement 2/2-D31**



## Scent with personality

**Y**ohji Yamamoto Parfums is showcasing its line of fragrances that are a representation of what it means to be human. The line, which includes fragrances that focus on personality, newness, taking time, beautiful imperfection, darkness, femininity, and avant garde, is now a core range for the Yohji brand – expanding its horizons from the fashion category.

"We are presenting our new line, which is made up of scents that represent a human person in an olfactory way. We announced this collection last year here, but now we are showing our final products – it is the DNA of the brand," says Grisha Serov, Creative Director, Yohji Yamamoto Parfums. "We are here to re-announce ourselves as a fragrance brand. We have used foam to package the bottle, which most brands just put on the inside. Some is machine-cut and the sides are hand-cut, so every single box we have is slightly different."

**Level 1/1-N12**

## Virtuous beauty

**F**rench pharma-beauty company Pierre Fabre Dermo-Cosmétique, which has an interest in natural ingredients, ethics and medical advocacy, is previewing two products specifically for the Asia Pacific travelling consumer.

"We have a specific range for Asian women, because they have a different type of ritual and want a different type of texture to cream," explains Ni-Ling Kuo, Asia Pacific Travel Retail Manager, Pierre Fabre Dermo-Cosmétique.

"We have a range for sensitive skin and the fewer ingredients you have, particularly in terms of preservatives, the less it will sensitise your skin," adds Steven Conquy, Asia-Pacific Regional Director, Pierre Fabre Dermo-Cosmétique. "Next, there is the Asia-specific product that was designed purely for the APAC region. It is a brightening product that also contains anti-pollution ingredients. Whitening products are actually very harmful for the skin, but this isn't."

**Level 1/1-U12**



## Fun travels

**A**t TFWA Asia Pacific Exhibition & Conference, Mars Wrigley Confectionery International Travel Retail (Mars ITR) is seeking to leverage its leading confectionery brand M&M's. As Gary Clarke, General Manager, Mars ITR comments: "Instead of coming up with something brand-new, we are utilising M&M's and bringing in some fun and excitement with new flavours and package designs."

Playing to the universal appeal aspect of M&M's, and targeting more adult travellers, the new travel retail exclusive gifting range includes four new fun designs: Fan, Torch, Flip and Funnel, featuring the iconic Red and Yellow characters, and including bags of M&M's Chocolate in various sizes. Additionally, on show are M&M's Salted Caramel 370g and M&M's Mix 400g sharing pouches.

Looking into the development of the region, Clarke adds: "Our plan is to continue to grow and expand our business here in Asia. We can see the potential of this region to be the leading region in the future. We are committed to make sure that Asia continues to grow faster than any other region."

**Basement 2/2-K28**



# Heritage from Nature, The World's No.1 Ginseng Brand, CheongKwanJang

CheongKwanJang(正官庄), an iconic legacy of herbal supplements with 120 years of history is loved by over 40 countries world-wide and recognized as the World's No.1 Ginseng Brand based on 2009-2018 Euromonitor.

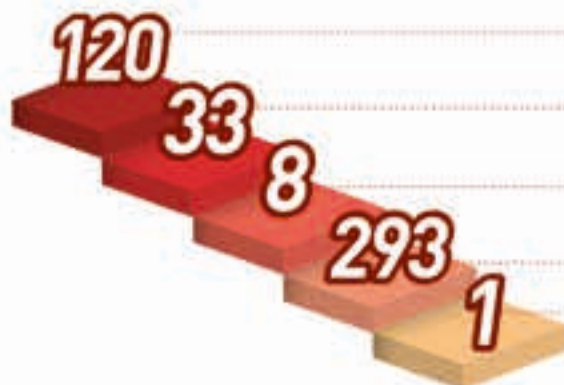


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 正統, 正宗, 正式  
 "Cheong" means "accurate, Genuine, and authentic"  
 官方, 政府之章  
 "Kwan" refers to "government or governmental offices."  
 經修飾之意  
 "Jang" stands for "endorsed factory"  
 → Genuine Product Produced in a factory endorsed by Government



Resembling a human body, Korean ginseng plant roots were frequently used to maintain good health for more than 2000 years prior to emergence of modern pharmacy. Fresh, raw ginseng, which is harvested in farmland, is composed of 75% water and can easily be spoiled. After fresh ginseng is steamed and dried, it contains 15% water and turns reddish yellow in appearance. During this process, the healthy active components, beneficial for the human body, are increased. Korean ginseng requires a strict cultivation environment and is characterized by difference in quality depending on differences in cultivation conditions. The Korean peninsula has optimal ginseng cultivation environment and Korea as an origin of ginseng has over thousands of years accumulated ginseng cultivation and manufacturing technology. These are reasons why Korean red ginseng from Korea gains popularity internationally and is distributed widely.

## Why CheongKwanJang?



- With 120 years of history since 1899, KGC has been leading global ginseng industry.
- 33.3% of market share, recognized as No.1 Ginseng Brand based on 2009-2018 Euromonitor
- 8 years of dedication  
2 years of soil quality management and 6 years of growing ginseng root
- 293 safety tests under strong quality management.
- World's No.1 R&D Center  
140 researchers, 184 patents, 420 ginseng study cases, etc.



## 5 Key functions of Korean Ginseng

- Boost the Immune System
- Relieve Fatigue
- Promote Blood Circulation
- Promote Memory Function
- Increase Antioxidant Activities

## 120-Year History of CheongKwanJang



According to a report from Euromonitor, the worldwide ginseng retail market was valued at approximately US\$2,236million as of 2018, with KGC(Korea Ginseng Corp.)'s CheongKwanJang brand coming out on top, with 33.3% of market share with sales at approximately US\$1,163million in Vitamins & Dietary Supplement Category.





## Soft and Scottish

**S**cottish cashmere accessories brand Begg & Co is broadening its horizons to focus on Asia this year and, as a first-time exhibitor, believes the brand is set to become a success within the channel.

"We are a Scottish company and a Scottish mill based near Glasgow, and it's a beautiful story because our scarves are handmade with a lot of craftsmanship and artisan skill," says Salvador Chillaron, International Sales Manager, Begg & Co. "We mainly do cashmere accessories, so we have cashmere from Mongolia and thistles which we use as part of the process. For example, there is a finish that we call 'prickle finish' because we brush it with thistles. We discovered it in the 19th century. Asia, for us, is a very important market and so we will have a particular focus on China, Japan and Korea."

