

**THURSDAY 11 MAY**

TFWA ASIA PACIFIC EXHIBITION & CONFERENCE 2017

04

## SINGAPORE *SWING PARTY*

Last night at Universal  
Studios, Sentosa Island

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06

## FASHION & *ACCESSORIES*

Fashion heroes hit reverse

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## EXHIBITION *NEWS*

Comprehensive news from  
the exhibition floor



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## INTRODUCTION

**FUTURE-PROOFING OUR INDUSTRY**

**It's perhaps fair to say that Asia is very much a continent with its focus on the future, but it's worth remembering as we plan for the next months, years or even decades that our industry has a proud 70-year history.**

For almost half of this time, TFWA has played a major role in supporting the growth of the industry. It, like duty free and travel retail itself, has survived and flourished by being resilient, adaptable and innovative. One of the results of this success is our solid commercial performance, and once again our results for the financial year ending April 2017 were strong. We undoubtedly also have much to be pleased about at this year's TFWA Asia Pacific Exhibition & Conference, and we have more brands present than ever before. Our membership stands at

over 500 of some of the world's most exciting brands, each of which has demonstrated their strong commitment to the duty free and travel retail sector. Among the brands joining us this year were Palais des Thés in confectionery and fine food; Jim Thompson, Shang Xia Trading (Shanghai) Co. Ltd, and Trussardi Spa from fashion, accessories and leather goods; as well as, from wine and spirits, Baron Philippe de Rothschild SA. You may remember that during 2016 we conducted a strategic review to ensure that our organisation and the services it provides are still relevant to the needs of our members. From this arose a number of suggestions for new activities to develop our offer over the next few years. Among these is our new TFWA DIGITAL VILLAGE exhibition, which will take place at the Gare Maritime in Cannes between

4 and 6 October. We have long spoken of the importance of digital technologies for the future of our sector – this new event will bring together the key players from the best technology companies with the travel retail business to ensure that we have the opportunity to turn those words into actions. Another project that was prompted by the review is the expansion of our TFWA research programme. We understand that our members value credible consumer research that can be used to inform decision-making across a range of business functions, and during 2017, we will be working with new and existing research partners, to conduct a series of studies on topics of crucial interest to our business. As always, all studies commissioned by TFWA will be made available to our members on a complimentary basis. Our most recent reports, on outbound

and inbound traffic in Asia Pacific and the first in a series of 'trendwatching' studies are now available for members to download at [www.tfwa.com](http://www.tfwa.com). In addition, we're always looking to improve the ways in which we communicate with our members, whether through the TFWA Members' Newsletter, or through our increasing presence on social media. Finally, we are proud to confirm TFWA's continued support for good causes around the world

through our charitable initiative TFWA Care. This year we are donating a total of €500,000 to be shared by 13 different causes, nominated by our members, all aiming to help vulnerable people – especially women and children – build better lives. This would not be possible without the generous support of our members. On behalf of all the people TFWA Care will be helping this year, a sincere "thank you" to all our members across the world.



**Alessandra Visconti**  
Vice-President  
Corporate, TFWA



**Frédéric Garcia-Pelayo**  
Vice-President  
Finance, TFWA

BREAKFAST WILL BE SERVED FOR TFWA DELEGATES AT THE **ADRIFT RESTAURANT – MARINA BAY SANDS HOTEL LOBBY TOWER 2** – IN A PRIVATE ZONE ACCESSIBLE TO ALL TFWA BADGE HOLDERS.

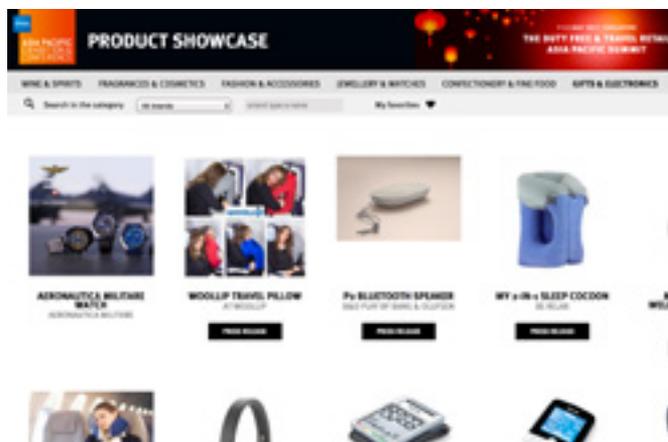
**The TFWA Product Showcase is a dedicated online service that allows exhibitors to present their brand innovations in advance of and during TFWA Asia Pacific Exhibition & Conference.**

Learn more about the latest exciting product news from brands across all product categories. Many have uploaded information and photos to the website, where visitors can search for products by brand, company or product sector.

Scan this code to visit the TFWA Product Showcase:



## TFWA PRODUCT SHOWCASE



## WiFi SERVICE



TFWA is pleased to provide free WiFi access within the exhibition halls.

## REMINDER OF LOCATIONS WITHIN THE MARINA BAY SANDS EXPO & CONVENTION CENTRE:

- Two exhibition levels: Basement 2 and Level 1
- Registration desks and ONE2ONE Lounge: Level 1
- Press Centre: Basement 2
- TFWA offices: Level 3
- TFWA Asia Pacific Bar: Level 4
- Conference/Workshops: Level 5
- Asian Bar: Basement 2
- Western Bar: Basement 2
- Sushi Bar: Level 1

## TFWA ON SOCIAL MEDIA



Find the latest news on TFWA Asia Pacific Exhibition & Conference, and learn more about the Association's objectives, across social media. Visit the TFWA LinkedIn page and join TFWA's LinkedIn Group, follow us on Twitter, and 'like' us on Facebook. They are the ideal platforms to keep up-to-date with TFWA news as it happens.

