



04

**Singapore
Swing Party**

Last night at Ola
Beach, Sentosa Island

06

**Fashion &
Accessories**

Special report
inside

11

Exhibition news

Comprehensive
news from the
exhibition floor



FURLA

ITALY 1927

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TFWA

Frédéric Garcia-Pelayo
Vice President Finance



TFWA

Priscilla Beaulieu
Vice President Corporate

Introduction

Small brands and big ambitions

Our exhibition halls here in Singapore have been packed with some of the biggest-hitting brands from across the region as well as internationally recognised names. But it's also a great place to be for the smaller brands too – TFWA Asia Pacific Exhibition & Conference gives each and every attendee plenty of chances to meet the most important people in our business in this region.

The week offers everyone an unrivalled opportunity to schedule discussions with people who have the most hectic of diaries. Similarly, having such a large number of leading players under one roof at one time makes doing business more effective and cost efficient than having to jet to numerous different locations.

The continuing popularity of our conferences and exhibitions has been reflected in our performance as an association. We now have a strong membership base of 520 with all categories well represented. The 2017/18 financial year was another period of positive development and financial stability, which will provide a firm foundation for us to further improve our work for our members.

A core element of that work will as ever be the bespoke research that we commission. So far this year, we have published two new traffic reports from travel analyst ForwardKeys, while a major new study of the shopping motivations of the young Chinese traveller will follow soon. We are always looking for ways to refresh our offer so that we reflect the industry as it evolves, and by 2020, we'll be redefining our product categories to be more in line with the market.

As what we are sure will have been a very busy week draws to a close, we wish you a safe journey home, and look forward to seeing you at Singapore next year, if not one of our other events even sooner.

Frédéric Garcia-Pelayo, TFWA Board Vice President Finance, is responsible for defining strategy, monitoring the association's financial and legal affairs, the execution of the forecast budget throughout the financial year and preparing financial reports. Frédéric also prepares the annual budgets and forecasts in collaboration with the Managing Director. Frédéric is the COO of Interparfums.

Priscilla Beaulieu is the Vice President Global Sales & Marketing Director for Kaloo, Clayeux & Kokeshi Parfums by Millennium Fragrances. As TFWA Board Vice President Corporate, she is responsible for all matters regarding the respect of the association's articles of associations and the rules and regulations. Priscilla also supervises the administrative matters of the association in collaboration with the Vice President Finance, and is responsible for the administration of the process required for new exhibitors and members.

The day ahead...

- As the TFWA Asia Pacific Exhibition & Conference 2019 comes to an end, we'd like to remind you of future TFWA event dates to be added to your diary.
- The highly anticipated TFWA World Exhibition & Conference will return to the Palais des Festivals at Cannes between 29th September and 4th October. Making its debut at the conference this year will be the TFWA Innovation Lab, which will replace the TFWA Digital Village. Be sure to come by the Majestic Beach from the 1st October until the 4th October to find out more about the most innovative technologies framing the future of the duty free and travel retail industry.
- Preparations for the 2019 MEADFA Conference are well underway as this not-to-be missed event heads to Oman 26-29 November. We look forward to seeing you there.

Free WiFi service

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



APTRA Annual General Meeting

The Asia Pacific Travel Retail Association (APTRA) held its Annual General Meeting yesterday during TFWA Asia Pacific Exhibition & Conference. The meeting included the election of members of the Board.



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Singapore Swing Party

It was an evening of retro fun with fairground games and live music at last night's spectacular Singapore Swing Party at Ola Beach, Sentosa Island. Guests enjoyed burgers, hot dogs and candyfloss, plus a vintage hairstyle corner.







Fashion *insiders*

We speak to the original influencers of the fashion category – a selection of leading suppliers – to discover the dynamics that are having the biggest impact on business in the channel. By Faye Bartle

Dynamic, style savvy and with a growing disposable income, the Asian market is booming. And as the appetite for fashion continues to grow, brands are finding creative ways to grow their business in travel retail.

"Asia Pacific continues to be a key region for our brand and we've strengthened our presence, opening in new countries such as the Philippines, where the brand has two duty free stores in Manila and Cebu. We've also consolidated existing important locations, including a second store at Shanghai Pudong Airport," says Catherine Bonelli, Worldwide Travel Retail Director, Paul & Shark (Basement 2/2-D11).

More opportunities have been created to appeal to Chinese consumers outside the APAC region – a key example is the pop-up store in 2018 at T Fondaco Dei Tedeschi operated by DFS in Venice, Italy, which offered

monogramming using the embroidery machine on-site.

Asia is also an important region for Desigual (Basement 2/2-E18), which sees an especially big opportunity to grow in China and Korea. The brand intends to leverage the allure of its accessories to draw the audience in.

The market for sunglasses is also buoyant and Porsche Design Eyewear is steadily building its business in the region with its men's collection and Asian sizing. "At major travel retail operators, such as CDFG, Porsche Design Eyewear has achieved double-digit growth," says Petra Eckhardt-Koestler, Director Global Retail Eyewear, Rodenstock (Basement 2/2-H10). "As passenger figures in the region grow, and with Asian travellers looking more for iconic Western brands, we see a natural increase in demand for sunglasses."

With licenses for sunglasses brands including Furla, Converse and Caroline Herrera, alongside its own Police

collection, De Rigo (Basement 2/2-H28) is enjoying steady growth. On top of creating tailor-made offers for retailers, including Asian fittings and styling for sunglasses, the inflight business is currently a key part of the strategy for brand exposure.

"It is encouraging to see that the airline sector is starting to reverse the negative trend of recent years and to know that many concessionaires are looking to partner with new brands to create a unique and exciting offer," says Enrico Molin, Head of Sales Asia Pacific, De Rigo.

Making it personal

The good news is that the product offering is becoming increasingly bespoke.

"Consumers nowadays are very knowledgeable; we need to ensure the correct product mix is offered in each travel retail location, giving them the best possible



▲ From April, De Rigo has been promoting a tie up between Police and the Sony Pictures' Men in Black: International film – the Origins 1 SPL872 model seen here is worn by the agents in the film.



▲ "Consumers from all regions are looking for a fair return on their investment in sunwear protection," says Giles Marks, Senior Director, Global Travel Retail, Maui Jim Sunglasses.

shopping experience," says Alberto Camerlengo, CEO, Furla (Basement 2/2-J22), which registered a 16.2% increase in 2018 over 2017 in global travel retail, with new locations including a personalised corner at the DFS T Galleria in Canton Road, Hong Kong. Indeed, with the continued rise of online shopping, travel retail shoppers are seeking something unique, with limited-edition collections proving more popular than ever before, but it's important to find the balance.

"At the same time, we remember that some of our clients love our traditional, core items and may want to repeat purchase," says Bonelli. "As such the brand always has a 'carry over' total look of timeless garments available."