**Level 1/1-R11**



## Showstopping concepts

**C**api has arrived at TFWA Asia Pacific Exhibition & Conference this year to showcase its shop-in-shop solutions. "Our aim and ambition is to always show what we can offer our partners," says Fatima Ezahra El Ayadi, Business Development Director, Capi. "We are a retailer on one side, but we also have a shop-in-shop solution on the other side. So, that is what we are explaining to our customers. What we have done now is we have actually created a shop-in-shop concept in our stand. This is something we have already launched with different retailers worldwide. We have three separate units that are not based on assortment, but based on exactly the products that the travellers need. These are separated into Special Offer, Travel Accessories, and Travellers' Choice."

Ayadi shared that the concept will be launched at Vienna Airport with two new stores in June and August, as well as five new stores in Abu Dhabi Airport in Q1 2020.

**Basement 2/2-H19**

## Exclusive expressions

**I**nternational Beverage is highlighting its relaunched single malt brands Old Pulteney and Balblair.

Old Pulteney is known as 'the Maritime Malt'. Korndanai (Danny) Nuntasen, Business Development Manager, Thai Beverage Marketing Company Limited, explains that the smell and taste of the sea really come through. There are three expressions exclusive to travel retail: the 10 years old, the 16 years old, and the 2006 vintage.

Old Pulteney 10 years old is matured in second fill, American oak, ex-bourbon barrels. Exclusive and exceptionally rare, Old Pulteney 16 years old is first matured in American oak, ex-bourbon barrels and then further matured in Spanish oak casks that have been seasoned with Oloroso sherry. Distilled from the finest Scottish malted barley, the Old Pulteney 2006 Vintage is a vibrant and rewarding single malt experience.

International Beverage has also launched aged expressions for Balblair: 12 years old, 15 years old, and 17 years old. Balblair 17 years old is exclusive to travel retail. Full-bodied and indulgent, it is matured initially in American oak, ex-bourbon casks, followed by first fill Spanish oak butts for exceptional depth.

**Basement 2/2-H27**



## Care for hair, body and soul

**M**oroccanOil has come to Singapore with various new products, however, VP Sales John Gates reminds that "70% of the business is based on our core products and that is what our customers love us for." But, of course, it is important to spark new interest, so that is why the brand is bringing newness in both its body and hair categories.

Responding to customer concerns around hair colouring, MoroccanOil is showcasing its Protect & Prevent Spray. New in body care is the Body Polishing Scrub, which has been rebranded from Body Buff, and will come in a sustainable recyclable tube with a reduced price from \$56 to \$39.

In terms of distribution, Gates shares: "We are very content and comfortable with how we are doing in Asia Pacific. So, our strategy now is to strengthen these markets and further build our partnerships. And if I can be tempted to look into new markets that will be in Thailand and Kuala Lumpur."

**Level 1/1-S16**



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## Nordic heritage

**C**loetta, distributed by Himan Trading Company in Asia Pacific, is exhibiting an exciting new high-tech display at TFWA Asia Pacific Exhibition & Conference for its hero brand The Jelly Bean Factory. A 3D hologram display tells the story of the product and provides the customer with more information on its content.

“We show it off for activation and promotional purposes,” says Berend-Jan van Egmond, Sr. Regional Market Manager, Cloetta. “It would be great if any key airport gives us the opportunity for a permanent space, so we can develop this 3D hologram stand.”

Cloetta already enjoys a strong and established position in duty free in the Nordic region. As van Egmond explains, success is driven by Cloetta’s Nordic heritage and strong domestic market shares in the Nordics. “In Europe, we have a market share of 13.8% in travel retail only driven by Nordics and now the idea is to bring our brands globally. So, we have a revised international strategy to seize the opportunity for global expansion in travel retail.”

**Basement 2/2-A14**



## Differential offer

**N**ew for Design Go at TFWA Asia Pacific Exhibition & Conference is the Hybrid Pillow. “If I have to summarise, it is taking inspiration from our best-selling pillow. We have almost sliced it in half, it’s quite small and inflatable and can be folded in a travel pouch,” explains Stephen Worden, Sales Director, Go Travel.

The comfort of memory foam and convenience of air makes the pillow very relevant in terms of the latest travel trends, as passengers seek light products, especially with low-cost carrier restrictions.

Another focus for the brand is the Memory Dreamer Travel Pillow, which was launched at last year’s show. It has received a very positive response, and the brand is now taking it to another level with a more localised pillow offer. “Traditionally, localised pillows tend to be a very entry price-point product,” says Worden. “However, we are now bringing a more premium offer. We have an agreement with the Discover Singapore stores, and we are launching in their stores this week.”

**Level 1/1-R7**

## Fenty foundation for all

**L**VMH Perfumes & Cosmetics has introduced Fenty, a cosmetics range by the singer Rihanna, which uses her surname as the brand. “The foundations and the powders will definitely be the bestselling products because of the range,” says Andre Marzloff, Managing Director Travel Retail Asia Pacific, LVMH Perfumes & Cosmetics, noting that, because of the shades and because they have been completely adapted also for the Asian market with some lighter shades, they will be a hit.

“These will go into Hong Kong downtown with DFS and also downtown to Korea,” says Marzloff, adding: “This is the only product within LVMH that has been created by a celebrity. Rihanna is the creator of the range and, really, we just gave her the tools to develop it.”

**Level 1/1-N15**



## Revolutionising skincare

**S**wedish beauty-tech company FOREO is entering the skincare market at full speed with the launch of its new skincare products – Serum Serum Serum, Micro Foam Cleanser and the Caviar 24K Mask and Micro Foam Cleanser.

Ashlee Park, PR & Marketing Assistant Manager, told us that, encouraged by the amazing response to the latest launch of UFO Activated Masks, FOREO is bringing even more innovation to the skincare world. Serum Serum Serum can be paired with selected LUNA devices and allows for a more effortless glide across the skin, enhancing absorption and efficacy. The exclusive two-step Intensive Caviar Fusion Mask Treatment paired with FOREO UFO is a premium product, which renews the skin in just three minutes. FOREO’s new Micro-Foam Cleanser transforms into delicate micro-bubbles that lift impurities from deep within the pores, helping to purify the skin.

