

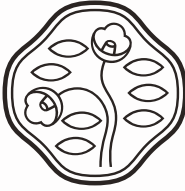
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*Extent of friction damage measured as friction property compared with before application.



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A beautiful *journey*

Sustainability, clean beauty and an insatiable appetite for sheet masks... beauty suppliers reveal the hottest trends and how they are building business in the channel. By Faye Bartle



IDUN Minerals is seeing a trend for clean beauty.

Skin care continues to be a key growth driver of beauty. Indeed, based on a 2018 report by Generation Research, the skincare segment contributed 47% to the growth of the perfumes and cosmetics category in 2018 compared to 2017. As suppliers pull out all the stops to keep the offer fresh and exciting, it's easy to understand why.

With plans to open a whopping 25-30 airport standalone stores over the next five years Rituals Travel Retail is not holding back. "We're excited to announce that we'll be opening stores at Gatwick Airport and Birmingham Airport later this year," says Neil Ebbutt, Rituals' Director, Travel Retail (Riviera Village RC4). "Stand-alone stores are exceptional business drivers and really give us the opportunity to deliver the ultimate Rituals brand experience with the full assortment and hallmark personalised service."

Perhaps the most significant development for Rituals in travel retail over the last six months has been the opening of a new office and distribution centre in Hong Kong to support its ambitious growth plans in Asia. "The Hong Kong facility will help us build a solid network across all channels – including travel retail, domestic and e-commerce – through key markets in the region," says Ebbutt. "The Asia travel retail team will also focus on strengthening the brand's presence in leading hotels and airlines through appointed distributors."

The company also recently signed a new distribution partnership with SE International to support its Korean expansion. "For the hotel amenity business, we have signed a distribution agreement with SBL to cover the entire APAC region," adds Ebbutt.

Ahava (Green Village M62) is moving to the beat of its own drum, operating in several travel retail points of sale around the world. In its home country of Israel, it is the number one brand in the skincare category in James Richardson Duty Free. "Our main focus in the past months has been introducing our new revolutionary line, Apple of Sodom, which consists of four SKUs," says Natalie Ohayon, International Key Account Manager, Ahava. Bestsellers are expected to sit within the face category, with investment in masks only set to grow.

A company that is experiencing impressive growth in the channel is Shiseido Travel Retail, which achieved more than half a billion US dollars in net sales, representing growth of +17.3% – more than double the growth of Shiseido Group.

"These incredible results have been led by our prestige brands, particularly Shiseido and NARS, but also Japanese brands Anessa and IPSA, which are growing rapidly in travel retail," explains Elisabeth Jouguelet, Vice President of Marketing and Innovation, Shiseido Travel Retail (Riviera Village RJ5). "We also made key investments in marketing, research and development and people, all of which contributed to our momentum in the first half."

China and South Korea remains its top-performing markets. "In Singapore, our growth was bolstered



Rituals offers its bestselling products in a travel-friendly format to encourage customers to become familiar with its products and to build loyalty and drive repeat purchases across its lifestyle product offering.



Shiseido's Vital Perfection Uplifting and Firming Cream Enriched is a proactive regenerating cream that enhances and speeds up lifting and firming.

by the launch of the Shiseido Forest Valley at Jewel Changi Airport, which has helped us to establish a deeper connection between the brand and the consumers by enabling them to live Shiseido's story through their own experience," says Jouguelet. "Our vision is to leverage our Japanese heritage to become a leading global beauty company, focused on delivering beauty innovations for travellers, through exciting and inspiring retail experiences, digitalisation and customer service excellence."

Get the look

In terms of what's trending, natural, organic, botanically driven ingredients are coming out on top, according to Ahava. "This is supported by the growth of the holistic skincare approach, where consumers' skincare preferences become part of their general approach to lifestyle," says Ohayon. "The 'new natural' movement is also of note – for which brands are

AHAVA Dead Sea Laboratories has announced the launch of new products that will join its award-winning line based on the exclusive Osmoter technology. AHAVA is introducing three potent youth-boosters: Eye Mask, Even Tone Serum, and Supreme Hydration Cream.