"Asian travellers – really like all travellers – have infinite shopping and purchasing possibilities these days and are increasingly checking prices online and ensuring that they are getting something that is either unique or priced competitively," adds Christian Ruehrschneck, Head of Travel Retail, FRAAS (Level 1/1-Q15), which has recently won new POS at airports including O.R. Tambo in Johannesburg, South Africa, Chongqing and Nanjing in China, and Dresden Airport in Germany. "Passengers also have an increasing number of other attractions in airports competing for their time – mostly food and beverage. So getting them to consider shopping in the first place is more and more of a challenge."

"With the advent of e-commerce, consumers are much more savvy in terms of pricing," agrees Caroline Cheung, Director of ESCALE Holding Inc Ltd (Basement 2/2-L19). "Therefore, offering a duty free saving is crucial, as well as a curated assortment suitable to the demographics in terms of size, colour and material."

For CabinZero, a point of difference is imperative. "I think suppliers in the channel need to supply something different to the mainstream," says Neil Varden, CEO CabinZero (Basement 2/2-F23). "We place ourselves firmly away from the competition by producing unique products that appeal to travellers everywhere."

▼ The new Tom Ford eyewear collection for Autumn/Winter 2019-2020 is characterised by significant volumes and well-defined profiles. Exhibited by Marcolin.



Furla is showing highlights from its Pre-Fall 2019 collection at TFWA Asia Pacific Exhibition & Conference.

As a travel retail brand, Morgan & Oates enjoys being unaffected by price comparisons. "It's definitely an element where we are much stronger than our competition," says Ailing Seah-Langeland, Appointed Regional Sales Representative (Asia, Scandinavia, Baltics), Morgan & Oates (Basement 2/2-J33). "We also produce a good range of items that are made in the UK that gives us a competitive advantage."

Product is king

The role of limited-edition and exclusive designs, which help to draw the customer in, is more important than ever.

"We are seriously looking into the potential for travel retail exclusive models for both Porsche Design and Rodenstock as we see definite opportunity here – exclusive colourways and finishes is perhaps the most likely route," shares Eckhardt-Koestler. To celebrate the 40th anniversary of Porsche Design Eyewear in 2018, the company introduced a limited-edition version of the iconic P8478 – the first sunglasses with interchangeable lenses designed by Professor Ferdinand Alexander Porsche in 1978 – which was a success in travel retail. This year, new limited-editions are launching, including a special colour: neon mint.

Maui Jim Sunglasses (Basement 2/2-K9) is leveraging its partnership with Manchester United football club to grow its business in Asia Pacific. Expanded POS, growth, and heightened brand awareness are all on the cards in the near future – all highlighting the USP of polarized sunglasses. It also offers an exclusive Asian Fit collection.

Desigual has developed bespoke concepts designed to space-save in travel retail, including The Cube and Grab and Go (pictured) furniture projects.



Morgan & Oates' new beachwear collection ensures the company has something unique to offer throughout the year.

"We are partnering with our regional customers with interactive HPP's and promotions," reveals Giles Marks, Senior Director, Global Travel Retail, Maui Jim Sunglasses.

Another brand working hard to meet the needs of Asian customers is Marcolin SpA (Level 1/1-S20). A new product creation team has been formed in Hong Kong with the aim to develop styles in line with the new trends from Asia, and to meet the taste of the local consumer. "As a result, in 2019 our Asian product offer will increase by more than 50% in our main collection, such as Tom Ford, Moncler, Swarovski, Ermenegildo Zegna, Bally and GUESS," says Alessia Voltan, Head of Travel Retail & Online, Marcolin SpA. And it's not the only big investment in the region. "In the second half of 2018, a new DC was opened in Hong Kong to allow us to reach all our clients faster."

Of course, listening to customers' needs and requirements and responding appropriately is a vital part of any business strategy – especially when there is so much feedback at our fingertips.

"Ensuring we are releasing and offering products that suit our customers' passenger demographics is very important. There is no point releasing products in colours and materials that aren't popular to a specific region we are targeting," elaborates Seah-Langeland. "Growing our millennial fan base is key to the future of Morgan & Oates. Millennials are the future of retail – both domestic and travel retail – so we have to be sure that our brand is accessible to them."

The introduction of its multi-purpose beach wrap, complete with accessible price point, is the start of that strategy.

FRAAS is introducing personalised gift boxed products, based upon positive feedback received from customers. Its 'find your lucky star' zodiac campaign, which will be featuring live on its booth in Singapore, allows retailers to interact with consumers by offering them a personalised, yet simple to deal with, gifting concept. "FRAAS has been running hundreds of similar POS related events based on dozens of different ideas," says Ruehrschneck. "Hence, we can offer powerful tools on top of great fashion products."

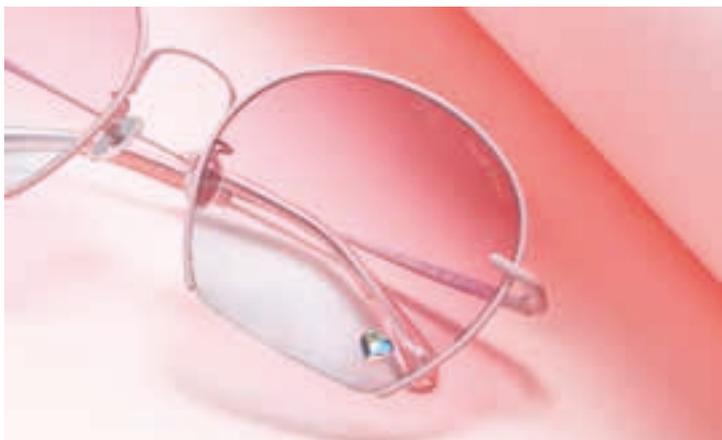
Plenty of personality

At the point of sale, eye-catching furniture solutions, promotions and clever messaging are driving engagement.

"We are working with distributors and retailers on visual merchandising and pop-up stores, gift with purchase programmes and online engagement activities – we drive traffic through KOL fans to support our efforts," says Carol Li, Senior Brand Manager, Jill Stuart Eyewear, exhibited by 101 Studio Limited (Level 1/1-Q12). The company currently has a presence in travel retail in Korea, but is looking to expand in other countries. In Korea, Jill Stuart Eyewear is present in 15 POS.



The new 'Follow your lucky star with FRAAS' invites people to follow their star sign in the form of a personalised scarf.



◀ The Joanna design from the Jill Stuart J Series collection has a heart-shaped Swarovski crystal set into its polarized lens – a playful twist on the classic beauty mark.

Desigual counts its Cube concept as an original space that stands out, due to its ability to create a complete brand universe in a compact space. In addition, its Grab and Go furniture is functional yet allows the brand to display a healthy number of products to the consumer, complete with built-in storage.

GUESS is leveraging its impactful new advertising campaign art directed by Paul Marciano, co-founder of GUESS?, to inspire shoppers at the point of sale, while CabinZero will roll out its new, innovative POS concepts soon. "These should give us greater traction and allow us to be placed in travel retail stores of almost any size," says Varden. Also, in the Asia Pacific region, new travel retail exclusives in collaboration with a famous (and top secret) British institution will be launching soon.