Park shares: “We are now ready to be the next big game-changer in the skincare world.”

**Level 1/1-T7**



## Using your Senses

“ SA.G Group, which goes by the name of ‘3 Senses’ was formerly just a distributor in the domestic market for 10 years, but after 10 years, they had forged such a good relationship with retailers that they started signing licences,” says Antonella Panepinto, International Sales & Marketing Executive at 3 Senses. “The first licence for a fragrance was for the sports brand Dunlop; then we signed Engelsrufer the German jewellery brand’s fragrance. It is also the first time we are presenting Scotch & Soda in Asia, which is from Amsterdam; it is very trendy and speaks about curiosity, discovery and travelling.”

Panepinto explains: “Lastly, we have Kaviar Gauche – a bridal French couture brand, and the home fragrance Leonardo Essenza where you can put drops of your favourite essential oils into the diffuser to create a nice home perfume.”

Victor Sanchez, CEO of SA.G Group, adds: “This is our first year in Singapore and it is important for us to grow in the Asian market.”

📍 **Level 1/1-P18**



## Travellers de-light

C abinZero is showcasing its range of lightweight bags suitable for hand luggage for travellers looking for convenient, functional and stylish backpacks.

The line, which comes in a selection of popular colours and sizes, is “now available on freestanding display units to maximise floor space in travel retail,” says Neil Varden, Director, CabinZero. “I see these being in stores which have a totem of travel pillows and bags, and not a much bigger footprint.”

The range, which is ideal for impulse buying consumers looking for cabin-friendly luggage after having bought things while shopping within the channel, also has a line of pouches and smaller bags that are convenient as well as very lightweight and accessible to travellers keen to cut down on baggage weight.

📍 **Basement 2/2-F23**

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## Sweet surprise

**P**erfetti Van Melle is delighting TFWA Asia Pacific Exhibition & Conference visitors this year with a flavour of its products. New launches to Asia Pacific travel retail include the Lollipop Memphis Design MegaChup – a limited edition giant chup consisting of 15 fruit flavoured lollipops.

Following positive consumer feedback, the confectioner is also unveiling 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.

In addition, Perfetti Van Melle has been inspired by summer drinks and the sunny weather and has created the Mentos Mix on the Beach Jumboroll, consisting of eight single rolls in peach/orange, strawberry/banana, and passionfruit/mango flavours.

Meanwhile, Hello Kitty Chupa Chups Markers are a line extension to the Chupa Chups Smurf Marker and perfectly-suited to the region given the huge popularity of the Hello Kitty brand.

**Basement 2/2-E29**



## Travel favourites

**F**inding a gap in the market through its unique caramel filled drops, Cavendish & Harvey returns to TFWA Asia Pacific Exhibition & Conference this year to unveil three exciting new caramel flavoured filled drops, while also featuring its latest filled liquorice drops to tempt the consumer. Driven by consumer demand and market research, Stephen Schneider, Travel Retail, USA, Africa, Middle East, Cavendish & Harvey, comments: "A lot of travellers make their decision at the point of sale," highlighting the need to develop an exciting and different new travel retail product for the consumer.

Cavendish & Harvey aims to develop its presence in Asia Pacific travel retail through the distribution of the caramel filled travel favourites.

**Basement 2/2-M3**





## Targeting Asian consumers

**T**his year's TFWA Asia Pacific Exhibition & Conference sees Distell showcase its portfolio, with new products including the Amarula raspberry and white chocolate baobab. With hints of raspberry notes, the softness of white chocolate, and spiciness from the baobab, the creamy liqueur with origins from South Africa is enough to tantalise the tastebuds and attract the consumer.

Also being launched is Bain's 18-Year-Old PX Cask Finish – a limited-edition, travel retail exclusive whisky. It is part of an innovative new range of three sherry cask-finished whiskies, which recognise the vision of Founder Distiller Andy Watts.

Bain's is made from 100% sun-kissed South African grain and spends its first three years maturing in first fill casks previously used for bourbon before being re-vatted into a fresh set of first fill ex-bourbon casks for a further two years. In crafting this 18-year-old Pedro Ximénez (PX) Cask Finish, the whisky spent an additional 10 years maturing in American oak before being finished individually for three years in PX sherry casks.

**Basement 2/2-F27**



## Expertly crafted

**M**organ & Oates takes the opportunity of featuring at this year's TFWA Asia Pacific Exhibition & Conference to unveil its latest summer and winter collection, featuring scarves and beachwear exclusives. While also being luxuriously soft and light, each scarf and tunic is expertly crafted and features an intricate blend of pure cashmere and finest merino.

The British company, which has a large portfolio of airline clients, is looking to diversify and tap into the Asia Pacific market this year through the introduction of summer-inspired scarves for both men and women. The company is also looking to tap into the niche male market with scarves by creating two collections per year to serve this market.

Morgan & Oates prides itself on exceptional quality with natural fibres, while also hoping to adapt to travel demands. The company has unveiled its plans to diversify further by extending its scarf range and beachwear to other modes of transport, including ferries, cruise liners and local shops, to develop its client portfolio outside aviation.

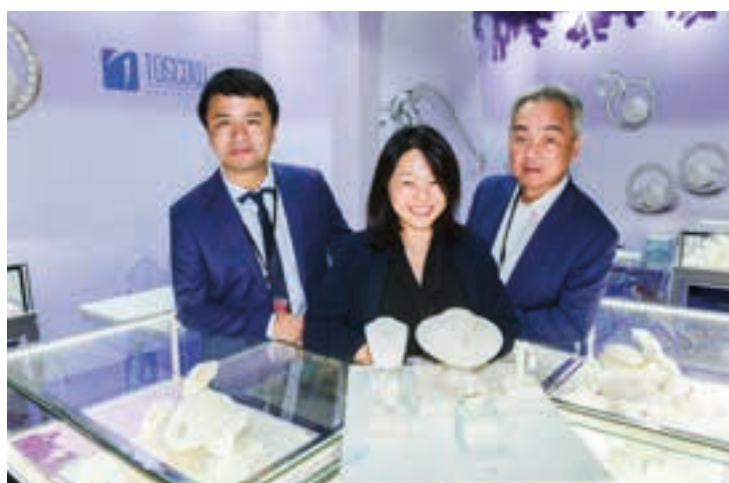
**Basement 2/2-J33**

## Natural pearls

**A**ustralian jeweller Toscow is highlighting its travel retail exclusive Eternity pendant. The pendant features two interlocking rings embossed with dazzling crystals that truly symbolise a strong bond with a loved one. Toscow General Manager Francis Ng shares: "We have added new elements and the pearl makes the look stronger. We received a very good response for this collection and we already have a listing with one airline." He continues: "In terms of jewellery, nowadays people are looking for something classier and more traditional-looking and something like the Eternity collection is very suitable."