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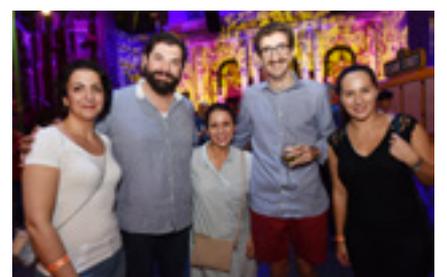
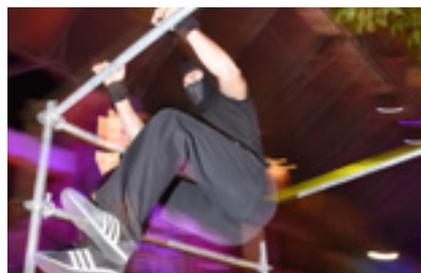




# SINGAPORE SWING PARTY

Guests stepped into the world of movies at last night's Singapore Swing Party. They went on a journey of excitement and adventure at Universal Studios, Sentosa Island, experiencing the thrill of exhilarating rides, a vibrant food market and live music.





**The rise of showrooming, where consumers are using their smartphones and other devices to compare prices and availability of products in the shops, has been cause for much debate. While commentators are divided about the impact on bricks and mortar stores, those in the travel retail industry may finally be finding a middle ground.**

Due to the nature of the product, fashion, accessories and sunglasses suppliers especially are in the spotlight when it comes to thought leadership on the topic, with many championing the integration of traditional and digital tools to inspire sales and strengthen the fan base. By embracing the shift in shopping behaviour, many suppliers are leveraging the opportunity to become an all-round resource for customers looking to expand their wardrobe.

"There is no doubt that the combined effects of the digital world and globalisation is dramatically changing how consumers shop, but this is as true of the domestic high street as it is of travel retail," says Gerry Munday, Global Travel Retail Director, Furla (Basement 2 J22), which is celebrating its 90th anniversary this year. "We've long talked about travel retail being a global shop window for a brand and that's as true today as it has ever been but, equally, we all know the high operating costs of the travel retail footprint for a brand – particularly at the airport. An empty travel retail shop with no sales can be a very high price to pay for image awareness. Conversely, there is an argument to say that retailers who are digitally savvy, offering e-commerce and social media, as Furla does, do it in part to help drive traffic into stores. It works both ways."

Airport shops arguably have an important advantage. "Online can compete with travel retail on price, time and assortment, but it cannot compete on service," says Francis Gros, Head of Global Channels, Luxottica (Basement 2 J18). "This is why Luxottica Global Channels has a dedicated training team to support our travel retail partners and provide their sales staff with exceptional knowledge of eyewear, our brands and optimal sunglasses service techniques. The showrooming trend also

Suppliers offer an insight into embracing the effect of the digital generation. Report by Faye Bartle.

# FASHION HEROES HIT REVERSE



provides interesting opportunities for travel retail in the online realm, provided they can offer value-added services and additional convenience." The sentiment is backed up by recent Luxottica research which shows that, for luxury eyewear, almost 80% of consumers expect to be provided with exceptional service and more than seven out of 10 want something "personalised and unforgettable".

Furthermore, the retail experience was voted more important than product experience. Taking a channel-specific approach is something that is helping brands stay relevant. "The capacity to trigger the consumer purchase will actually prevent the travel retail fashion stores from becoming showrooms," comments Pietro Scognamiglio, Head of Global Travel Retail, Kering Eyewear

(Level 1 HS13). "Travel retail has structural features that naturally support this – the cost saving versus the domestic market and the convenience of being able to shop while travelling. There are tools that should be further developed, like working more specifically on the assortment, engaging the consumer, the digital support and the logistics. Working on these 'triggers' will be key in preventing the

Retailers who are digitally savvy, such as Furla, are helping to drive traffic into stores.

loss of sales of a showrooming phenomenon." As already referenced, on the flipside, benefitting from the webrooming effect is also entirely valid due to the continued desire to 'touch and

try'. "We are working on our online presence but believe that, for fashion, it is especially important for customers to actually go to the stores and try on the clothes, so we are fairly confident that sales will not be affected too much by the rise of online shopping," says Catherine Bonelli, Global Travel Retail Director, Paul & Shark (Basement 2 D11) which, by the end of 2016, had achieved 62 points of sale in travel retail and will reach 70 by the end of 2017. "As for showrooming, what online shopping cannot offer is the personal service, the ability to touch and feel and try on, the immediacy of ownership and the total experience."

#### DIGITAL DRESSING

With millennials, generation Z and digital natives influencing almost every conversation about retail these days, finding new ways to reach them is top of mind. "What is important for Luxottica is that young fashion customers readily use a spectrum of digital platforms to get information on trends, exchange experiences, or compare prices," says Gros, who revealed that Luxottica Group ended 2016 with reported net sales of €9.086 billion, up +3.9% at constant exchange rates. "Within these customer journeys, social media plays a key role – consider that up to 35% of consumers indicate that they rely on recommendations from social networks. The number of digital touch points is increasing by more than +20% annually as more offline consumers shift to digital tools and younger, digitally-oriented consumers

enter the ranks of buyers. "Furthermore, around 40% of consumers use digital in the initial consideration of a brand, with an additional 42% using digital tools for both consideration and the more intensive evaluation stages of their journeys. A further 20% use digital tools end to end, completing their journey online. This is just some of the latest McKinsey research." Instead of losing out, tweaking the pitch to suit a switched on consumer provides exciting scope for evolving the proposition. "We are noticing a trend towards informed purchase – people who research their precise purchase online before they travel then buy at the airport or abroad," says Giles Marks, Travel Retail Director, Maui Jim (Basement 2 K9). "That means we have an even greater need to be price competitive with domestic outlets, which is a challenge given airport retail margins and supply quotas." Maui Jim uses a polage screen in store to illustrate colour perception and clarity of its lenses, as well as investing