FRAAS deploys a number of POS marketing concepts such as visuals and screens in addition to its vibrant fashion

product. "Plus, based on our 360-degree marketing concept, we offer social media tools, personalisation and localisation of products, as well as POS promotions, adds Ruehrschneck.

Morgan & Oates is starting to use more lifestyle visuals and is investing in editorial and visual advertising to communicate its brand and products to end-consumers. "Now that we have a number of engaging visual adverts, we will be able to translate these to the digital media space," affirms Seah-Langeland.

As well as reinforcing messages around its efforts on environmental issues and loyalty programmes, personalisation is always a winner for Paul & Shark. "Whenever we introduce our bespoke embroidery machine, which enables purchased garments to be personalised in less than five minutes, we see direct results in terms of sales lift," says Bonelli.

Pushing customers' buttons

The role of online shopping extends way beyond price comparison, with an increasing number of brands turning to digital to stay a step ahead. As a case in point, Furla has further strengthened investment in its marketing operations, underlining its particular attention to digital communication and social channels, which have shown an important increase of followers (+64% versus 2017 on Instagram and WeChat), while maintaining one of the highest engagement rates within the fashion luxury category. These efforts most certainly have also helped to build awareness of, and demand for, the brand within the channel.

"Online is now fully integrated in their shopping behaviour as, even before going to the airport, the consumer browses the website or the Instagram page of the retailers to prepare for their imminent shopping experience," says Voltan.

Social media is something FRAAS counts on as its 'calling card'. "We are internationally active, with local social media managers who can optimally address the target group both from a collection point of view and from a regional point of view," says Ruehrschneck. "In North America and Europe, for example, we also follow the same approach using Instagram, which is very artistic and very design oriented. It's a new way that shapes our image. But we also consciously use social media for human resources, to make our company known as a global player in production and more."

De Rigo's own Police brand has a strong social media presence and, on the Police Lifestyle website, there is a virtual try on tool for sunglasses and glasses, which has helped to boost sales. "Within stores and via windows we also now try to create more digital content through the use of video and lighting installations," says Molin. "Additionally, we work closely with our travel retail customers to meet their needs in terms of digital



Visit Us at Basement 2 - 2-H28

Chopard
 EYEWEAR



Starting this year, Rodenstock is launching a new limited-edition of the legendary P8478 sunglasses. For 2019, it's Neon Mint.



This Paisley design by CabinZero will be exclusive to global travel retail.

support, trying to unify and create dedicated content for the websites and social media channels of our retail partners to drive campaigns."

Always in style

On the horizon, there is confidence in the market. "We all know that Asian clients are very inclined to make purchases in the airport, and that there is a special preference for luxury brands," says Voltan. "Certainly, this is influenced by the environment they find themselves in, as Asian airports increasingly look to luxurious department stores and fashion malls for inspiration. Exclusive models, Asian fitting styles and local ambassadors are helping us to be closer to the market and to stimulate the intention to buy."

Over the past few years, a selection of Tom Ford eyewear exclusive styles have been developed in partnership with DFS, which has served the company well. "They have been an amazing success sales wise and it has also paid off in terms of brand visibility and the relationship with the retailer, which was proud to be able to offer a unique product to their customers."

FRAAS' Ruehrschneck believes the ability to surprise and delight is a foundation that stands ever strong. "It's

all about offering product and product concepts that stand out in travel retail as being different, interesting and inspiring – concepts that attract the travelling consumer who has many means of purchase these days, including e-commerce and directly via social media," he comments. "When they are in the airport environment they want to be seduced by appealing fashion products offered with unique concepts."

Despite Asia's luxury focus, premium brands are also having their time in the sun. "Over the years there has been a focus on luxury brands. However, airports and retailers have seen a huge shift in interest to premium brands," says Camerlengo. "Another critical factor moving forward is to ensure that the service is exceptional. This can be achieved by having staff that are fully trained and enthusiastic about what they are selling. The store should also always look immaculate and prestigious in terms of visual merchandising."

In the medium-term, ESCALE plans to expand its distribution network to emerging markets. "Fashion accessories are a growing category in travel retail," says Cheung. "In order to maintain this growth and secure the space ratio, which is at a premium in travel retail, we need to maximise the momentum generated by the designs, colours, innovative material and hardware, and create excitement and aspiration through the advertising campaign."

Rodenstock has learnt that, like most categories, the approach to sunglasses varies somewhat from retailer to retailer. "Some are tied in with larger eyewear groups that represent a number of brands and operate their own shops, precluding smaller brands from being listed," says Eckhardt-Koestler. "While it has been a challenging time for many luxury brands recently, particularly with the softening of the Chinese market, we see that for accessories such as sunglasses, small leathersgoods, scarves and the like, the demand is still there."

Eckhardt-Koestler is also a big believer in having a balanced offer in the sunglasses category at the airport and downtown to ensure all price points are covered – from fashion to luxury. "Travelling consumers represent a very broad demographic with varying budgets and it's important that all these needs are met," she says. "Obviously this needs to be in line with the passenger profile through the airport too, but the offer should still

be representative. This is certainly one reason why we believe Rodenstock has good potential within the travel retail industry. And sunglasses are currently a category that retailers are prepared to invest in. We do think, however, that some could be more open to new brands coming into the mix."

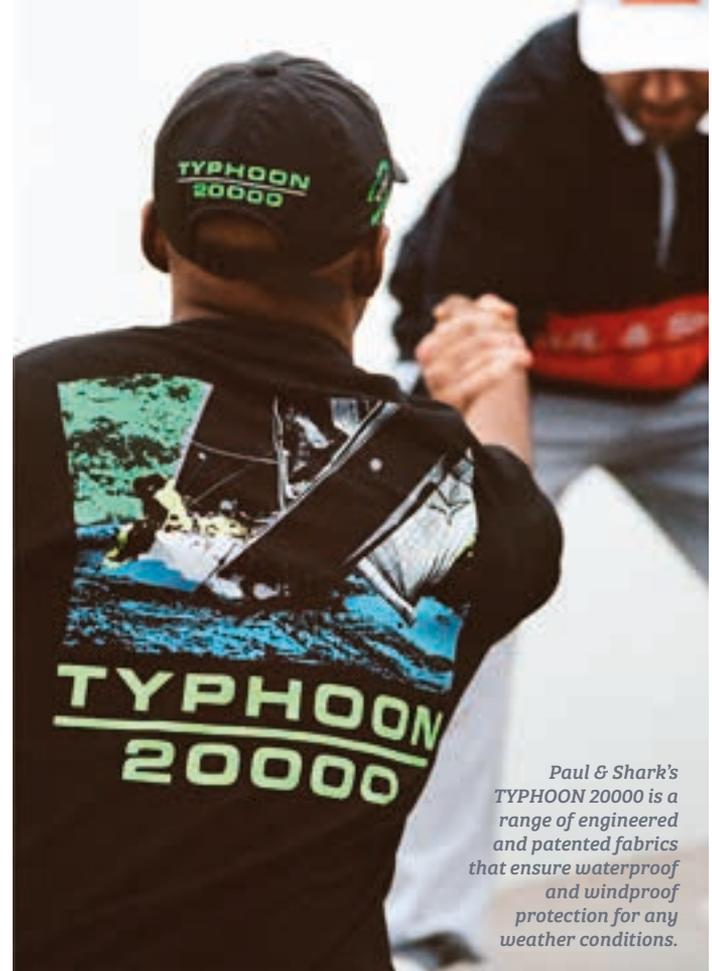
The nuances of travel retail and the key issues in the spotlight are a chance for suppliers to come together to champion positive change.