Also on display is the Sterling Silver Cultured Pearl and the higher-end Tahitian Pearls and South Sea Gold Pearls. Ng explains: "The quality and technology of the way pearls are handled is improving, so pearls are becoming a lot more attractive for consumers."

**Basement 2/2-M25**



## A bag for all seasons

**S**ustainable leather bag company Il Bisonte from Florence, Italy is previewing its latest lines this year with differing shapes, as well as foldable items to meet consumer's ever-changing lifestyle needs for bags that adapt to suit their situation.

"The foldable products are very good sellers and metallic coloured items too. Every product is stamped for authenticity," says Raymond de Malherbe, Senior Advisor Asia Pacific, Il Bisonte. "We are organic and the products react well to ageing too."

"A collection we launched last year is round. In Hong Kong we sell more big leather goods, and in Japan we sell a lot of small leather goods and we are iconic for younger consumers," de Malherbe adds.

The other bags fold right down to smaller or make them easier to pack, which has become essential for today's traveller who needs space in their case or a more convenient space-saving option for hand luggage.

**Basement 2/2-H23**



## Spirit of China

**D**elegates are being invited to pop in for a pick-me-up at the Silver Base stand, where punchy cocktails are being served to visitors throughout the day. The base ingredient in those cocktails is Wuliangye, a popular Chinese spirit that has been made on the banks of the Yantze River for thousands of years.

Silver Base hopes to introduce the liquor – made using sorghum, glutinous rice, wheat and corn – into markets beyond Asia, where it is already well known. “We are trying to introduce Europeans to Wuliangye,” explains Vivian An, Marketing Manager, Silver Base.

Silver Base is also introducing delegates to Moutai, another popular Chinese spirit made from sorghum. According to An, the drink is becoming more exclusive, which always goes down well in travel retail. “Demand is much higher than supply, so it is becoming harder to buy,” she says.

**Basement 2/2-B36**



## Devilishly disruptive

**E**xhibiting at the show for the first time, Concha y Toro has clearly done its homework, showcasing as it is a range of travel retail exclusives, plus great stories and an interactive game designed for airports.

“Latin American wine does not have a strong presence in travel retail,” says Nani Mulet, Head of Marketing, Concha y Toro. “We believe there is a lot of potential here for us.”

Aware of the importance of exclusivity in travel retail, the company’s flagship brand, Casillero del Diablo, has created three wines exclusively for the channel. Between them, they take consumers on a journey across the “Route of Cabernet Sauvignon” in Chile.

Delegates have the chance to win bottles of Casillero del Diablo wine by playing a buzz-wire game, which involves keeping a steady hand – the fastest time of the day wins a bottle. “We are disrupting the way wine is being showcased,” says Mulet. “We want to show that wine can be fun.”

**Basement 2/2-H34**

## Danish debut

**O**baku is exhibiting its Danish-designed watches for the first time at the show. “I’m impressed with the exhibition so far – this has been a very good experience,” says Johannes Arvin, Director, Obaku. “We’ve already had a lot of positive meetings.”

At a time when consumers are looking for brands with personality, Arvin believes Obaku’s timepieces have a USP that could prove beneficial. “All our watches have the designer’s name engraved on them,” he says. “With other watches you don’t know who designed them, but with ours you do – they have heart and soul.”

Obaku’s flagship timepiece is Papir, a paper-thin watch that sits flush on the wrist. “It is made from scratch-resistant sapphire crystal and is 4.9mm thick,” says Arvin.

The brand has a strong presence in domestic markets, which it is hoping to emulate in travel retail. “Our watches are in thousands of stores in more than 60 countries, but not yet in duty free,” says Arvin. “I believe there is a lot of potential here for us.”

**Level 1/1-Q10**



## Creative flair

**J**ewellery brand Kurate International is trying to inject some vim and vigour into the category with its vibrant sales units. “We are trying to offer something a bit different,” says Claire O’Donnell, Travel Retail Sales Manager, Kurate International. “Why should jewellery be displayed in glass cabinets all the time?”

Kurate doesn’t presently do much business in the Asia Pacific region, but is trying to change that. The brand is also using the show to gain a better foothold in other travel retail channels. “Inflight has been growing for us, but we are now looking to do more in airports,” says O’Donnell.

With that in mind, Kurate had developed colourful, free-standing sales units specifically for airports. “Buyers are saying it’s something they haven’t seen in travel retail before,” O’Donnell adds.

Jewellery in the Kurate range starts from around US\$20. “We are at a price-point that encourages impulse purchases,” says Cleona Henderson, Purchasing Executive, Kurate International.

**Basement 2/2-H32**



## All in the details

**S**wiss beauty company Mavala International is on the hunt for a distributor in Asia while bringing its flagship products to market amidst the brand's 60th birthday.

"We are looking for a distributor within this region of the world," says Mavala International Export Manager Doris Maute Bobillier. "We are in Asia – in Japan and Indonesia, and also in Australia, New Zealand and South Korea, but we are looking for a distributor here in Singapore."

"We are celebrating our 60th anniversary this year," Bobillier adds, outlining how the company manufactures its products itself from start to finish. "We do everything ourselves from development to the finished product. We have dedicated labs and focus on Swiss excellence and quality, and have been known for 60 years for nail care. But, since then, we have expanded to hand care and foot care too and, in parallel, we also developed eyelash products."

"We have one product that is a bestselling line in Asia called Double Lash, which is to help lashes grow faster, longer and stronger," says Bobillier.

 **Basement 2/2-K1**



## The youthful traveller

**J**ewellery and accessories brand TOUS is tapping into a millennial demographic with new styles and a more youthful brand ambassador taking centre stage.