LUXOTTICA IS PRESENTING NEW PRODUCTS FROM SEVERAL BRANDS IN ITS PORTFOLIO AT TFWA ASIA PACIFIC EXHIBITION & CONFERENCE. IN THE NEW RAY-BAN COLLECTION, INNOVATIVE FLAT LENS-OVER-FRAME CONSTRUCTIONS REVAMP DNA SHAPES FOR A CLEAN-CUT PERSPECTIVE ON FULL-METAL STYLE.

time and resources in training sales staff. "Shoppers are better informed about brands and styles, fashions and trends because they are able to research their purchases online," says Marks. "Besides having a fabulous selection, to ensure we benefit from the online shopping frenzy Maui Jim does some advertising and has an active presence on

social media which drives the click-rate on our website and thus drives sales. But there is still no substitute for trying your sunglasses on and experiencing the quality of the lenses so the airport, cruise and ferry showroom remain powerful sales tools for us." Despite the concern over divided attention, there's no question that travel retail is a valuable platform.

"Consumers are fickle and eager to change, heavily influenced by social media, what's trending and celebrity endorsement. Buying online is the easiest way for these consumers to achieve their wants and needs," says Ian Cowie, Managing Director, Scorpio Worldwide (Basement 2 D9), which has recently re-entered the fashion and accessories sector after an absence of several years. "In the airline environment, this presents a challenge, as the products need to have a certain shelf life to make it commercially viable to work with sale or return. The inflight channel, however, presents a unique opportunity for fashion brands to get messages to consumers in a controlled environment, where they are not able to access

## THE LAST WORD

#### Suppliers speak out...

#### EVOLVING THE INFLIGHT OFFER.

"What I see as an additional trend in travel retail is the development of the inflight channel," says Scognamiglio. "The fashion category can't express at its best in a printed catalogue. Digital tools need to be adopted inflight and a more engaging process needs to be activated."

#### KEEPING IT REAL.

"As long as passenger numbers continue to rise, the potential for travel retail shopping will rise with it," says Bonelli. "What's likely is that the experience will become more important, along with the demand for newness, innovation and exclusivity. As brands, we have to work harder to make our travel retail offer unique, tailored and relevant."

#### WORKING ON THE IMAGE.

"Travel retail has an image problem," says Marks. "It is often perceived as being poor value for money because traditionally it sold on the 'duty free' or cut-price tag whereas the message today should be that travel retail provides amazing choice and quality."

#### BEING OPEN TO CHANGE.

"Product and service customisation, which puts even greater control in the consumers' hands, will become even more commonplace in retail, and this is something that travel retail needs to embrace far more than at present," says Gros. "Right now, I think the industry considers customised service as an operational hassle. That mindset has to change."

#### SUPERIOR SERVICE AT THE CORE.

"Bricks and mortar stores, whether they are on the high street or in travel retail will continue to become more experiential and service driven," says Munday. "Retailers will use more digital methods such as beaconing to target potential shoppers while in-store with interactive tools."

Kering Eyewear has recently launched a pair of Gucci sunglasses dedicated to the travel retail channel and has implemented a Chinese New Year inspired High Profile Promotion execution in a pool of key airports in the region.



external media messages. There may be fast internet available on an increasing number of flights, but on an aeroplane people are in a different mood or state of mind, so it still offers an amazing opportunity to showcase products. Even if a sale is not made, a brand message or a product will be seen when the passenger flicks through the inflight magazine and this is important.”

**CLICKING WITH MILLENNIALS**

Luxottica views the digital world and online shopping as complementary to the travel retail offer. “It’s an evolution and extension of the shopper journey – before, during and after travel,” says Gros. “In fact, m1nd-set research tells us that 78% of travel retail eyewear shoppers say that the ideal type of store is an online shop combined with a physical store. We can’t ignore that, so when we talk about the multi-formatting of the sunglasses category, this must now include online.”

Forming great partnerships is key to linking the online and offline worlds. “An example of this is when we joined forces with DFS Group in a worldwide exclusive launch of the new Prada Cinéma sunglasses collection, with support from a dynamic 360-degree omnichannel marketing campaign,” explains Gros. “The campaign utilised both online, including social media, and offline platforms to engage with customers before, during and after they shop, with further digital amplification provided on DFS’ official website and email newsletter. The online reach was designed to drive traffic in-store where shoppers are presented with a number high-profile activations from Prada, including at DFS stores at Hong Kong International Airport and T Galleria in downtown Hong Kong.”

While it is easy to look at case studies and understand why they have been successful, for those of us who grew up without smartphones, getting to grips with what makes this new generation tick can take a major shift in thinking.

“The impact of bloggers on social media and general online shopping is obviously affecting shopping trends and making brands more accessible and exposed globally,” says Hayley Lyttel, International &



Key buyers for Paul & Shark are from China, Russia, the Middle East and South America, with Europe also playing an important role in the brand’s development. Further expansion in the Americas is top of the agenda.



Travel Retail Manager, Radley London (Level 1 S16). “This is a double-edged sword, on one side you have the negative of more variation and, therefore, competition. On the positive side, the brand has global visibility and the introduction, exposure and availability in new regions is imperative to any growing brand expanding into new markets.” Radley has designed and launched a dedicated Travel Retail Unit, based on the idea of an inter-changeable mid floor unit, with maximum SKU density, self-replenishment

GILES MARKS, TRAVEL RETAIL DIRECTOR, MAUI JIM: “AS A COMPANY WE DON’T MIND WHETHER THEY BUY SUNGLASSES AT THE AIRPORT OR AT HOME, PROVIDED THEY BUY MAUI JIMS.”

and storage. The product selection is based around its core bestselling items aimed at the travelling consumer, as well as the heritage Radley fan. There is also a travel exclusive seasonal collection and an airline exclusive range to enjoy.