"The travel retail landscape is certainly becoming an ever-more challenging space to manage, as airports, retailers and suppliers all have their own ideas about how best to market to the travelling consumer – and which products to offer them in the face of competition from e-commerce," says Bonelli. "The cost of business for suppliers gets ever more expensive and the investment required from retailers can be prohibitive. Trying to solve these dilemmas are conversations that are ongoing – and have been for some years."

"The division of space available between categories is another debate, but, generally, retailers are recognising the importance of a relevant fashion offer and the opportunities for brands globally are increasing every year," she continues. "Airports are special environments, and consumers are usually in a different frame of mind while in the airport than they would be shopping in a domestic store – travellers who are excited to be going on vacation may be more likely to buy on impulse. I think it is very important that fashion stores in travel retail be innovative and different, and offer an experience that differs from domestic stores."

Primarily an impulse purchase, fashion jostles for a space in high traffic locations where it can be easily found and seen. "This is even more important for clothing brands," says Bonelli.

Indeed, managing such a diverse category calls for expert and dedicated leaders. "Operators need to be prepared to have a dedicated team for fashion and have adequate IT systems to handle the business, which is not always understood sufficiently," Bonelli adds. "Equally, staff on the floor need to understand and know the brand, while retailers must work with the supplier to create an assortment which is relevant to the passenger profile, which is not always the same as on the domestic market."



Paul & Shark's TYPHOON 20000 is a range of engineered and patented fabrics that ensure waterproof and windproof protection for any weather conditions.



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



A nod to the 80s

Buckley London's Autumn/Winter collection is making its first introduction to the world this week in Singapore. The new collection marks the brand's 35th anniversary and Louise Stevenson, International Account Manager, shares that it perfectly reflects on Buckley London's story so far. The luxe design and high-quality gold plating of the commemorative Legacy collection makes it the most premium of the season. With a nod to the 80s, the decade in which the brand originated, the collection also offers a contemporary twist.

Also on display as part of the AW19 women's collection is Muse – one of the largest collections of the season with nine pieces of gold plated, hexagonal profiles, some of which are adorned with semi-precious rose quartz. Introduced last year, Buckley London's men's range has enjoyed great feedback, therefore the brand has made new additions for the AW19 range with pendants, wristwear and cufflinks.

"We are very strong in the airlines market and we have already received a fantastic response to the new AW19 collections," Stevenson adds.

Basement 2/2-H29

Your way

Diesel is at TFWA Asia Pacific Exhibition & Conference for the fifth year, this time to present a dedicated product selection from the Summer 2019 collection. On display are a range of jeans, clothing and accessories, designed to meet the needs of people always on the move.

As a constant, Diesel's mastery in the denim category is reflected, as well, by the JoggJeans category, which are considered an essential item for travellers. For the Summer drop, Diesel is presenting its bold collection inspired by Tokyo, with key components being denim, leather and souvenir jackets. Diesel's famous denim is available in lightened washes and flanked by colourful accessories. One of the main patterns of this season draws inspiration from Western bandanas and appears on skirts, dresses, shirts and shorts.

In passing, visitors also discovered Diesel's latest digital campaign #MakeYourWayTheSuccessfulWay. Diesel told us that the new campaign is confronting social norms and inspiring its followers to follow their heart and their own way.

Level 1/1-R15



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Level 1 Stand R7

Asian Fit

Premium polarised sunglasses supplier Maui Jim has launched its new Asian Fit Collection of fashion-forward frames designed specifically for people with the wider face shapes typically found in parts of Asia.

The first four styles of the new collection – Ebb & Flow, Shallows, Taro and Water Lily – have been unveiled here at TFWA Asia Pacific Exhibition & Conference.

Engineered with comfort in mind, the Maui Jim Asian Fit styles have wider and flatter frame fronts, generous nose-pads for greater stability, longer temples and, as always, light frame and lens materials.

“We are certain that this collection will be received enthusiastically not just in the Asia Pacific region but in other markets which people of Asian origin have chosen as their destination or their home,” says Giles Marks, Senior Director Global Travel Retail, Maui Jim.

He reports a busy week here at the show. “We have had very productive meetings about continued growth with our existing customer base in Asia Pacific, and fruitful discussions with potential new partners.”

Basement 2/2-K9



Bringing magic to life

Lindt & Sprüngli Travel Retail has unveiled its latest range of travel-exclusive products at TFWA Asia Pacific Exhibition & Conference, offering retailers new options to increase confectionery sales in the burgeoning Asian travel retail market.

A key focus is on the prominent global brand LINDOR, with products covering all shopping motivations, including self-consumption, sharing and gifting.

“The new 175g LINDOR Tube range addresses growing demand for smaller pack sizes from Asian travellers and retailers,” says Miriam Richter, Marketing Manager Duty Free, Lindt Travel Retail. “In addition, a new flavour – LINDOR Dark Selection 397g – has been added to the portfolio to reflect growing trends towards dark chocolate in the Asia Pacific region.”

Visitors to the stand can sample the latest products and witness its latest innovation, the Lindt Magical Selfie Mirror, while live chocolate-making demonstrations are bringing the magic of the Lindt Master Chocolatiers to life. Richter explains that the new Lindt stand is showcasing a high level of personalisation and an interactive brand experience.

Basement 2/2-H2

Exclusive eyewear

“Marcolin is here to support our partners and to support the sunglasses category,” states Alessia Voltan, Head of Travel Retail & Online, Marcolin.

Voltan is relatively new to the travel retail business, however, her long-term experience in the sunglasses sector in the domestic market positions her perfectly well for the role. “Personally, my aim is to get a better understanding of the dynamics of the industry, to network and make new relationships.”

Marcolin is showcasing its two main pillars in travel retail – luxury brand Tom Ford, and entry to medium price GUESS. The exclusive travel retail Tom Ford collection comes in two designs – one for men and one for women. The colour structure and materials are very Asian-friendly, but also suitable for the international market. The GUESS Spring/Summer collection will be available this July at €99. Featuring glitter profile and colourful designs, the collection is a true representation of femininity and playfulness and in terms of fitting, Voltan explains the style is suitable for everyone from Asian to Caucasian.