"The most iconic of our collection is in onyx and in silver," says Jacqueline Hernández, Travel Retail Area Manager, TOUS, highlighting that "the necklace with the pendant of the teddy bear is our bestselling item."

Hernández explains that TOUS has a new brand ambassador in Emma Roberts. "She is talking to a different segment of the market attracting 20-somethings. Our lines use natural gemstones and we also have special packs already set up for inflight."

"When it comes to partners in the region, we are partnering with the main operators," adds Sergi Tomas, Travel Retail & Wholesale Director, TOUS.

Meanwhile, Hernández points out how the bag and accessories lines work well for the changing seasons. The bags, with their iconic laser-cut design feature interchangeable interiors, while scarves and travel retail leather items like passport wallets are also available in the channel.

 **Basement 2/2-F26**



## THE HYBRID

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**Level 1 Stand R7**





## Asian persuasion

**W**illiam Grant & Sons is providing TFWA Asia Pacific Exhibition & Conference visitors this year with a taste of its much-anticipated Hendrick's Midsummer Solstice. Described as light, floral scented and perfect for sharing, the gin aims to target the younger audience and to utilise the well-established brand's name to connect with its existing client portfolio and develop its presence across the Asia Pacific region.

Designed by the master distiller of Hendrick's gin, Lesley Gracie, the product is expertly crafted and gave Gracie the creative freedom to develop the new gin innovation in travel retail. The limited-edition drink will primarily focus on airports in Singapore, Sydney and Hong Kong where the demand for premium gin has grown.

**Basement 2/2-N19**



## Time to celebrate

**L**ambretta arrived at TFWA Asia Pacific Exhibition & Conference in bullish spirits, having been shortlisted for a prestigious consumer award. "We were finalists in the Travel Retail Awards and we were the only watch brand to make it into the final," says Jonas Dahlgren, CEO, Capella Industries. "I'm proud of that."

Organisers behind the Travel Retail Awards interviewed 5,000 consumers to see what brands they thought were adding value to the industry. "Most awards are voted for by buyers, but these are voted for by consumers, which makes it better," Dahlgren adds.

Lambretta is showcasing its new Giulia range of watches, which feature Swarovski stones and a patterned leather strap. "We have had a good response to them so far," says Dahlgren.

**Basement 2/2-H30**

## Seeking sustainability

**A**s consumers move towards sustainable brands, Diverse Flavours believes it is well-positioned to capitalise on this trend thanks to its portfolio of South African wines.

"South Africa is at the forefront of environmental issues," says Anthony Budd, Managing Director, Diverse Flavours. "All wines come with a certification that proves producers have ticked all the boxes when it comes to looking after the labour force and environment."

One producer going the extra mile is Avondale, which is part of the Diverse Flavours portfolio. "It produces 100% organic wine," says Budd. "If you want a vineyard that is truly sustainable, then Avondale is it."

Diverse Flavours has also been buoyed by its portfolio of sake, which continues to expand into new markets. "We have got lots of listings with sake in the last year," Budd adds. "It's going well not just with Japanese travellers, but also south east Asians and Americans."

**Basement 2/2-D34**



## Moving with the times

**I**NCC Parfums is targeting millennials with its Mercedes-Benz men's fragrance line The Move, while also introducing a range of home fragrances while at the show.

"This year, we are launching a special product, The Move, which is targeting millennials and mainly moving the brand through social media," says Thibault de Vaulchier, Vice President of Sales, INCC Parfums. "Our strategy in the Asian region is to have links to the locals and to have specific development which is in line with each of the fragrances and their visibility."

"What is important to us during this show is to look for extending our duty free network," de Vaulchier adds, noting that INCC Parfums is "implementing new strategies and taking a more local approach to extend its brands across Asia".

"Our next step is with DFS. Our business in China was launched two years ago and has been developed a lot in local markets," he explains, revealing that INCC is "also adding a new home fragrance collection of diffusers" to help broaden the portfolio.

**Basement 2/2-J11**



## Stay cool

**E**xhibiting for the first time at TFWA Asia Pacific Exhibition & Conference, ALFA Brands is keeping delegates cool with its Canadian ice wine. Produced by Pillitteri Estates Winery in Niagara, the wines are already popular in the domestic

market here in Asia Pacific. ALFA Brands now hopes the brand will further penetrate the region through travel retail.

“Around 70% of ice wine exported by Pillitteri Estates Winery comes to Asia,” says Franco Gabriele, President, ALFA Brands. “We want to build on that.”

Canada dominates the ice wine market because of its climate, which permits consistent harvests. “You can’t harvest grapes for ice wine when it’s above -8C,” he explains. “The climate in Canada means you can produce ice wine every year – other countries don’t always get the frigid temperatures needed to produce it.”



**Basement 2/2-A1**

## One of a kind

**B**rown-Forman is showcasing its Woodford Reserve Baccarat Edition at the show. The US\$1,500-a-bottle travel retail exclusive is being rolled-out in the most prestigious travel retail stores this month – including some in Asia.

The product has been described as “one of a kind” by Brown-Forman, which remains tight-lipped about where consumers might be able to find the bottles.

“This is literally a one-of-a-kind offering that combines the world’s finest bourbon with the world’s finest crystal, with both representing craftsmanship at the highest level,” says Marshall Farrer, Senior Vice President and Managing Director, Brown-Forman Travel Retail.

Master Distiller Chris Morris – who is making his first visit to Singapore – is conducting special tastings of Woodford Reserve Baccarat Edition on the Brown-Forman stand, as well as discussing the award-winning bourbon-making processes at the historic Woodford Reserve Distillery.



**Basement 2/2-N1**

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## Soaring spirits

**L**a Martiniquaise has upped its game in the spirits rankings recently, revealing its range in all its glory with new additions as well as redesigned stalwart brands. “Cutty Sark is an iconic blended Scotch brand that we acquired last December,” says La Martiniquaise South East Asia Area Manager Maxime Nguyen, displaying the bottle.

“The Gibson Gin has undergone a bottle change and we have changed the label to make it more modern to gain interest in the trade and we changed the recipe,” Nguyen adds. “It used to be more on the juniper side and now it is spicier and contains more botanicals.”

In terms of whisky production, La Martiniquaise has grown its portfolio considerably, making it one of the major players within the category. “We also have Saint James, Label 5, and now Cutty Sark, as well as Sir Edwards, Glen Moray and Glen Turner, making us the fifth-biggest Scotch whisky producer in the world,” Nguyen explains.