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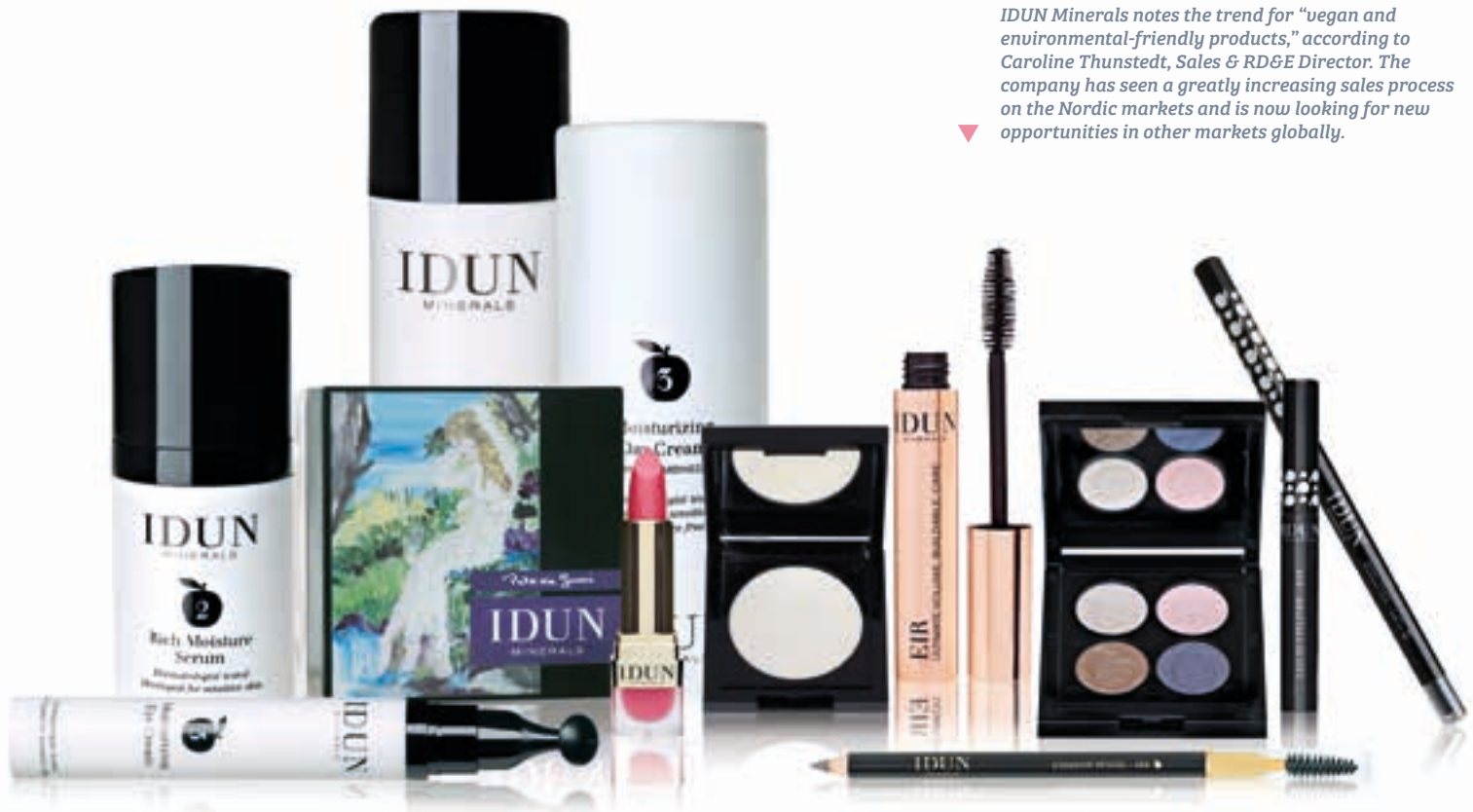


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BLUE VILLAGE - E4



IDUN Minerals notes the trend for “vegan and environmental-friendly products,” according to Caroline Thunstedt, Sales & RD&E Director. The company has seen a greatly increasing sales process on the Nordic markets and is now looking for new opportunities in other markets globally.

introducing healthier alternatives to synthetic and chemical ingredients, such as natural retinol solutions, alternatives to Botox and more. Lastly, sustainability is also creating global skincare trends, such as developing ‘cleaner’ products, using fewer ingredients to avoid waste and developing fermentation-based formulas to save raw materials.”

Waterless beauty (think wipes instead of rinse-off washes) that tap into the movement for conserving water, sheet masks being used beyond the face, and enhancing night skincare that helps relax the wearer as he or she sleeps are also ones to watch.

“Consumers are making more informed choices during their shopping journey and looking for greater transparency on what goes into their make-up and skincare products,” agrees Jouguelet. “This results in a shift towards clean beauty, where ingredients are natural, ethically-sourced and cruelty-free.”

A macro-trend that Shiseido is backing is personalisation and customisation. It’s something that is catered especially well to by IPSA, which invites customers to receive a skin diagnosis by its professional beauty consultants, followed by a prescribed skincare recipe that’s tailored to their skin’s needs. In addition, creating products that embrace diversity, which are more inclusive and gender-neutral is a movement gaining traction. “People might be looking for products that are not solely designed by or for men or women,” explains Jouguelet. “In time, it would become more important to create products that fit the need of every single consumer, regardless of age and gender.”