There is a dedicated marketing team developing the digital world for Paul & Shark. "We have many more collaborations with bloggers and artists to come," says Bonelli. "Coming up soon, for instance, is our new Personalise Your Button service that will be available for June 2017 for the FW Collection. Shirts and polos from this collection will include a label tag that invites purchasers to visit a dedicated website and enter their initials, which will be embroidered on a button cover."

Maui Jim has a very active presence on Facebook. "A fabulous photo of the colours of nature with a caption posted by the brand '#AlohaFriday', for example, will get thousands of likes each time we post," says Marks. "We are now working on a social media strategy to be applied specifically to travel retail."

**SHAPING UP IN STORE**

When it comes to putting ideas into reality, a deep understanding of the mindset of the shopper and a creative approach to problem solving helps suppliers stand out.

"We have an amazing opportunity of having a huge 'live' audience," says Scognamiglio. "Solving the issues that are preventing the traveller from shopping in this channel is key to the success of the fashion category.

Moreover, the customers need to be engaged, not only through the digital tools, but also differentiating the offer of the classic downtown boutique. The shopper in the airport needs to be approached differently, as his or her profile and emotional status are diverse and can't be compared to the classic boutique customer. The overall offer needs to be tailor-made for the specific travelling customer, working on specific communication, merchandising and more." Drawing on core brand values provides an authentic way to engage more shoppers.

"We believe that, where possible, offering the consumer something different and exclusive



in the airport is essential – and our in-store embroidery machine has been a really good example of this," says Bonelli. "Last summer, for example, we partnered with the HKIA Authority and Lagardère Services, introducing our bespoke embroidery machine into the Paul & Shark boutique to celebrate the new opening. This allowed consumers purchasing a Paul & Shark item to have their name or slogan embroidered free of charge within just a few minutes. This created theatre and interest for the traveller while showing them directly the quality and craftsmanship behind every piece of clothing." Activities such as this

PRICE POINT AND BEING ON-TREND IS MORE IMPORTANT THAN EVER, WHICH IS WHY SCORPIO WORLDWIDE HAS RE-ENTERED THIS CHANNEL WITH SUPERDRY SUNGLASSES.



Hayley Lyttel, International & Travel Retail Manager, Radley London: "Travel retail POS and inflight consumer shopping still has an advantage of the impulse, sentimental purchase, with the benefit of either exclusivity or savings."

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benefit the industry as a whole. "Consumers want exclusive products, storytelling and to be more engaged in the whole process," comments Scognamiglio. "Moreover, the localisation of the product is very important for the gifting nature of a large portion of the purchases." Together with DFS, Kering Eyewear developed a hero campaign for Bottega Veneta sunglasses, which includes two products available only at DFS. "It has been a 360-degree campaign, activating different communication channels such as social media, CRM and in-store," explains Scognamiglio. "Results have been extremely good, both in

terms of sales and customer engagement. In the future we want to focus more on the qualitative level of our executions, enriching the contents and the experience for our final customers." Creating exclusive products is also something Furla is investing in. This year sees the fourth season that Furla has offered a travel retail exclusive to retailers, from the Piper Dome in AW15 to the YoYo in SS16, the Furla Travel Crossbody bag for AW16 and the Erica bag for SS17, which is currently on-shelf. "The success of the previous exclusives supports the growing demand by retailers and consumers for exclusives



## SHOWROOMING VERSUS WEBROOMING

**Spencer Pangborn, Director, Product Marketing, Moshi (Basement 2 F24) shares an insight.**

"We've learned over the years that showrooming really only becomes a major issue when online resellers start to overly discount products to clear out inventory. In these cases, we prefer to take back products rather than support huge discounts because that ensures our premium brand position and creates a stable channel for all of our reseller partners. This creates extra work for us since we need to be selective when it comes to choosing our resellers, but those we do work with appreciate this approach and end up becoming long-term partners. "When it comes to webrooming,

we know there are still plenty of shoppers who prefer to 'try before they buy'. Our website gives shoppers the location of their closest Moshi stockist so they can try our products in person. It can be a challenge if the retailer sells out of a particular colour, but there's often a wide selection of Moshi products on display, which gives shoppers a chance to experience our product quality. Our data shows that these customers will end up purchasing another colour or model in store, or simply jump back online to pick up the colour they originally had set their eyes on. The key is getting a Moshi product in the customer's hands to, hopefully, let our minimalist design aesthetic and material selection seal the deal."

in the fashion sector," says Munday. "Offering an exclusive creates a point of difference compared to domestic stores and online, which is essential in today's competitive environment." It's all part of making the experience too good to pass up. "The continued demand from consumers for unique, tangible experiences when shopping must result in travel retail retailers and brands changing the way they present and display their products," says Cowie, who is looking to expand the distribution of SuperDry sunglasses throughout the global inflight, airport shop and marine channels in 2017. "Millennials especially want to feel connected, try something new and push their own boundaries, and this will only develop in the future. Retailers in particular have a massive opportunity to develop the level of personalisation it can offer its passengers. In the domestic market, retailers are realising the importance of setting the right tone for shoppers – such as when Abercrombie & Fitch overhauled its entire retail experience by lowering the music and raising the lights just to keep customers lingering in its stores. With the

FURLA'S FW17 COLLECTION CELEBRATES THE COMPANY'S 90TH ANNIVERSARY WITH THE 'BUBBLE OF TIME' CONCEPT THAT SEES HANDBAG STYLES AND SHAPES CORRESPONDING TO THE NINE DIFFERENT DECADES SINCE IT WAS ESTABLISHED IN 1927.

technology now available – like heat sensors, motion detectors and facial readers that can monitor walking speed, body temperature, expressions and time spent at given displays – a wealth of information about its shoppers could be available to retailers. With this, retailers could modify playlists, change digital signage or rotate displays in response to passengers' moods. This would create a major competitive advantage, making shoppers feel more comfortable and inclined to buy. "In comparison, the inflight channel is very different,

operating within serious space and time constraints, so its technological developments are at a much slower pace. But, with passenger numbers forecast to increase, new technology coming in, such as the development of inflight apps, 'click and collect' and home delivery, and some seriously large players making considerable investments in the channel, inflight is sure to keep up with the shifts in passengers' thinking." As the most seasoned suppliers will know, keeping up with passengers is at the heart of operations.