**Basement 2/2-L2**



## MIB marketing

**D**e Rigo has signed a deal to produce limited-edition Police brand sunglasses for the new Men in Black film. “The big novelty for us for this season for Singapore is our great collaboration with Sony for Men in Black. We have a style of sunglasses that have been produced for this as a special edition. They are in the iconic Police brand,” says De Rigo Head of Sales Asia Pacific Enrico Molin. “Right now, we have a campaign to specifically highlight this product in Thailand with King Power, and at the airport in Hong Kong and in a number of other locations.”

“The visibility and activity will be worldwide though; it will be in travel retail, but also in all domestic markets as well as the global channel,” Molin adds. “Asia is becoming more important to us. Attending TFWA Asia Pacific Exhibition & Conference is a way to show to our customers what we are doing as a company.”

**Basement 2/2-H28**

## Exciting partnerships

**T**oy specialist Aurora World is showcasing its extended YooHoo range, which was recently adapted into a new Netflix TV series. The Netflix Original series follows the adventures of seven animal friends and in each episode the animals have the mission to help an animal in trouble. Garry Stoner, Travel Retail Sales Manager, Aurora World, comments: “YooHoo is our most popular range in travel retail, so to have it supported with a new Netflix series is a great achievement. It provides a great visibility for the brand and opportunity when it comes to future sales growth.”

Aurora is also showing the extended range of Sparkle Tales unicorn toys with additional styles to launch later this year. Another focus for the brand is the Tokidoki collection. The colourful world of Tokidoki recently landed in Singapore Changi Airport with an inflatable playground and other fun activities. Responding to a growing trend towards destination products, Aurora has also launched a new Tokidoki Merlion plush toy, which represents the famous Singapore landmark.

**Basement 2/2-G6**



## That's the spirit

**I**t's been a vintage year for Halewood Wines & Spirits, which has been celebrating the ongoing success of its Whitley Neill gin. “It is now the number one premium gin in the UK,” says Simon Roffe, Managing Director, Global Travel Retail, Halewood Wines & Spirits. “We were also UK gin producer of the year in 2018 – the brand is on fire.”

White-hot Whitley Neill has helped Halewood record impressive growth in the past 12 months. “Our travel retail business has quadrupled in size over the last year,” Roffe explains. “Business is booming.”

But Halewood is not about to rest on its laurels just yet and has come to Singapore to improve Whitley Neill's distribution in Asia.

Roffe claims one of the brand's unique selling points is that it can develop exclusive flavoured gins in tight timescales. “We work very quickly because everything is done in house,” he explains.

**Basement 2/2-B14**



## Vegan and customisable

**C**hoko la is a 14-year-old brand from India. “We have been, primarily in the first decade of our operations, a domestic brand and then in the past three or four years we began expanding globally in travel retail,” explains Vibhu Mahajan, Chief Operating Officer, Choko la. “TFWA has been a great platform for us in those terms. As a brand, now we work in Asia with operators like Flemingo, Dufry and we are in Singapore with Lagardère and recently we started with King Power as well.”

“The new launches we have involve two main products,” Mahajan adds. “The bestseller for us has always been Sweet Memories of India. This used to have four localised flavours and we had the Indian elephant. It was a memorabilia or destination pack for buyers leaving India. What we have done is added customisation and we are calling it ‘Curating Sweet Memories’.”

Choko la is also introducing its first vegan packs. Mahajan explains that “everything has 12 months of shelf life and comes in coffee, hazelnut, butterscotch and almond”.

**Basement 2/2-J2**



## Liquid elegance

**B**arton & Guestier has introduced an elegant bottling of a Côte de Provence that has positioned the brand at the height of the trend, while retaining its exclusivity for giftable wine. “This year, we are launching B&G Côte de Provence, which is dedicated to travel retail with a special bottle shape with a glass cork and an engraved bottle and a gemstone style in the bottom. For duty free, it also has a stamp on the bottle too,” says Stephanie Voy, Asia Pacific Marketing Manager, Barton & Guestier. “It is a new launch. More and more we are seeing these trends for things like Côte de Provence. We decided to develop our own. Barton & Guestier, founded in 1725, is an international wine company that has established a reputation for French wines from around the world with a model that still applies today.”

**Basement 2/2-C10**

## Changing the world

**C**hantecaille is showcasing its fragrances and serums at TFWA Asia Pacific Exhibition & Conference. “Every fragrance uses a lot of different essential oils, so is made from a lot of natural ingredients that you won’t often find in the market,” says Harvey Tsao, Regional Manager Asia, Chantecaille. “We are trying to also let everyone know how well serums work for the skin. Within this, we are launching a very important product – the blue light protection serum, which helps to fight against the harmful blue light of devices. Over-exposure of blue lights can bring about premature ageing. This is not just for women, but also for men and people of all ages too.”

“We work as philanthropists as well,” he adds, hinting that the company works with a lot of different organisations to raise awareness of endangered species.

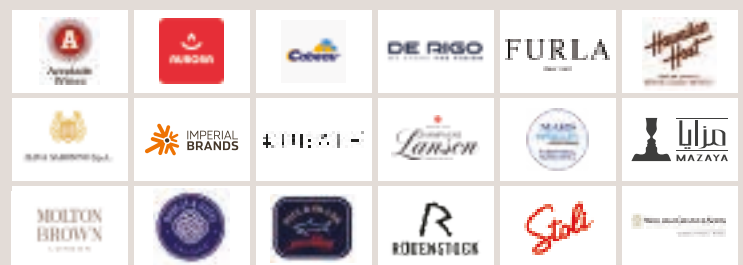
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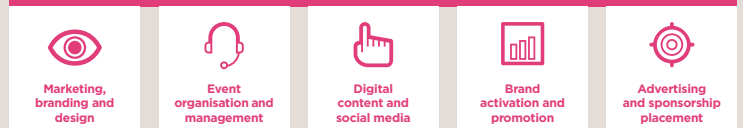
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TFWA

ONE2ONE  
MEETING SERVICE

# ONE2ONE meeting service

The ONE2ONE dedicated meeting service at TFWA Asia Pacific Exhibition & Conference provides a tailor-made opportunity for retailers, exhibiting brands, and service concessionaires to meet with senior executives from the region's airports and airlines, as well as those from cruise & ferry companies. Here, we preview the participation of Cairns Airport.