Level 1/1-S20



Premium brand experience

Lacoste held a special raffle at its stand yesterday, with the prize being two tickets to the men's final at the 2019 French Open tennis tournament at Roland Garros. Lacoste has been Official Partner of the French Open since 1971. The lucky winner was Serge Louis Alvarez, CEO, SLA Paris.

“We are here at TFWA Asia Pacific Exhibition & Conference highlighting the premium brand experience in our stores,” explains Erin Lillis, Travel Retail Director Asia/Pacific, Lacoste. “It has been a vibrant, busy show for us with lots of qualitative meetings and networking.”

Lacoste is introducing INFINI-T – the new men's leather goods collection, which captures solar energy. The collection, consisting of a backpack and a belt pouch, is designed to be smart and environmentally-friendly. These two models are equipped with a solar panel system coupled to an induction charging battery which converts light into energy, an innovative technology that allows a smartphone to be recharged wirelessly simply by contact with the solar battery.

Basement 2/2-K23

Performance and heritage

Luxury lifestyle brand Paul & Shark is presenting its latest exciting collections, which summarise the two key concepts representative of the brand: performance and heritage.

The new products represent a combination of contemporary design, high quality materials, great technological research, and extreme attention to the history of the company. Two main pillars of the collection are TYPHOON 20000 and ALWAYS. With TYPHOON 20000, the range of fabrics engineered and patented by Paul & Shark ensures waterproof and windproof protection for any weather conditions.

Meanwhile, Catherine Bonelli, Worldwide Travel Retail Director, Paul & Shark, explains that ALWAYS pieces are timeless garments that embody Italian expertise and the unique style of Paul & Shark. These pieces can be reordered whenever necessary to ensure that they are never out of stock. Paul & Shark is also showcasing Travel Capsule, and the Loro Piana collaboration – Storm System from Loro Piana.

“We have had a busy schedule of meetings here at the show, where we are reinforcing our existing partnerships and developing new business,” Bonelli adds.



📍 **Basement 2/2-D11**



Revitalising your skincare routine

Inspired by the wisdom and ancient traditions of Asian cultures, and driven by high levels of innovation, Rituals has created an extensive collection of luxurious yet affordable products. Launched in April, The Rituals of Karma features four revitalising skincare and body products, and is described as fresh and appealing to the traveller.

The Karma range is further extended to the travel retail sector through smaller bottles and also aims to target hotels. Having reached an important partnership with Korean distributor SE International, the brand is looking to diversify streams of revenue and develop its presence within the travel retail market further. It recently created a bespoke line for Dutch carrier KLM as part of its Amsterdam Collection. In addition to this, The Ritual of Holy range, which is inspired by the Indian Hindu festival of colour targets the young teenager and has already been a huge success at Amsterdam's Schiphol Airport.

📍 **Level 1/1-S8**

Kids gifting

“We want to lead the category of kids gifting,” enthuses Davide Barresi, Head of Marketing, Ferrero. This year's TFWA Asia Pacific Exhibition & Conference sees the chocolatier reveal a variety of the latest kids gifting items, which were launched earlier this month.

Following the successful partnership with Universal Studios, the brand has been able to license characters to feature on its Kinder Surprise products, which will surely entice the younger audience. The new limited-editions give children the chance to assemble and collect a variety of characters from the range of products recently launched.

Among the three newly-designed innovations are the Minions Around the World and Adventure Girls – both inspired by travelling people. The Adventure Girls collection has a shimmering glitter effect and pink ribbon attached, making it multi-functional for younger girls to use as a small purse. In addition, the Kinder Surprise Jurassic Park collection features small dinosaurs and has eye-catching packaging.

📍 **Basement 2/2-J8**



Playful moments

LEGO is showcasing a range of novelties. It recently released its Avengers Lego set, which has been successful following the much-anticipated release of the Marvel Comics Final Avengers: Endgame, released in cinemas in late April.

The company has found great success in the Asia Pacific region, notably in China, where its standalone stores are part of the strategy of developing its presence in the children's gifting category.

Meanwhile, the LEGO Movie 2: The Second Part is the much-anticipated sequel to the critically-acclaimed The LEGO Movie. The LEGO Movie 2 building sets offer something for the entire family – from a LEGO DUPLO set for the youngest of builders, to LEGO System sets for boys, girls and even adults – the collection leverages the entire LEGO System of Play, featuring minifigures and minidolls, to offer fans of all ages an opportunity to recreate the action and adventure of the film.

📍 **Basement 2/2-G28**

Chinese-inspired footwear

First-time exhibitor Suzhou Waytone Corporation has come to TFWA Asia Pacific Exhibition & Conference this year with a footwear range designed for various occasions. Described as foldable, lightweight and compact, one of the three styles on offer is specifically targeting business travellers with a unique concept of a pouch featuring slippers and an eye-mask, all of which are complemented by premium-quality materials.

The footwear company is optimistic to use the event as a platform to market its products within the travel retail market, and also cooperate with airlines and airport retail concessions to distribute its products worldwide.

Targeting business travellers, the brand believes its true unique selling point lies in the quality of its shoes, which include materials such as silk, satin and lace, and also feature scented soles.

Also featured on the stand are shoes designed specifically for younger children.

Basement 2/2-A01



Award-winning jewellery

Winner at this year's Travel Retail Awards in the Best Watches and Jewellery product category, Infinity & Co is wearing its new title proudly at the show this week. "The event has been full on for us," enthuses Sam McDermid, Director, Infinity & Co. McDermid also shared that the award-winning best-selling Dianna Leather Bracelet has received new listings with airlines, following the award.

This will certainly create more visibility also for the company's four new collections Florence, Matilda, Milly and Molly. Florence's statement piece, The Flamingo, nods to the tropical world with stunning Swarovski crystal as the centrepiece. Matilda includes accents of pear-shaped Swarovski crystals, while Milly and Molly feature organic link shapes. Additionally, the company is unveiling Love x Infinity, and McDermid explains that the collection is all about high-quality, but also each product comes with an inspirational message and gift packaging, making it suitable for inflight retail.

Basement 2/2-B9

High-end formulas

Established 18 years ago in Paris, make-up company By Terry has made a name for itself in the Asian market. At TFWA Asia Pacific Exhibition & Conference, the brand is showcasing its travel retail sets designed around its best-sellers and especially around the Hyaluronic Hydra-Powder. This loose powder, empowered by hyaluronic acid, resurfaces wrinkles, smooths the skin, and sets the make-up.

The travel retail sets are a hit-seller in Asia, according to Marion Assuied, CEO, By Terry. "We are really well-known for our Hero 5 products," she says. "Our brand is very popular in Asia, as the Asian consumer is looking for premium make-up with high-end formulas."