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



## MADE IN NEW ZEALAND

As a first time exhibitor, Ariki has been delighted with the interest shown in its products. "We thought the event would be really good for us to approach Asia," explained Maren Kennington, Business Development Manager. "Although we are in our 85th year of business, the Asia region has not previously been a focus for us, but we are now ready for this market."

Ariki's jewellery is not only a fashion accessory, but also serves to connect the wearer with nature. The new paua range embodies nature's own patterns and colours. Dylan Mulder, Jewellery Designer, Ariki, added: "We are proud of the fact that our products are specific to New Zealand."

Ariki is highly sensitive to the importance of manufacturing with consideration for the environment and uses best practice to ensure sustainability.

"Travel retail is the way to the future. We know that our product works well in travel retail, so we are very confident," said Kennington.

**Level 1 P11**



## LANDMARK YEAR

It is a landmark year for Bottega, with the company's 40th anniversary, which it celebrated on Tuesday evening with a special dinner with clients and distributors.

Asia Pacific represents a crucial market for Bottega and, yesterday, Claudia Gamberucci, Export Area Manager Middle East, Greece, Cyprus and Malta, explained the new products being introduced to the Asian market: Bottega Pistacchio, Bottega Gin 'Bacûr', and two versions of Vermouth Bottega.

Gamberucci commented that Vermouth Bianco Bottega and Vermouth Rosso Bottega were created by Sandro Bottega and Lamberto Vallarino Gancia, heir of the Piedmont family - leader in sparkling wine and vermouth. They utilise quality base wine, while the selected botanicals used in the recipe are typical of the Veneto region. "After 40 years, we are still bringing lots of innovation to the market, which is the mission of our company," said Sandro Bottega, owner and Managing Director, Bottega. "Our efforts are always to be state-of-the-art, and we are conscious of changing consumer profiles, for example the millennials."

**Basement 2 M9**



# CLOGAU®



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## GOLD OF ROYALTY

**TFWA Asia Pacific Exhibition & Conference**  
Stand C2 | 7<sup>th</sup> - 11<sup>th</sup> May 2017 | Marina Bay Sands, Singapore

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# CHANGING TASTES

Continuing to live up to its name, Diverse Flavours has come to Singapore with an expanded portfolio that has been bolstered by a famous Japanese rice wine and some new Scotch whiskies.

The husband and wife team, Anthony and Michiko Budd, noticed an increasing demand for Japanese products in travel retail and have come to the show with a representative from one of the

oldest sake breweries in Japan, Sakura Masamune. "The company was founded in 1625 and has a wonderful history," said Yumiko Hayashi, Manager of TMF International. "There are many mass market sake producers out there, but this is a small family business." Diverse Flavours has also strengthened its relationship with Charles

Edge London, which is showcasing its 8-year-old blended Scotch whisky that has won a string of awards recently. "It's sweet and smooth, which is a taste profile that works well in Asia," said Melanie Broeye-Engelkes, Head of Brand Development.

**Basement 2 D34**



# UNIQUE SCENTS

Beauty Contact is presenting the Pierre Precieuse Diamond Collection, and Gwen Stefani's Harajuku Lovers Pop Electric Travel Retail Set of five unique 15ml fragrances. Alwyn Stephen, President & CEO, Beauty Contact;

Phil Zellner, CEO Lighthouse Beauty Marketing; and Mary Swan Lewis, Director Sales Asia & Americas, yesterday told the TFWA Daily that the new products are generating lots of interest from operators in Singapore, Indonesia, Australia,

Taiwan, Malaysia, Jordan and Nepal, for example. Pierre Precieuse Diamond Collection brings alive a series of carefully crafted fragrances. A numbered limited edition in a wooden box is also being presented. There are 3,000 units each of Blue Diamond and Red Diamond. Each fragrance in Gwen Stefani's Harajuku Lovers Pop Electric Travel Retail

Set has a unique scent and is packaged in a one-of-a-kind collectible bottle. There is also a travel retail exclusive set, containing a 15ml fragrance and watch, which is described as perfect for inflight. Beauty Contact is also presenting Vilebrequin watches at its stand.

**Basement 2 E14**

# TOWARDS SWEET SUCCESS

After two busy days of meetings, Locker is proud to say it has achieved some very interesting contacts.

"We really hope that something concrete will come from the meetings," enthused Martin Klammer, International

Sales Area Manager Southeast Asia/China. "I am quite positive that at least some of those contacts would follow-up." During Monday's TFWA Asia Pacific Conference, Locker was interested to hear that Asia Pacific is the fastest-growing region in terms of travel retail sales. That is why the company has now set its sights on Southeast

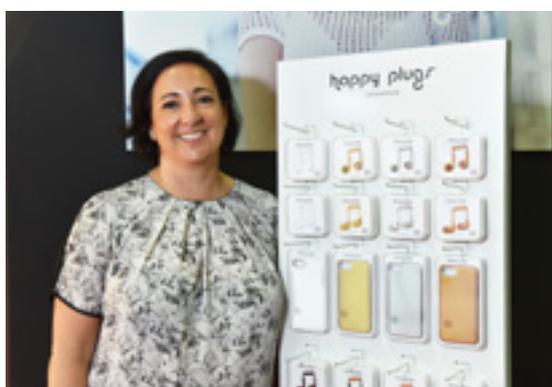
Asia and China. This year, Locker is showcasing its full range of travel-exclusive products, including its famous Gardena Fingers Travel Pack, and newly-launched The Best of Dwarf Suitcase, targeting the children's gifting market. Daniel Kerschbaumer, International Sales Area Manager, Locker, added: "We are



experiencing a very good start to 2017 in terms of travel retail, so we hope we will be able to

continue like this."