Beauty products that consumers can form a special connection to are almost certainly going to be along the right track. “We have high expectations for our newly introduced Travel Retail Exclusive Gift Sets that create a meaningful experience for body, mind and soul,” says Ebbutt. “It’s the first time that we have created Travel Retail Exclusive gift sets containing our best-selling products. They offer something different to the domestic market.”

The sets – The Ritual of Sakura, The Ritual of



Spongellé is showcasing its new hand creams at TFWA World Exhibition & Conference.



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Ayurveda and The Ritual of Happy Buddha – all contain a full-sized foaming shower gel (200ml), a full-sized hair and body mist (50ml), mini-sized body cream (70ml) and mini-sized body scrub (70ml). Rituals' Travel Exclusive Advent Calendar, filled with 24 luxury Rituals products, is also expected to be a best seller.

New and innovative products are what the young generation is looking for, according to Altimetre (Ambassadeurs Village U8), which is expanding its distribution into new channels such as cruise. "We recently listed our product with two key retailers in this channel and hopefully by this end of the year we will be able to list our products with all major retailers," says company owner Arnaud de Volontat.

Best sellers this season are expected to be the travel size buffer (it lasts for five days, which is ideal for travellers), and the new travel box that fits any size of its body buffers line. Getting them on shelf is the goal.

"I think consumers are very bored by what they are offered or proposed in their stores," comments de Volontat. "Store penetration rates and conversion rates are still decreasing when passengers' traffic has increased worldwide significantly. Retailers should react very quickly and shape their stores and their assortments to that trend."

A pharmacy brand looking to carve its niche in the channel, Puresseintiel is on the same page regarding newness. "Consumers today are different, they demand more. Never before had we heard about product or packaging sustainability in the industry.



Puresseintiel has a number of travel exclusive sets that mix products from different ranges under a common theme.



Experiential retail has been central to the growth of Rituals in travel retail. Customers are offered herbal teas on entering the store and the option to experience a complimentary hand massage incorporating Rituals products.

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Natural products are clearly a turnaround in the category as well," says Nicolas Delteil, Travel Retail Director, Puressentiel (Blue Village E4).

The company has taken great strides since it kick-started its activity this time last year in Cannes, and is now present in several airports (including Brussels, Seoul Incheon, Ajaccio, Bastia, and La Réunion), with more to follow soon. That's in addition to its presence on cruise ships, airlines and downtown at Paradise City – Seoul Incheon.

"It was important for us to check that operators were ready for this new subcategory and check that consumers were here to buy our products outside pharmacies. Both boxes were ticked and sell-out results are really good," says Delteil. "We have worked a lot internally as well, on our product offer and our merchandising. Best-sellers in value are definitely our Travel Exclusive Sets – at Brussels Airport they represent nearly 30% of our sell-out. When it comes to single products, the Purifying Air Spray and Joints & Muscles Roller top the rankings."

IDUN Minerals (Blue Village F6) is yet another brand noting the trend for "vegan and environmental-friendly products," according to Caroline Thunstedt, Sales & RD&E Director. The company has seen a greatly increasing sales process on the Nordic markets and is now looking for new opportunities in other markets globally. Specifically, it expects success for its products in the face category – "especially the foundations that are healthy for your skin, and also our vegan mascaras," says Anna Edman, Digital Marketing Manager.

Buying on impulse

A rainy day, recession-proof purchase, beauty products have the power to inspire consumers to buy as the mood takes them. As a result, suppliers must bear impulse shoppers heavily in mind when it comes to assortment, packaging and promotions.

"We have enjoyed great success with our travel retail exclusive products, such as the Shiseido 24-hr Defense Mist Duo, the brand's first product developed entirely with travellers in mind," says Jouguelet.

"Travel retail exclusives elevate a product's appeal, tapping into the impulse spend, as travellers know they won't be able to find the product anywhere else. Additionally, our global team of beauty consultants are well-versed in delivering engaging and meaningful customer experiences, resulting in effective up-selling and cross-selling – this is further bolstered by our new Share app, which offers coaching tools to help them improve their customer service skills."

Other factors driving impulse purchases include engaging brand activations that draw travellers in-store who may not otherwise have planned to shop, as well as using KOLs and celebrities that resonate with the target audience to promote the product. "For example, we have Chinese actress Zhang Ziyi as Clè de Peau Beauté's global brand ambassador," says Jouguelet.

Offering customers the option to upgrade their purchase can work well. "We offer full regimen kits at attractive prices in our travel retail points of sale," says Ohayon. "Our beauty advisors also play a very important role in explaining the brand and the specific product benefits to fit the customer's needs."