## ONE2ONE with: Cairns Airport

**C**airns Airport is one of Australia's leading regional airports, welcoming over five million passengers each year, with 75% of all international visitors to the region arriving and departing via the Domestic Terminal.

Both the Domestic and International terminals comprise a variety of food & beverage and speciality retail. The Domestic Terminal is currently undergoing a full redevelopment, which will see retail space more than double. By August 2020, the terminal will provide over 13 food & beverage outlets and 22 speciality retailers.

"Cairns Airport International Terminal is anchored by well-recognised travel retailer Aelia Duty Free," says Tracey Groves, CCO Retail, Transport and Property, Cairns Airport. "Recently refurbished, this store is uniquely 'Tropical North Queensland', offering our passengers an exciting range of high-end luxury products and gift lines. Complimentary to this offer, our specialty stores provide both the essentials and that 'something special' to take home. Local chocolates, souvenirs and wines are all regularly purchased by our departing passengers."

Meanwhile, Emirates Leisure Retail provides a decadent experience with its 'Crafty Cassowary Kitchen and Bar', offering both premium cabinet and made-to-order cuisine. Arriving passengers are catered for by Emirates' second outlet within the International Terminal, housing a range of travel essentials, grab-and-go, and local coffee.

"Food & beverage continues to achieve outstanding results within our Domestic Terminal," Groves explains. "Given the success of this category, the Cairns Airport redevelopment has grown this offer from six outlets to 13 post-development. Duty free within the International



▲ Cairns Airport is undergoing a \$55 million transformation to future-proof its Domestic Terminal. Expanding to 10,000sqm, the departures hall will boast an additional 2,000sqm of dining and retail options designed to showcase the best of Tropical North Queensland to the world.

Terminal has grown from strength-to-strength. The offer, the largest within this terminal, excels in high-end beauty, cosmetics, and liquor lines."

### Showcasing the best of Tropical North Queensland

Cairns Airport is undergoing a \$55 million transformation to future-proof its Domestic Terminal. Expanding to 10,000sqm, the departures hall will boast an additional 2,000sqm of dining and retail options designed to showcase the best of Tropical North Queensland to the world.

"The new-look terminal will allow passengers to

extend their tourism experience from the moment they land to the time they take-off, creating enduring memories of their experience here," says Groves.

As part of the T2 Domestic Terminal upgrade, Cairns Airport has announced an exciting line-up of new food & beverage outlets. This includes the very best in Australian food names, as well as iconic local favourites Ochre, Rattle n hum, The Pier Bar and Café China.

"The 13 new outlets, in addition to Hudson's Café and Bar that opened last year, will give passengers more choice than ever before and showcase the very best of Tropical North Queensland produce," Groves comments. "As part of the tendering process, companies were given an extensive listing of local producers and suppliers from across the region. The winning tenders were those that creatively incorporated the best of local produce into their menus. Some of the other well-known national favourites coming onboard with the T2 Domestic Terminal Upgrade include Oporto (Cairns first), Bistrot, Industry One and Macchinetta Café."

The food & beverage offer will be led by 'Host' and 'Red Rock', each having a distinct focus on local produce, ensuring passengers continue to experience the best the local region has to offer. The specialty line-up will include a comprehensive range of local, national and international brands and labels.

"On top of the announced food & beverage outlets, the new-look T2 Domestic Terminal will also feature an exciting line-up of national and global retail brands, which will be announced in the coming month," says Groves.

Through a thorough understanding of their businesses and their own strategic direction, Cairns Airport is able to provide support to its partners. Groves adds that one-on-one monthly meetings are conducted with each partner on the ground. "This, coupled with quarterly Business Review Meetings at a higher level, ensures both parties come together to discuss strategic intent and future opportunities."



◀ Cairns Airport International Terminal is anchored by Aelia Duty Free. Recently refurbished, this store is uniquely 'Tropical North Queensland', offering passengers an exciting range of high-end luxury products and gift lines.



## Jewel Changi Airport opens with new-to-market retail experiences

**C**hangai Airport opened its new multi-dimensional lifestyle destination – Jewel – on 17 April. The 135,700sqm complex features a distinctive dome-shaped façade, and offers both local residents and international visitors a multi-faceted experience.

“The unique proposition of world-class shopping and dining, seamlessly integrated with lush greenery, fulfils the needs of increasingly discerning travellers for a meaningful and experiential journey, even for brief layovers,” says Hung Jean, Chief Executive Officer, Jewel Changi Airport Devt.

Visitors to Jewel can look forward to many long-awaited, new-to-Singapore brands, including Emack & Bolio’s, JW360°, Lavender, OYSHO and Pokémon Center Singapore. These feature alongside familiar home-grown favourites such as In Good Company, Supermama and Tiger Street Lab. Jewel also has a dedicated retail cluster of home-grown brands on Level 1, meant to be a one-stop shop for travellers looking to bring home a piece of Singapore.

Multiple retailing formats are present at Jewel, including duplexes, outdoor terraces and spaces within the Canopy Park on the topmost level. Several established brands such as Bengawan Solo, Nike and Tiger Street Lab also offer new concepts and even exclusive-to-Jewel merchandise.

The majestic 40m HSBC Rain Vortex, the world’s tallest indoor waterfall, greets visitors upon entering Jewel. Surrounding it are the manicured grounds of the Shiseido



◀ The majestic 40m HSBC Rain Vortex, the world’s tallest indoor waterfall, greets visitors upon entering Jewel. Surrounding it are the manicured grounds of the Shiseido Forest Valley.

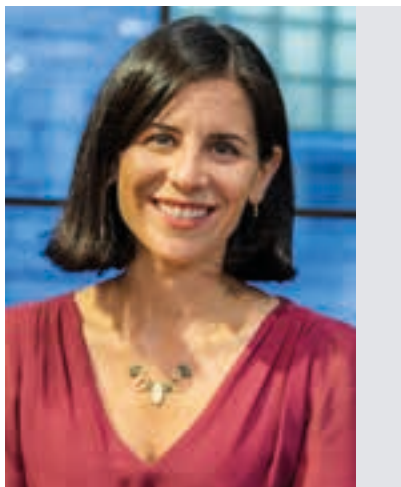
Forest Valley. Play attractions, such as the Manulife Sky Nets, Hedge Maze, Mirror Maze and Discovery Slides, were designed to blend into the unique indoor garden environment and will open on 10 June 2019.