**Basement 2 J29**



# MAKE SOME NOISE

Happy Plugs made an investment into a bright future in travel retail earlier this year with the

appointment of a dedicated Travel Retail Sales Director, Jodie Larsson. She sees huge potential for the brand's range of accessibly-priced fashion-led headphones and other tech accessories aimed at the female consumer. "85% of the people who buy our products are women. I always look through the inflight

magazines and see a huge gap for fashion tech products at this price point," said Larsson. Another cornerstone of Happy Plugs' travel retail strategy is gifting, targeting three-in-one sales with matching sets including the attractively-packaged Love Cable. Happy Plugs is also promoting the Yevo brand

of futuristic 'true wireless' earphones that use near field magnetic induction technology for an ultra-safe and secure connection, and true freedom of movement. "This is going to be a booming industry soon," Larsson explained.

**Basement 2 M208**

# OLD FAVOURITES, NEW MARKETS

Asia's taste for single malt whiskies is gaining further momentum and

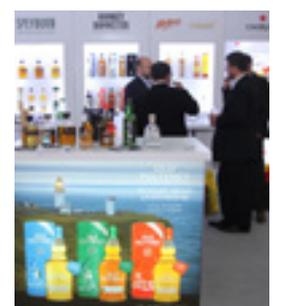
International Beverage believes it is in good shape to capitalise on

the burgeoning market. Old Pulteney remains its flagship brand, but its portfolio continues to expand with new expressions from anCnoc, for example. "These are being exhibited in Singapore for the first time," said Lesley Eadie,

Travel Retail Manager. anCnoc's Barrow and Hill Reserve whiskies – both travel retail exclusives – are performing well in Europe, but do not yet have a strong presence in Asia where International Beverage sees Old Pulteney and Caorunn

Scottish gin as the best route to expansion. "The trend for single malt whisky is growing in Asia and we are really trying to expand our distribution here," said Eadie.

**Basement 2 H27**



## ALL WRAPPED UP

Morgan & Oates is looking for business beyond inflight here at TFWA Asia Pacific Exhibition & Conference. The brand is sharing its new ranges that include

The Windsor Collection, a made-in-the-UK unisex collection of 10% cashmere/90% merino scarves, which are suitable for all-year-round wear.

"We've had a really good reception to these new products," said Jeannie Archer, Sales/Development, Morgan & Oates. "People are very interested in these new lines."

The new Mandarin Collection is particularly well-suited to cruise or airport stores, featuring a 50/50 blend of cashmere and silk, with muted abstract patterns and a luxury ultra-soft feel.

**Basement 2  
J33**



## STRONG THREE-AXIS PORTFOLIO

Shiseido Travel Retail has been riding a strong wave of growth since it unified its cosmetics and fragrances businesses last May. One year on, it has returned to TFWA

Asia Pacific Exhibition & Conference with a renewed vitality, presenting all three categories of skincare, make-up and fragrances in one booth. "This year's TFWA Asia

Pacific marks the first time we are presenting Dolce&Gabbana – which joined the Shiseido portfolio last October – to the Asia travel retail trade," said Elisabeth Jouguelet, Vice-President Marketing, Shiseido Travel Retail. Several new fragrances are being showcased, including Dolce&Gabbana Light Blue Eau Intense, Issey Miyake Pure EDT,

and Narciso Rodriguez For Her Fleur Musc. In skincare, Shiseido is reintroducing the Future Solution LX collection with new anti-ageing ingredient SkingenecellEnmei, while its make-up offer is led by the new travel retail exclusive NARSissist #Jetsetter collection.

**Basement 2  
B20**

## TASTY TRAVELLING

Ritter Sport is introducing four new travel retail exclusive items here at TFWA Asia Pacific Exhibition & Conference. Ritter Sport Smiley Gift Box (300g) contains 18 individually-wrapped Ritter

Sport minis in the signature travel retail exclusive varieties of Marzipan, Fine Milk Chocolate, Praline, Cornflakes, Hazelnuts and Butter Biscuit. The new Ritter Sport Heart Gift Box (300g) is

designed to really show how much your loved ones mean to you. Avoid the struggle of squashing bulky gifts into a suitcase with the Ritter Sport Travel Box (433g). It is compact and filled with three 100g varieties – Alpine Milk Chocolate, Hazelnuts, and Butter Biscuit – as well as eight mouth-watering minis. Finally, for the chocolate lover with an insatiable

sweet tooth, the Ritter Sport minimeter (1,200g) is packed with 72 tasty minis. Ritter Sport's top-selling travel retail exclusive items are also on display, including the Ritter Sport Mini Pouch (500g) containing 30 mini bars of six assorted flavours, and the Ritter Sport 100g Tower (1,000g) with 10 assorted 100g bars.

**Basement 2 F8**



## FINE WINES

Torres is showcasing several new products here at TFWA Asia Pacific Exhibition & Conference, including

Esplendor by Vardon Kennett. Violaine Creuzé, Global Travel Retail Manager, explained that this is Torres' first Catalan sparkling wine from its own high altitude vineyards. Three grapes local to Catalonia are used: Pinot Noir, Chardonnay, and Xarel. lo. 2,000 cases per year

will be produced, with the first vintage being 2013. Creuzé described it as a fine wine with a lot of complexity. Also new from Torres is Sons de Prades – a super-premium Chardonnay from its single vineyard of Milmanda. Creuzé commented that this is a fresh wine, which

is aged for six months in French oaks. "We aim to bring dynamism to travel retail," she said. "Asia is a region with a lot of growth potential. We have a good presence here domestically and would like to consolidate that in travel retail."