Attractive packaging and well-thought-out formats are key. "As an affordable luxury brand we have to make sure that whether it's as a gift or a moment of self-indulgence, we catch shoppers' eyes," says Ebbutt. "Our sales staff are also vital here – given the breadth of our range, there is a huge upsell opportunity. We conduct thorough staff training sessions for each new line we launch and for any new recruits."

A dynamic category, activations are getting grander by the day. Standout activations launched this year by Shiseido Travel Retail include the Shiseido Forest Valley at Jewel Changi Airport, as well as the Shiseido S E N S E Beauty Pop-up with The Shilla Duty Free in Changi's Terminal 1.

"The Shiseido brand believes that true beauty is more than what we can see – it is a multi-sensory experience – and the Shiseido Forest Valley is a



▲
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Retail's NARS
travel retail exclusive
NARSissist
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is refreshed
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realisation of the brand's idea of inspiring a life of meaningful beauty and culture," says Jouguelet. "The interactive S E N S E installation uses digital technology that ignites the senses and allows visitors to immerse themselves in the Japanese sense of beauty through sight, touch, scent and sound. This sentiment was also replicated at the Shiseido S E N S E Beauty Pop-up, which featured augmented reality technology that allowed travellers to discover Shiseido products in an exciting and novel way. Shiseido Forest Valley, supported by SHISEIDO S E N S E Beauty Pop-up, have significantly increased the brand's visibility and sales with Changi Airport's travellers."

In June, Rituals launched the special-edition Amsterdam Collection, created in partnership with the Rijksmuseum, at Amsterdam Airport Schiphol with a high-profile activation. Inspired by an iconic 17th century Delft Blue vase that is featured in the Rijksmuseum, the Amsterdam Collection includes Foaming Shower Gel, Body Cream and Body Mist.

"The 360-degree campaign, which targeted international travellers at every leg of their journey, included substantial OOH advertising in Lounge 1 and 2, social media advertising campaigns, a pop-up in Schiphol's Lounge 2 and GWPs," says Ebbutt. "We also

used Mandarin communications to reach as wide an audience as possible."

The pop-up was an impactful way to engage with travellers; it included a water table where guests could try the products, a replica Delft Blue vase and sharing box, which enabled travellers to make an Amsterdam Collection memento by taking a photo or GIF in front of an Amsterdam Collection-themed backdrop.

Although Puresentiel is only at the beginning of its story in travel retail, meaning its main focus is to convince operators and retailers to take its product, the company now has confirmation that its products are being bought in a perfumes and cosmetics setting. Hence, the time has come to play with novelties, animations, and merchandising, according to Delteil. "Geographically, we are targeting territories in which we already exist locally (in 90 countries). Perfume and cosmetics shops are clearly our main focus and we'll try to position our brand close to the brands coming from that channel.

"In terms of the offer, a good mix of travel exclusivity and proper assortment by country/region will be key," he continues. "We are not going to reinvent the wheel. Just do our best and take the time it takes to settle down properly. This is an exciting

challenge. You will see our brand popping-up in many airports in Europe soon as, in many places, our listings are just around the corner. We are very pleased to have settled the brand in South Korea and India as well – definitely two major players in tomorrow's world. Indonesia will be next."

Rituals is actively pursuing opportunities to open new spaces on two fronts: growing its presence in multi-brand environments operated by retail partners, and opening standalone Rituals stores and pop-ups.

"Standalone stores are exceptional business drivers and really give us the opportunity to deliver the ultimate Rituals brand experience with the full assortment and hallmark personalised service," says Ebbutt. "We offer a unique slow shopping experience, providing consumers with the opportunity to immerse themselves in the brand's philosophy; transform daily routines into meaningful rituals. Offering herbal teas on entering the store and the option to experience the products via complimentary hand massages, combined with seasonal activities, are all initiatives which encourage consumers to take some time out of their day for 'me time'."

The company is showcasing an exciting new haircare concept as well as original furniture at its



◀ Nuxe is showcasing its expanded Réve de Miel collection, featuring two new, intensely nourishing concentrates, Ultra-Comforting Face Balm and Melting Body Oil Balm with Honey.

Spotlight on Nuxe

Over the past six months Nuxe (Green Village J51) has continued to extend its presence in travel retail channels. Its products are now available in 250 points-of-sale in 40 countries and are also most recently listed onboard 68 airlines.

“Currently, we are poised to introduce a number of important new products, some of them travel retail exclusives. Two of these we are showcasing here at TFWA World Exhibition & Conference,” says Marion Bruinaud, Travel Retail Director, Laboratoire Nuxe.