Indeed, the Asian market is the biggest growth region for the company, and Assuied adds that the main ambition during the event is to keep this momentum going.

Level 1/1-T12



Revitalising skincare

This year, skincare brand Timeless Truth Mask is exhibiting with a different booth design for a more private and intimate feel when meeting with new and existing customers. The booth also features a timeline showing the progress of the company, starting from the very beginning in 2012 to its performance to date.

"2018 was a fruitful year for us, as we launched in two department stores in Germany and Italy, and we were also nominated for 12 major awards, of which we won eight," enthuses Laurine Tsai, Brand Managing Director, Timeless Truth Mask.

At the show, the brand is showcasing its face masks which are separated into four different categories: Premium, Rare, Advanced and Signature. New for this year is the Moss Extract Revitalising Repair Bio Cellulose Mask, which has been created in partnership with Mibelle Biochemistry laboratory in Switzerland. As Tsai explains, plant essences are extracted with exclusive technology developed by the Mibelle Biochemistry to maximise bioactivity and to boost optimal skincare performance.

Level 1/1-Q7

Fledgling friendship

Making a welcome return to Singapore is Stoli, which has teamed up with the artisan cognac producer Prunier. After a brief hiatus, Stoli decided to re-exhibit after expanding its portfolio, which now includes bourbon, tequila and rum.

"We are here to say to duty free customers that we are back and that we have more to offer now," says Jean-Philippe Aucher, Global Travel Retail Director, Stoli. "We have had lots of meetings and potentially some new listings, which is excellent."

Stoli is sharing a stand with Prunier, a family-run cognac company. "We are a small, family-run business and we needed a big brother to help us take on the duty free market, which is why we have teamed up with Stoli," explains Alice Burnez, Administrative Director, Prunier.

Prunier has taken a leaf out of the whisky bible by releasing a range of age-statement cognac expressions that are exclusive to travel retail. "We're targeting Asian consumers with these because they are really into age statements," Burnez explains.

Basement 2/2-A15



Riches in niches

The future of travel retail lies in niche products, according to Tequila Corralejo. "The market wants artisan products," says Sanil Manocha, Marketing Director, Asia Duty Free. "Look at the big companies – they are all trying to get into niche brands because they have reached a glass wall."

Consumer demand for artisan products is good news for Tequila Corralejo, whose portfolio is made up of artisan products. That portfolio has recently expanded with the addition of some Japanese blended whiskies from Kensei and an artisan mescal from Perro de San Juan.

"In the long-term we want to develop these new brands in the way we have developed Tequila Corralejo," says Manocha. "In this business, you can never stand still – you must keep evolving."

Basement 2/2-J31

Craft and traceability

Chow Tai Fook is focusing on hand craftsmanship and traceability for its precious metal and diamond jewellery to meet the needs of today's customers who are looking for authentic brands.

Chow Tai Fook has brought two craftsmen to the show this year, each with over 30 years' worth of jewellery crafting experience spanning filigree craftsmanship and gold inlay craftsmanship.

The company is also showcasing the T-Mark on its diamonds to show that each diamond can be traced back to where it has been mined. "We also collaborate with GIA to create a certificate," says VV. Tam, Senior Officer Overseas Business Department, Chow Tai Fook.

"People appreciate a brand's product, they appreciate transparency too," adds Tam. "We now have over 3,000 stores, but continue to grow."

Basement 2/2-F9



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Precious parfum

Pierre Précieuse Parfum has a core line-up that complements its next seasonal parfum to be released in travel retail. “The name of our brand means ‘precious stone’, so the idea and the legend is of a man who was trying to survive and grabbing things from the ground – one day he found a diamond. He went and took it to a merchant who sold the diamond and gave him the money, so it is about loyalty, values and all of those things,” says Bruno Tissot, International Sales Director, Pierre Précieuse Parfum. “The first three – the black diamond, the white diamond, and the pure diamond – are our core products,” says Tissot.

“Packaging is important to us, so we gave our distributors and retailers the opportunity to choose what packaging they want,” comments Tissot, adding: “We are French, so our latest seasonal parfum will be called Les Saison, but will probably be called Seasons in English.”

Basement 2/2-D1



Hero six

Johnson & Johnson is putting its focus squarely on six hero products for duty free that are clear consumer favourites. Philippe Gueulet, Commercial Director, Dr. Ci:Labo Asia Pacific for Johnson & Johnson, reveals that “the core offer is Dr. Ci:Labo”, explaining that, “in Japan, we have over 500 SKUs, but in duty free we are carrying only 35 and out of them we have six hero SKUs”.

“Each of them has very specific functions,” says Gueulet. The Aqua-Collagen-Gel Super Moisture EX was first created back in the 90s when Dr. Ci was a researcher at a university in Japan.

“In his clinic, after treatments, he was looking for a product to help people recover faster, but he couldn’t find anything satisfying, so he created one,” says Gueulet.

In addition, there is the Aqua-Collagen-Gel Enrich Lift EX, and Super White 377 which was “the first whitening product launched in Japan” according to Gueulet. Then, the EGF the [Epidermal Growth Factor], VC100 Essence Lotion EX, and a UV 100 Protect Spray.

Level 1/1-P11

Secret Scotch

Hunter Laing has launched a new single malt Scotch to complement its existing range that tears up the rule book on provenance by guarding its secret distillery location as part of its marketing plan.

“We are a family-owned Scotch whisky blender, bottler and distiller near Glasgow. We are brothers and our father still works in the business. He has been in the whisky business for 55 years and is still in the office every day,” says Andrew Laing, Export Director, Hunter Laing.

“We specialise in single cask offerings of single malts,” says Laing, explaining: “The old Malt Cask brand is our flagship and we are launching, at this event, our new Scarabus Islay Single Malt which is a wonderful sweet peaty single malt Scotch, but we won’t disclose the whisky’s origin – that’s being kept a secret.”

“Scarabus will be available globally and has been bottled at 46% ABV,” Laing adds.

Basement 2/2-D36



Perfect timing

FIYTA, one of China’s leading watch brands, has a tantalising proposition for travel retailers looking to cash in on the increasing number of Chinese travellers.

“Our price promise is that our watches will be up to 30% cheaper in travel retail than in the domestic market,” says Jobs Wang, International Business Division Assistant General Manager. “This is a good offering for Chinese tourists.”

FIYTA also offers a three-year warranty with watches sold in travel retail, compared to just two years in China.

Further underlining its commitment to exclusivity, the brand has also developed up to 30 models especially for the channel.

FIYTA says its timepieces, which start at US\$200, are competitively priced. “We try to provide the best value for money for automatic watches,” adds Wang, who says the brand also tries to fuse function with form. “We have tried to combine fashion with durable design.”

Basement 2/2-B18



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Exclusive cigars

It's all about exclusivity at Agio Cigars, which has been focusing on developing limited-edition products for retailers. "We had a limited-edition Balmoral Gran Perfecto, which was offered to select retailers such as Dubai Duty Free," says Gertrude Stormink, Global Travel Retail Manager, Agio Cigars. "We only produced 2,250 of them and they have been selling well."