**Basement 2 H8**

## LUXURIOUS LINENS

SKYlink is presenting luxurious linens and home furnishings by Italian brand Frette. Frette employs only the finest fibres and most skilled artisans to craft products

that embody luxury, comfort and creativity. The brand is present in 500 locations around the world, and just entered the travel retail channel in January this year. Dora

Vörös, Area Manager International Home Division, Frette, explained that it is already experiencing success – it just opened with Harrods in London Heathrow Airport's Terminal 5, while products including the Frette Poncho are listed onboard Dragonair. The Frette Poncho is a blend of Merino ultra fine wool together with the highest standard of

cashmere, making for stylish travelling. Vörös commented that the best-selling products in travel retail, currently, are Frette's home fragrances. "Asia is one of the most important markets for us," she added. "We are a luxury brand, which is very appealing to Asian consumers."

**Basement 2  
H18**



# LACOSTE PRIZE DRAW

Lacoste yesterday held a prize draw for two tickets to the French Open men's tennis final at Roland Garros on 11 June. The lucky winner was Sarah Branquinho, External

Affairs Director & Head of Communication Europe & Africa, Dufry. "This is really bringing Lacoste back to its roots," said Jean-Louis Delamarre, CEO Asia

Pacific and Global Travel Retail, Lacoste. "Our founder René Lacoste won seven grand slam tennis titles, and we have been sponsoring the French Open for more than 50

years. René created the iconic petit piqué polo shirt, and effortless elegance is the hallmark of our brand. It is fantastic to be able to give away this prize of two tickets to Roland Garros."



**Basement 2 K23**



# THE WHYTE IDEA

Exhibiting at the show for the first time, Whyte & Mackay has come to Singapore with big

ambitions for the region. "We have doubled our business in Asia Pacific in two years and we aim to double our business in travel retail over the next five years," said Richard Trimby, Travel Retail Director. "That's ambitious, but achievable for us." Leading the charge for Whyte & Mackay is

Dalmore, whose rich whiskies are showing huge potential in Asia where there is a growing demand for single malts. "This is the brand that's performing best for us in the region," said Pierre Dubus, Marketing Manager Travel Retail. "Its taste profile is perfect for Asia and it looks exclusive." Whyte & Mackay credited

Micheline Wong, Regional Director – Asia Travel Retail, with helping the business gain such a strong foothold in the region. "Dalmore is such a beautiful brand, it's just under-represented in Asia," she said. "It has huge potential."

**Basement 2 C5**

# HATS OFF

Helen Kaminski already has a strong presence in the Asian domestic market, but now the handmade hat company has its sights set

on travel retail. Exhibiting for the first time at the show, the brand has come to Singapore sporting an innovative new sales gondola, which has been specifically designed for airports. The brand thinks it has found a niche in travel retail and is looking forward to working in

the industry. "Hats are associated with travel, but you don't see many in duty free shops," said Leila Naja Hibri, General Manager. All Helen Kaminski hats are made out of raffia, which is a natural material that can be rolled up. Consequently, the hats, which sell for more than

\$200, take up little space at sales points and offer retailers a high return on investment. "We have had a lot of people coming here saying 'wow, this is something different'," said Hibri. "It's good to be here."



**Basement 2 J13**



# NEW FACES

Exhibiting at the show for the first time this year is When, the Korean skincare specialist. The company is relatively new

and sees travel retail as a key component in its future growth. "We are already with Shilla Duty Free, and after this show we hope we can expand into other travel retail channels," said Jenny Jhung, Managing Director. "We have had some good meetings so far." When uses bio-cellulose

and cotton face masks to deliver restorative serums to weary travellers. The bio-cellulose masks were originally designed to treat burns victims but When has found another purpose for them. "The mask prevents the serums from evaporating so the delivery to the skin is more effective," said Jhung.

When developed its line with travel retail in mind, and is showcasing its Travelmate mask in Singapore. "Dry cabin air and UV light can damage your skin," said Jhung. "The Travelmate mask rejuvenates skin and can be used inflight."

**Level 1 P15**

Butterfly Twists gives wing to every woman with its innovative shoe concept for foldable ballet shoes, pumps and wellies. "We develop lightweight footwear, enabling women to be light, and think on their feet and live life," explained Frank Eribo, Sales Director, Butterfly Twists. The brand is currently performing well in the domestic market in the Asia region, as well as worldwide, however, it is

# GAINING Foothold

now focusing on the Asian travel retail market. "We recently released new pop-up concepts in the domestic market, so one of our main aims is to get some of the larger consolidation to take on this concept." Butterfly Twists is, indeed,

trying to become more fashion-forward with its new logo, new packaging and new concepts. The brand is also working on a new wellbeing shoe, so watch this space for this upcoming new concept.

**Basement 2 D8**



## POP-UP SKINCARE

Amore Pacific is rolling out a new limited edition double-sized version of its flagship Sulwhasoo product, as well as being about to embark on a series of pop-ups with DFS.

"The Sulwhasoo First Care Activating Serum product is being launched with double volume as a limited edition," said Edward Ahn, Assistant Business Analyst, New Growth

BU/Global Travel Retail Team, Amore Pacific. "It's going to be launched in Hong Kong and Asian duty free in May and June to celebrate the anniversary. It is a single line.



Another high point is our new collaboration with

DFS – we'll be doing a pop-up store. This is

very special because it will be in 11 nations and have the same message but many different locations. This conference is very valuable, it gives us the chance to gain brand exposure and meet people, and have lots of discussions with operators."