During Cannes, Nuxe is showcasing its expanded Réve de Miel collection. “The entire collection has undergone a makeover and we have added two new, intensely nourishing concentrates, Ultra-Comforting Face Balm and Melting Body Oil Balm with Honey, formulated to prepare dry to very dry skin for winter,” Bruinaud explains. “Réve de Miel is a powerful statement of Nuxe’s reputation as a naturally responsible brand. For example, Ultra-Comforting Face Balm contains Propolis Oleoactif, a

100% natural active ingredient. Propolis is produced by bees and contains over 300 active molecules with antioxidant, soothing, nourishing, repairing and purifying properties.”

Nuxe is finding that innovation, exclusivity and relevance to travel are the key drivers behind its best sellers. Its TREX products and traveller-friendly products like the Moisture-Me kit and Insta-masques in packs of 100ml or less have been very successful.

“For the first time, for the major launch of Huile Prodigieuse Florale in June 2019, we had an HPP area in three main airports (Frankfurt, Oslo, Copenhagen) showing our Huile Prodigieuse range as well as our travel retail exclusive sets,” Bruinaud adds. “We were very happy to see an increase in our visibility instore and a significant sales boost.”

Great activations, especially digitally delivered, that offer the potential customer an engaging opportunity to try something new play a big part in inspiring customers to make additional purchases over and above what they have pre-planned.

“Furthermore, some Nuxe SKUs (travel sizes and exclusive travel retail sets) are displayed on specific ‘impulse’ locations, at the cash desk or at the queueing area in order to optimise our visibility and generate spontaneous purchases,” says Bruinaud. “We also organised tailor-made promotions and optimised merchandising, including a new retail concept with personalised gondolas and backwalls to help enhance our instore visibility. Finding something new and unexpected is yet another motivator to make additional purchases.”

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**Moisturizing Perfecting
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Laura Mercier is relaunching two of its skin-perfecting bestsellers – the Laura Mercier Tinted Moisturizer and the Laura Mercier Tinted Moisturizer Illuminating – both in new packaging and with a new and improved formulation.



Spongellé specialises in patented delivery systems for exfoliating and body treatment sponges infused with natural skincare ingredients.

new stand in Cannes. The Hair Temple concept offers 495 solutions including a personalisation element, which allows customers to customise the label on the bottle of their product. What's more, the products are sustainable and free from silicones, parabens and sulphates.

Shiseido Travel Retail is increasing its marketing investments to drive awareness and connect with consumers throughout their travel journey. "Key to this approach is making our installations more engaging and memorable for travellers, helping them to create narratives that they are able to identify with," says Jouguelet. "Digital remains integral to this strategy and we will continue leveraging new technologies to increase the interactive nature of these experiences. The S E N S E art installation at Shiseido Forest Valley is a good illustration of what we are capable of and our current direction as a company – focusing on offering a more meaningful beauty experience for our consumers."

"For skincare, we will continue to leverage our strong Japanese heritage and R&D expertise to create effective products that retain and recruit customers, while make-up brands will focus on selective and strategic openings to drive growth," she continues. Steadily elevating the retail experience is another priority – something that's achieved through striking store and counter designs and visual merchandising, as well as customer service centred on Omotenashi.

"Chinese consumers remain central to our strategy and we are exploring ways to increase brand awareness among this group through new digital and social partnerships," she adds.

Shiseido Travel Retail's consumer and marketing intelligence team is on hand to identify trends, providing insights on what consumers are looking for, which is an extremely valuable tool in creating a winning formula. As Jouguelet explains: "These efforts translate into us being able to innovate and create products that speak to consumer needs and reach them in a way that resonates with them."



Learn more about the skincare & cosmetics innovations being presented at TFWA World Exhibition & Conference by visiting the TFWA Product Showcase (www.tfwaproductshowcase.com). Scan this code to visit the TFWA Product Showcase



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◀ CRM Fragrance has its eye on opening new boutiques in Europe and entering duty free in additional countries within different categories.

Take note

Floral, oriental, woody or fresh – fragrances are big business in the channel, but suppliers are not resting on their laurels. By Faye Bartle

Representing one half of the category that is credited with driving the most sales and growth in duty free and travel retail worldwide, perfumes are working hard to earn their space in the channel, and the offering is getting richer by the day.

"We want to continue creating memorable shopping experiences for travelling consumers, through innovative products and product formats that speak to their needs, as well as engaging animations and inspiring counter designs that truly immerse them in our different brand universes," says Elisabeth Jouguelet, Vice President of Marketing and Innovation, Shiseido Travel Retail (Riviera Village R.J5). New launches that have propelled Shiseido Travel Retail's fragrance brands over the past six months include: Narciso Rodriguez Pure Musc, fresh releases from Dolce&Gabbana's The One franchise – The Only One 2 and The One for Men Grey; and the Dolce&Gabbana limited-edition Light Blue Italian Zest

and its successful airport pop-up concept.