Agio wants to build on that success by working with other retailers to provide unique brand activations, such as the one it is working on with Dufry in Zurich Airport.

Agio has also been buoyed by the success of China Duty Free in Hong Kong. "Our Private Collection is selling really well there," says Stormink. "We are really pleased."

The brand has expressed its eagerness to support Dufry in its bid to focus on specialist cigar shops. "If they are looking for exclusives or limited-editions, we will try to accommodate them," says Stormink.

Basement 2/2-B17



MosquitNo buzzing

The team at MosquitNo are buzzing thanks to a successful new sales initiative. "In Hong Kong, we have installed vending machines on Star Ferries to sell our products in and they were empty within 48 hours," explains Etienne Hendrickx, CEO, MosquitNo, who was initially sceptical about the idea. "I like being proven wrong."

Hendrickx believes the vending machines could prove successful in travel retail. "They would work well in airports," he says.

MosquitNo's products are booming in China as consumers look for insect repellents that smell nice and feel good on the skin. One challenge faced by MosquitNo, though, is ensuring travellers don't forget to purchase its products before going away. "Anti-mosquito products are in the top 10 most forgotten holiday products," says Hendrickx, who is working with retailers to ensure MosquitNo gets better exposure in airports. "There is a lot of willingness from retailers, but we need to work on execution," he says.

Basement 2/2-G01

Unique category

Loacker has enjoyed a very positive start to 2019 so far, with new airport openings in Asia, including a launch with King Power in Thailand. Daniel Kerschbaumer, Sales & Marketing Area Manager Middle East/Central Asia, comments: "In Bangalore Airport, for example, we changed our gondola and expanded our volumes, and in general we have been very successful in all Indian airports and the Maldives."

Kerschbaumer also adds that being a niche product is what makes the company stand out. "We're not a chocolate, we're not a biscuit, we are a wafer biscuit, so being a little bit in between these categories is what the big duty free providers want to push forward," he explains.

Currently, Loacker is preparing a new pouch bag and new items for kids, which will be unveiled in Cannes later this year. Another focus is on promoting its products with testing and sampling activities at airports with its dwarf mascot. "The best way to do it is to let the consumers test the product – if they like it, they will buy it."

Basement 2/2-J29



Striving for sustainability

Torres has almost hit its ambitious target of reducing CO2 emissions by 30% per bottle by 2020 – and has announced plans to go even further. "We have reduced CO2 by 24.5% per bottle and we will not be stopping when we have reached our target," says Bruno Teixeira, Global Travel Retail Director, Torres. "We are going to set new objectives for 2050 – we will do everything we can to reduce CO2."

The Spanish wine company has also been at the forefront of efforts to recover varieties of grapes lost during the phylloxera plague that devastated European vineyards in the 19th century.

Torres hopes some of those varieties might be used to make exclusive wines for travel retail. "Our strategy is to develop more products in the selective and premium range," says Cathy Rolland, Retail Development & Marketing Manager, Global Travel Retail, Torres.

With that in mind, Torres has revealed that it will soon be launching an exclusive new line called the Celeste Travellers Edition, which will only be available in travel retail.

Basement 2/2-H8



Taste of China

There has never been a better time for Chinese products in travel retail. At least that's according to Guizhou Xijiu Sales Co, a Chinese wine-maker that is exhibiting for the first time through Hong Kong-based Everrise International Trading.

"More consumers are exploring Chinese brands and Chinese wine in particular – we see there is a big opportunity for us," says Wei Wei Yang, General Manager, Guizhou Xijiu Sales Co.

The brand's flagship product is the Xijiu Jiao Cang 1988, a Moutai flavour liquor that is widely consumed in China. However, the company is also showcasing a limited-edition expression of its popular spirit, which comes in a ceramic bottle adorned with Chinese art and Chinese zodiac symbols. The liquid inside is also special, having been distilled and fermented nine times and aged for four years. "There are only 10,000 bottles in global supply," says Yang.

The liquor is made in Guizhou province on the banks of the Chisiu River, which often runs red due to its high mineral content.

 **Basement 2/2-E7**



Celebratory smoke

If there was a prize for the most elegant stand, Nanyang Brothers Tobacco would surely be in with a chance of winning it. The Hong Kong-based tobacco company is sporting a retro look at this year's show to tie in with the 70th anniversary of the founding of the People's Republic of China.

The company has developed a new line of cigarettes called, simply, 1949 – to commemorate the anniversary. "Chinese people are very patriotic," says Victor Yang, Manager Sales & Marketing Department, Nanyang Brothers Tobacco. "We think this will do well."

Nanyang has also launched a super-slim line called 1905, which is a reference to the year the company was founded. "Chinese people traditionally liked king-sized cigarettes, but this is changing – the young generation wants to try something different," says Yang.

With that in mind, the brand has also launched its Souvenir selection of flavoured cigarettes. "It's our first capsule cigarette," says Yang. "We have two flavours, cocktail and milk tea, which is a popular drink in Hong Kong."

 **Basement 2/2-B26**

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Disaronno Fizz

Illva Saronno has a new travel retail team and has launched a new cocktail serve for its flagship liqueur Disaronno to fit with millennial trends. “We are here again because this year we have a new team in travel retail, so there’s a heightened focus now,” says Valentina Cozzi, Travel Retail Marketing Manager, Illva Saronno. “The Disaronno brand is not known quite as well in this part of the world, so our main aim is to speak to retailers and partners here, so that we are communicating our main brands.”

“We know there is a trend among millennials to reduce their alcohol consumption,” Cozzi adds. “Disaronno is 28% ABV as a liqueur, so it is already low, but we are mixing it with soda water and lemon juice, and serving it in a balloon glass for aperitivo moments and calling it Disaronno Fizz.”

Basement 2/2-M10

Crushable conversations

Imperial Brands is excited to bring to market a new brand and a new communications strategy to get the most out of attending the show.

“The focus in Asia is all about Davidoff. It is the biggest and strongest brand for us in the region. We’re launching a crushball flavoured berry product. It’s quite nice,” says Christian L. Münstermann, Sales & Marketing Director Global Duty Free & Export, Imperial Brands.

“When you look into the trends and see there are a lot of crushball products, you can see that berry is highly appreciated. This is beginning in the Asian market due to the high demand from consumers,” says Münstermann.

“We want to make global connections. The show reflects that nicely. We want to share new ideas, and we want to use the show for connections made here too,” he adds.

Basement 2/2-C38



Disrupting the travel retail market

Atom Brands takes the opportunity of featuring at this year’s TFWA Asia Pacific Exhibition & Conference to exhibit Whisky Darkness, which is finished in a sherry cask, ultimately enhancing the whisky’s overall flavour. The limited-edition product comes with an improved packaging and newly-designed gift bag, while the traditional rustic look is enough to draw in the consumer.