As Changi Airport continues to redefine the travel retail experience for its passengers, two new digital innovations have recently been introduced to make shopping and dining more seamless and enjoyable.

“Passengers arriving at Terminal 2 can now get personalised wine recommendations from a robotic wine assistant named Pepper,” explains Teo Chew Hoon, Group Senior Vice President of Airside Concessions, Changi Airport Group. “Located at the T2 Duty Free Stores (DFS) Singapore arrival stores, this wine-recommendation robot was developed in collaboration with Duty Free Stores (DFS) Singapore, Temasek

Polytechnic, and SoftBank Telecom Singapore. With a simple questionnaire, Pepper can assist passengers in shortlisting wines based on their preferences. We are also exploring other capabilities of Pepper to potentially suggest places to dine at and last-minute gift ideas.”

Meanwhile, Changi Airport has partnered with mobile payment services group Liquid Group to launch a unified QR payment platform across all terminals. “With the popularity of QR payment on the rise, this will allow passengers to utilise a wide range of local and international e-wallets and mobile payment applications,” says Teo. “For international travellers flying through Changi Airport, they can enjoy the ease of paying with their local e-wallets with this initiative. The new payment platform will be rolled out in phases, with the first phase scheduled to commence by mid-2019.”



Natalie Berg, Retail Analyst, Author & Founder at NBK Retail: “Be aware of your competitors, but infatuated with your customers. Start with the customer and then work backwards. Don’t settle for the status quo, you have to continuously look at ways to enhance the customer experience.”

## The rise of the ‘on-my-terms’ shopper

*An interview with Natalie Berg, Retail Analyst, Author & Founder at NBK Retail. By Ross Falconer*

**T**oday, customers expect to shop on ‘their’ terms, not the terms dictated to them by the retailer. There has never been so much choice for the customer, but this has naturally created a lot of complexity for retailers.

“Travel retail, in particular, must adapt to changing customer demands for near instant gratification and a frictionless instore experience,” says Natalie Berg, Retail Analyst, Author & Founder at NBK Retail. “The rise of mobile means that customers no longer see a distinction between online and offline, so it’s essential that travel retailers replicate the ease and convenience that was traditionally only found online. This means more frictionless navigation and checkout, as well as greater personalisation instore. In retail today, you need to save time or enhance it.

There’s no longer a middle ground.”

We often hear about the ‘Amazon effect’, but does e-commerce, and Amazon in particular, really signal the death of the retail store as we know it? “It depends who you ask,” says Berg. “It could mean putting a company out of business or drastically enhancing the customer experience. Often, the ‘Amazon effect’ has a negative connotation as we think of boarded up shops, job losses and retailer bankruptcies. There is an element of truth here. A decade ago, online sales accounted for 5% of UK retail sales. Today, it’s a whopping 20%. And if we had to single out one retailer responsible for driving this growth and change in customer expectations, it would of course be Amazon. In the US, around half of e-commerce sales go through Amazon’s platform. But I don’t think it’s fair to position Amazon as the death-knell for the high street.”

Indeed, Berg argues that Amazon isn’t killing retail, it’s killing mediocre retail. “It’s exposing those weaker, complacent retailers and forcing everyone else to raise their game, all to the benefit of the customer.”

The role of the store is shifting from transactional to experiential, and Berg believes we can expect to see greater collaboration with other retailers, including digitally native brands, in a bid to provide something new and unique to the customer. “It’s about offering something that you can’t get online – experience, service, community, curation, knowledgeable staff. This is why in the future I believe that retail will become more blended – we’ll see an acceleration in the convergence of physical and digital worlds, but retail will also become more blended in the sense that retail space will be less about retail. There will be a greater blurring of retail, hospitality and leisure.”



## Fashion accessory

**B**ulgarian tobacco company KT International is proud to present the new design of its leading brand Corset in both flatpack and lipstick formats. With clear and minimalistic shapes, the new look has been crafted to match the taste and style of the contemporary woman.

Milena Stoyanova, CEO Executive Assistant/Corporate Brand Manager, explains: "What we wanted to achieve with the new pack is to create the right accessory for women that are contemporary and interested in style and fashion."

Also on display is the new packaging of The King, which is KT International's most important brand since 1947 when the company was established. "For the past few years we have been developing The King brand and we call it the new generation of The King with more innovation in terms of the product itself and the design," Stoyanova adds.

In terms of the Asia Pacific market, KT International is seeking to strengthen its current relationships, but also build new partnerships.



**Basement 2/2-F37**

## Hyper-mobility solutions

**V**isiting Moshi's stand at TFWA Asia Pacific Exhibition & Conference feels like every millennial's dream. From world travel adapters and USB chargers, to hardshell phone cases and wireless portable batteries, the company has the full package of travel solutions to keep the modern traveller connected on the go.

Eli Lin, Director Business Development AMEA & ANZ, Moshi, says: "What we are exhibiting this year is essentially selected brands that are excelling in a travel retail environment, and that is not based on our assumption but based on our experience from working with various travel retail partners. So, we have a lot of different categories and products and we can adapt to a lot of different airport environments based on the type of consumer. More and more consumers are looking for premium products, so what we strive for is quality products."



**Basement 2/2-F24**

## Lifestyle solutions

**S**ri Lankan brand Spa Ceylon is building its brand portfolio around the ancient science of Ayurveda. The brand has integrated the science into its products, creating lifestyle solutions that respond to current trends. Shalin Balasuriya, co-founder and Director of Spa Ceylon Luxury Ayurveda, explains: "We looked at modern consumers' needs and decided to develop ranges such as our De-stress, Sleep, Detox and Peace ranges. These are doing best on the market, as this is something everybody needs right now. So basically, we are giving de-stress solutions to passengers to use during their whole journey and at home."

The brand has a large portfolio of products, as well as a gift assortment with traditional Sri Lankan motifs. Balasuriya adds: "Our aspirations for the brand are quite international. We are looking at the international market. The range is so wide that there is appeal. We are looking at lifestyle preferences, so we can provide lifestyle solutions."



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