"The new masculine fragrance K by Dolce&Gabbana – which launched in August – will shine this season," says Jouguelet. "Its refreshingly alluring scent, unique and striking packaging, and strong brand ambassador in the form of Italian influencer Mariano di Vaio, make an incredibly compelling combination, and we are confident that it will be a successful pillar fragrance for us.

"Issey Miyake's new L'Eau d'Issey Rose&Rose and L'Eau d'Issey pour Homme Wood&Wood fragrances are fantastic additions to the portfolio and we expect them to attract loyal customers and new converts as well," she adds. "This dynamic duo is an ode to natural ingredients; and while fragrance trends come and go, rose and woody scents remain classics in the perfume world."

Beverly Hills Polo Club (BHPC) (Mediterranean Village N1) is also making its mark, having met

a selection of the top 10 duty free operators at TFWA Asia Pacific Exhibition & Conference in Singapore earlier this year. "We have advanced our conversations on placing the BHPC accessories and fragrance ranges within their stores," reveals Eli Haddad, Founder and Chairman.

Currently, the company is listed in several airports with its fragrances and other product ranges. Specifically, its scents are available at Dubai Duty Free and Qatar Duty Free, among other locations.

"Most airports are looking at affordable luxury offerings for travellers," says Haddad. "This is precisely and uniquely where we position our brand offering. We have comprehensive and synergistic product lines with aspirational value that are targeted to millennials who are looking for products that are sporty, trendy, iconic and affordable."

Angelini Beauty's travel retail assortment has been enhanced this summer by the introduction of a special



The latest from Ajmal

Ajmal Perfumes (Red Village H18) is celebrating a successful period in travel retail, with a YTD growth rate of 15%. The acquisition of new locations and increased listings in existing locations are key contributors.

“Our products are slowly but surely making their mark among travellers and we hope this trend continues in the future as well,” says Oscar Menezes, Head of Travel Retail, Ajmal Perfumes.

On top of leveraging the appeal of its global best sellers, Ajmal has introduced exclusive products to the channel, such as the Gold Collection.

“This has helped push sales immensely,” says Menezes. “The coffret concept has evolved a bit – the sizes are slightly larger and the pack consists of best-selling references. Brands are also investing in on-ground promotion and activation.”

The brand draws upon multiple activities to differentiate itself. “We normally do not have travel sizes or two sizes for our products in domestic retail,” explains Menezes. “For duty free

▲ On top of leveraging the appeal of its global best sellers, Ajmal has introduced exclusive products to the channel, such as the Gold Collection.

we have introduced smaller sizes for combo packs of our top selling products, which is helping a lot.

“Recently, we concluded a gold coin promotion in Dubai Duty Free, where upon purchase of a certain value the customer would get a gold coin. This promotion was a great success for us, where we managed to increase our average ticket value by more than 25% during the promotion period. Apart from this, GWP promotions are a regular activity with us, during the winter and summer months.”

The focus now is on increasing its exclusive travel retail product range. “We are also looking at innovative ways of bringing coffrets of some of our top sellers to the segment,” says Menezes. “On the placements side, we are working towards increasing our listings in existing locations and acquiring new locations.”

collection edition as part of the Trussardi Levriero Collection. Plus, there’s the new feminine scent, Laura Biagiotti Forever. Today, the company is taking a four-pronged approach to bolstering its European travel retail strategy which, in a nutshell, encompasses: the consolidation of long-term partnerships with global stakeholders, the achievements of two pillars in the brand portfolio (Trussardi and Laura Biagiotti), travel ‘retailtainment’ to drive engagement, and research and performance analysis.

“Consumer experience through service, emotion and pleasure are factors currently shaping the category,” comments Matias De Alzua, Global Sales General Manager, Angelini Beauty (Bay Village Bay Terrace T2).

Creation Realisation Marketing Paris, which looks after Alexandre J (Green Village K54), has worked consistently hard on boosting its business in duty free with new launches and a fresh range of products. Its bestsellers are often sandalwood, oud and amber based scents. This season’s best sellers are Ouscent White and Rose Alba. “The niche perfume category has seen a lot of growth,” says Amelie Jabban, Global Brand Manager. “New brands have come up over the last few months and existing brands are being acquired by big groups. The primary challenge in this regard would probably be maintaining the brand identity and preserving the soul and essence of being niche, while sustaining excellence and quality.”

Bond No. 9 New York (Green Village J46) doesn’t follow trends – something it considers a core part of its appeal. Instead, the geo-centric scents are rooted in an affinity with New York and the city’s famous energy.