To further enhance its product portfolio, Boutique-y Gins, which is one of the company’s popular gin brands, is also showcasing a variety of different exotic flavours. In addition to this, the pioneering, disruptive global drinks group is also unveiling seasonal advent calendars to complement the gin and whisky products recently launched. Looking to the future, the company is looking to increase volumes of its product range in the Asia Pacific region, with a particular focus on China and Hong Kong, where demand has grown substantially.

Basement 2/2-B5

Mixing up the classics

Rémy Cointreau is mixing cocktails while showing off its new gondolas for travel retail this year, with a new gift box for Rémy Martin Cognac Louis XIII.

“This is our return to TFWA Asia Pacific Exhibition & Conference, so we really want to showcase our brands. We just wanted to utilise the space to show off our cocktails,” says Jonathan Loh, Manager (Team Lead) – Trade Marketing Global Travel Retail Asia Pacific, Rémy Cointreau International.

Loh explains that the activations for cocktail making were being used extensively in different locations and were fitting for varying markets. “For example, we are doing this in Bangkok and selling more Port Charlotte 10 year old Single Malt Scotch whisky because of it. This makes the retailers happy.”

Loh adds: “We also have Cointreau orange liqueur and Mount Gay, as well as three whiskies at differing peated levels, so there is always something for everyone.”

Level 1/1-U23





Fizz, spray and digestif

Bottega is showcasing a range of new products, including Muscato, gin and two new liqueurs. “I have some very interesting packaging that has been developed for our Muscato. It is a sweet-scented wine that now comes in a scented box,” says Valentina Dalle Mule, Export Area Manager Airlines, Bottega.

“Then, we have a gin in one-litre, 750ml, and a miniature 5cl for the airlines inflight, and gin spray which we have developed for a last touch of gin on top of cocktails. It looks like a perfume bottle,” says Dalle Mule.

“We also have two new liqueurs – ginger and pomegranate,” she adds, noting that “the ginger is organic and the consumption for these is best for after lunch or dinner, or to be used as a base for cocktails.”

Basement 2/2-M9

Unique watches

Morellato Group has brought a wide range of new watches to TFWA Asia Pacific Exhibition & Conference this year by the likes of Maserati and Furla.

The Italian jewellery and watches manufacturer is introducing its fall/winter collection for all brands, with an extension and particular focus on the Maserati range, which has been successful.

Described as trendy and stylish, the group endeavours to target more premium customers by benchmarking prices against competitors and making them more affordable. Providing customers with darker watch colours for their new collection, the brand is also looking to diversify and extend its client portfolio in the travel market to ultimately expand into south east Asia and Africa through inflight duty free channels with airlines.

Level 1/1-T15



Lucky winner

Porsche Design, manufactured and distributed under license by Rodenstock, has returned to TFWA Asia Pacific Exhibition & Conference with highlights from its Spring/Summer 2019 collection.

Yesterday, one lucky sunglasses buyer walked away with a very special pair of the limited-edition Glued Visor. The lucky winner was Valerie Luk, Senior Fashion Category Manager, Shilla Travel Retail, Hong Kong.

The Glued Visor P’8664 combines technological innovation and functional design, making use of an adhesive technique from the automobile industry – the ‘Formed-in-Place-Technique’ – in which a robot applies a special high-tec adhesive to the titanium frame with the highest precision. Limited to 911 specimens worldwide, the P’8664, recently awarded the German Design Award 2019 in the ‘Excellent Product Design’ category, is presented in an exclusive edition box including an elegant case. It is worth €795 at retail.

Basement 2/2-H10

French innovation

Combining innovation and technology has enabled Altimetre to introduce the Spongellé brand at TFWA Asia Pacific Exhibition & Conference. Infused with soap, natural oils, skincare ingredients and fragrances, the French company is taking the opportunity to showcase a variety of buffers including back, body and contouring buffer.

With a clear message to cleanse, exfoliate, hydrate and massage, the skincare exclusive prides its products on being 98% organic. The multi-use buffers create a smooth lather, making you feel refreshed and revitalised, while also giving an exceptional scent of unique fragrances and aroma to the skin. A silky smooth hand cream enriched with Sheba and macadamia seed oil is also one of the highlights this year. With a strong presence in North America, having its products distributed to major hoteliers and cruise liners, the company aims to be just as successful in positioning the brand in the Asia Pacific region.

Basement 2/2-M27



Bounce and braid with style blasts

Unilever International Travel Retail celebrates its first launch in Asia of Living Proof – a suite of dry stylers and hairsprays designed to improve the health of hair over time with Perfect Hair Day (PHD) a dry shampoo that cleans, conditions and eliminates all sweat and odour, based on molecules and formulations developed at MIT USA by biotech scientists and hair stylists who were dissatisfied with the limitation of conventional products. The products are silicone and cruelty free that take the whole science of hair treatments, shaping and styling, to another level.

“We see great potential for Living Proof in the Asia Pacific travel retail market and these transformational products are already selling well domestically in Sephora in Singapore and Mecca in Australia,” says Rosalyn Frayna, Travel Retail Global Business Unit Lead. “Our aerosol dry shampoos are best sellers in Dublin Airport T2 and we are launching them in the USA in June.”



Basement 2/2-J27

Regal parfum

Zylangia, which is known for its Princesse Marina de Bourbon fragrance line, is showcasing its latest addition to the brand – Symbol.

“Princesse Marina de Bourbon decided years ago that she wanted to have a perfume under her name and that is where the brand started – it is now the one we call: ‘The Classic,’” explains Princesse Marina de Bourbon Parfums – Zylangia CEO Antoine de Pracomtal.

“Since then, the brand has evolved. Now we are present in more than 70 markets across the world and we have 12 feminine lines and two or three different masculine fragrances,” says Pracomtal, highlighting that “the theme of this year is a new line called Symbol. The flask is very transparent because we wanted to focus on the juice itself”.

“We have had very good feedback on the flask and the fragrance itself, so we are very optimistic for the second half of the year,” he adds, noting that the company is looking forward to launching in other countries around the world, particularly in Asia.



Basement 2/2-M8

Liquid storytelling

Whyte & Mackay has identified its intentions for its Jura whisky brand this year and aims to build its presence in the east.

“This is the third year we have done TFWA Asia Pacific Exhibition & Conference, and this year we are focusing on one of our key single malt brands, which is Jura,” says Pierre Dubus, Marketing Manager Travel Retail APAC, Whyte & Mackay.

Dubus reminds that “Jura is a fantastic brand – there is one distillery on the island and there is one story. We are relaunching it for the show.”

“Last year we launched four colour range whiskies, which have been very well received, and there is an appetite for brands that touch the heart of the Asian consumer,” says Dubus, adding: “In everything, from the liquid profile to the storytelling, we can make this brand a success in Asia. In addition, in terms of activation, we have tried to bring in some elements from the island.”



Basement 2/2-C5

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