“Creating a perfume is part science, but it really is an art – the art of translating an emotion into a feeling. And like a painter, the artist or perfumer will choose as many layers and as many different techniques as he or she feels is necessary to express exactly what the vision is,” says Laurice Rahmé, Founder and President, Bond No. 9. “It’s always changing, always fresh and new, and all of us who live here [in New York] feel that constant renewing, fast-paced forward-motion that sparks creativity. It’s those feelings that inform everything we do.”

Its latest launch, Bond No. 9 Gold Coast, captures the energy of Washington Square Park. “It is the notion of optimism and elegance, fresh air and endless possibilities, bottled,” says Rahmé. The secret? A soft yet energetic modern rose that lingers in the air, quickly becoming the wearer’s scent signature.

Dynamics at play

The quest for something unique, both in terms of product and experience, is a desire that suppliers are catering to comprehensively.

“Millennials travel more frequently than any other generation and have different shopping habits,” says Haddad. “With no geographical limits on their retail



▲ With Gold Coast, Bond No. 9 creates a scent snapshot of this charming neighbourhood in New York.

oud Touch



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experience, they look for uniqueness and great value at any point on their journey.”

A champion for niche brands, CRM believes the sub-category is a vital part of the mix. “Niche brands are proving to be more dynamic and active with several launches within the year as compared to selective brands with one launch per year,” says Jabban. “Niche keeps up by answering to consumer demands with a touch of additional professional services. They deploy not only brand ambassadors, but brand experts as it’s not just about the product, but what surrounds it.”

Indeed, niche brands are playing an increasingly important role, targeting those that are looking to build a fragrance wardrobe beyond the classic choices.

“We’ve also observed a strong trend towards niche and premium fragrances in the Middle East and Asia,” says Jouguelet. “As more Chinese female consumers demand niche fragrances, we are seeing a growing popularity of our Serge Lutens brand. Premium fragrances like Issey Miyake and Narciso Rodriguez are also doing well, with consumer preferences shifting from mass-market brands to high-end fragrances.”

The Narciso Rodriguez Pure Musc animation at Dubai Duty Free offered complimentary engraving and wrapping services.



In addition to niche scents helping to deliver the luxury of choice, travel retail exclusives are an enduringly attractive part of the mix and a key purchase driver.

“Our Consumer & Market Intelligence team provides us with great insights on how we can target global shoppers, and we have been able to use this data to create travel retail exclusives that appeal to these consumers,” says Jouguelet. “Travel retail exclusives are integral to our strategy, and we are seeing positive sales for brands such as Dolce&Gabbana and Narciso Rodriguez.”

For its fragrances, this has taken shape primarily as gift sets that offer an attractive saving or additional value. Dolce&Gabbana offers two popular Light Blue sets: the Light Blue 2 x 50ml Duo and the Light Blue 100ml and Body Cream. For gifting, it’s hard to beat the Narciso Rodriguez miniatures containing a variety of the brand’s bestselling fragrances.

“Across the globe, gifting remains a key purchasing motivator for fragrances in travel retail, contributing to the performance of miniature sets and value sets,” says Jouguelet.

“Personalisation is also another innovative way to engage with the consumer,” she adds. “In March this year, we implemented this during our Narciso Rodriguez Pure Musc animation at Dubai Duty Free, where we offered complimentary engraving and wrapping services.”

On a regional level, Asia is a developing market for the fragrance category for STR. “It is fast-moving and demand for fragrances is growing,” she explains. “The Americas region remains very fragrance-oriented, with the Brazilians being our strongest market.”

Bringing the drama

Creating a sense of theatre is something the category excels at, as customers seek to immerse themselves in the magical world of their favourite scents.

“Travellers are looking for real and memorable shopping experiences in the form of retailtainment, which is why pop-ups are important in this industry,”



▲ *Dolce&Gabbana limited-edition Light Blue Italian Zest is one of a handful of new launches that have propelled Shiseido Travel Retail’s business over the past six months.*

says Jouguelet. “The pop-up format allows brands to express themselves creatively and helps to create exciting brand journeys and long-lasting memories for the consumer. Being able to share their experiences on social media is also vital, and we have integrated this function with digital elements in our activations, so that we can leverage our consumers’ love of sharing to increase awareness of our brands.”

A case in point is STR’s mega event for the Narciso Rodriguez Pure Musc launch at Dubai Duty Free in March 2019. The fragrance became the number one women’s 100ml fragrance out of 200 fragrances over that period, courting impressive traveller engagement thanks to the on-site engraving atelier, gift-wrapping station and smoke machine.

“As anticipated, the travel retailtainment is part of the strategy to deliver traveller’s emotions, active engagement, experience and shopping motivation,” says De Alzua. “Having said that, a correct price offer will invite and engage price-sensitive passengers to shop as well.

“Last year, we brought the glamour of the Trussardi

Spotlight on SODIP Group

Celebrating its 26th anniversary this year, the family-run SODIP Group (Green Village L39) is forging ahead with its flagship lifestyle brand Franck Olivier Paris, which launched in 1993 and 30 female and male fragrances. With affordable price tags, available through exclusive distribution in 57 countries worldwide, Franck Olivier Paris is now upping its game with a new female and oriental fragrance popping up in November.



▲ **T**he move builds upon the Group’s acquisition of Parfums Castelbajac Paris in 2017 and the launch of the brand’s first male fragrance, Castelbajac Homme, in June 2019, with the buzz around its novel core ingredient, caviar citrus.

New projects on the horizon include a new male fragrance in February 2020, and a unisex fragrance trio, which can be worn alone or layered in Spring 2020. With a fresh new strategy and a jump into digital, SODIP is now looking to enter the travel retail market, with a small pop-up store concept to mark the beginning of a new chapter of the Castelbajac story next year.

◀ *Celebrating its 26th anniversary this year, the family-run SODIP Group is forging ahead with its flagship lifestyle brand Franck Olivier Paris, which launched in 1993 and 30 female and male fragrances.*

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Angelini Beauty's Trussardi Levriero Collection.

Café to the airport, recreating an authentic Milanese experience. This year, for the second episode, we are taking people on an olfactory journey via the Trussardi Laboratorio Profumi stage."

The onus isn't just upon the supplier, however, to set the pace.

"In mature markets, the spending power of consumers has dropped markedly in the last few years," says Haddad. "It is the joint responsibility, as well as opportunity of airports, airlines, retailers and brands to work together in innovative ways to appeal and motivate a consumer purchase. In terms of our own approach, we are a flat structured organisation. Therefore, we can be faster than others when it comes to adapting to trends and tailoring solutions to suit the requirements of a duty free partner."

"Sales staff are also important purchase motivators, especially among millennials, as reported by the latest findings by Duty Free World Council," says Jouguelet. "At Shiseido Travel Retail, we are committed to bringing the best-in-class omotenashi customer experience to our global travellers, and as part of this commitment we have developed a new app called 'Share' to engage, connect and educate our beauty consultants across the world. The app contains e-learning modules that equip them with the tools to deliver top-quality customer service and help consumers make informed choices, thereby driving sell-through."

Future vision

Driving the conversation between brand and consumer plays a vitally important supporting role in the strategy.

"The biggest opportunity for any brand in travel retail is to connect to travellers, and the opportunity to entice them to purchase and convert them into a loyal audience," says Haddad. "This can be further enriched with an opportunity of maintaining the conversation through digital means, such as apps and social media."

BHPC is positioned in the affordable luxury segment, and its seasonal brand campaigns feature its club members enjoying clearly defined on-location travel experiences. "Therefore, as a brand, the goal is to present offerings that inspire with products in price segments that appeal to aspirational consumers," underscores Haddad.

Bond No. 9 takes great care in understanding what motivates its target audience. "Our customer is always looking for new notes, non-conformist formulas and likes to be surprised by packaging concepts," shares Laurice. "Our consumers have a great sense of uniqueness and want their own signature fragrance and we will continue to deliver on this."

"In choosing the next location for Bond No. 9's creations, our customer guides us on which neighbourhoods they want to see next. The spirit of a specific area is the inspiration the team aspires to capture and bring to life. There are a few hundred more neighbourhoods to do, it will take us years."

Shiseido Travel Retail plans to further strengthen the Dolce&Gabbana brand as a key driver of its fragrance business, especially in Asia Pacific. On a more niche level, the company plans to actively cater to different consumer needs through different launches

by addressing specific regional tastes. "For example, in targeting Asian consumers, we have unveiled Petal de Nectar from Issey Miyake, and for Middle-Eastern tastes, we released the Oriental Musk as part of Dolce&Gabbana's Velvet Collection," says Jouguelet. "We're also looking to increase our digital marketing for the fragrance category, to be on par with the skincare and make-up categories, creating more shareable moments for our consumers to drive brand awareness and digital interactions within each animation."

Looping back to the role of digital, leveraging the power of storytelling is paramount. "The key is having a great product, compelling brand story and experiences that drive organic content," says Jouguelet. "Unlocking these opportunities will present a lot of potential for category growth if harnessed correctly, as digital is becoming integral to engaging the tech-savvy consumer."

Alexandre.J's extensive range of products and attractive packaging makes it the ideal brand for gifting.



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



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