**Level 1 U14**



## FASHION MEETS IT

First-time exhibitor Bombata is excited to showcase its range of minimalistic laptop briefcases here at Singapore. "I didn't expect to be fully booked, since it's my first time here, but actually I have had a lot of people

walking by," enthused the company's founder Fabio Guidoni. "In this type of business, one person can turn out to be the right one to create great partnership together." Guidoni explained that purely by chance the

company entered travel retail in some airports in Latin America, North America and Europe, which proved extremely successful, so now it is hoping to expand even further. "Fashion and IT go hand-in-hand. We

have seen that due to the minimalistic design, we can grow stronger in Far East Europe and North America," he added. Apart from their attractive design, Bombata's briefcases are also popular among its customers, because of the environmentally-friendly, cruelty-free materials.

**Level 1 N15**

## ACCESSIBLE PROSPERITY

Clogau is focusing on pearls, as well as more accessible prices for Asia, in an effort to suit impulse buys and inflight purchases. "For Asia, we have worked on bringing the price point

down to the \$80 mark because it is something we have found needs to be lower for this market, and we have got a catalogue of travel retail exclusive products which we have developed especially for

the airlines to bring to the show," said Aran Turner, International Customer Service Manager, Clogau. "In Asia, there are some style sets that are particularly popular with the Chinese market. A few

designs we have come up with use pearls as they are commonly acceptable items in China and a symbol of prosperity. We have a design set with pearls called Tree of Life, which is very successful," added Kevin Wu, Strategic Sourcing & Sales Representative, Clogau.

**Basement 2 C2**



## STAYING RELEPHANT

Distell is displaying its flagship Amarula brand, drawing attention to elephant conservation, as well as introducing visitors to some travel retail

exclusive wines and single malts from its portfolio. "The main thing we're showcasing will be Amarula, which we are doing through our



'name them, save them' campaign – it is a campaign we did earlier this year that allows you to go online and design your own elephant and call them a name, so it becomes a little bit more personable. We have released over 1,000 different labels with people's names on them, to give people some awareness of the

conservation of the elephant," said Luke J Maga, Managing Director Travel Retail, Distell. "We also have travel retail exclusive wines within the portfolio from Nederburg called Private Collection and with Pongrätz we have launched a new blanc de blanc," said Maga.

**Basement 2 J6**

## SMARTER SOLUTIONS

Merlin Digital, a leading technology company dedicated to making a smarter world through innovative offerings, is showcasing its ever-growing range of travel

products for the first time this year. On display at its stand, grabbing every passerby's attention is the new, one-of-a-kind SkySnug pillow with embedded

bluetooth headphones and a hood. Alexander A. Nekrasov, Travel Retail Manager, said: "We are based mostly in electronic shops and this show is really

good for us, as the quality of contacts and of people that we have been talking to is very high." Merlin Digital is already active in travel retail, mainly in the Middle East and India, and the company's next target is Asia Pacific.

**Level 1 N25**



## NEW BEGINNINGS

Though Duty Free Global is a new business, many will recognise the familiar faces behind it. That's because the charismatic team is the result of a partnership between Seva Group and Barry Global Innovation, which last

month brought their travel retail expertise together to form Duty Free Global. "It made perfect sense," said Barry Geoghegan, co-owner and Commercial Director. "I'm a wine guy and these guys have huge knowledge of spirits, so it's

a good synergy." Seva Group and Barry Global Innovation also shared the same philosophy in that they try to work with family-run businesses. What's more they work exclusively in duty free.

"We don't go knocking on the door of domestic markets – we're serious about duty free," said Geoghegan.

The company launched its first new line at the show this week – a bespoke duty free range of wines courtesy of Grands Chasse de France.

**Basement 2 D37**



## ALL ABOUT THE RELATIONSHIP

Fortune Concept, based in Hong Kong, represents luxury designer watch brands in travel retail including Ted Baker, Aigner, Cerruti 1881, Kenneth Cole and Timberland.

"Our objective at this show is to consolidate the business and support our partners," said Rajiv Mehra, Sales and Marketing Director, AP/Europe/America. "We recognise that people are buying

cautiously in some regions, so it is particularly important for us to reinforce our partnership with retailers and ensure them of our strong support." He added that people want excitement at the



point-of-sale and respond to the enthusiasm of shop staff. "Cerruti is revamping

its city centre stores and repositioning the clothing collections towards the

younger buyer, which will benefit our watch sales," said Mehra. "The Ted Baker and Kenneth Cole collections have been rejuvenated and marketed as premium brands at affordable prices, selling between US\$89 and US\$199. Aigner is already strong in travel retail and we are reinforcing its status as a premium watch brand."

**Basement 2 H22**

Gobi Corporation has cashmere scarves and accessories that are suited to the Asian market, not just for their practicality for Muslim consumers, but also in appealing colourways and styles. "We are very happy to meet people and introduce Gobi Cashmere to

## SOFTNESS SELLS

the world and are well set up for the Korean market and Hong Kong. We are especially interested in the inflight business," said Ariun

Luvsan, Chief Sales Officer, Gobi Corporation. Luvsan went on to explain how "Gobi produces roughly 48% of the cashmere across the

world for many famous brands" and has identified that "in Asia, the delicate and thin cashmere scarves are fantastic items for Muslim women" who, according to him, like "the Royal Blue" colour and also bright cerise pink.

**Basement 2 H14**



## GOING NUTS

Many of you will have seen big Mr Peanut walking around the show, an iconic



figure from the US, who is helping to launch the much-loved nut brand Planters into the travel retail market. Perfect for snacking on-the-go, or as a quick energy boost, Planters offer three delicious products in tube, day bag or multi-bag form:

Dry Roasted Peanuts, Honey Roasted Peanuts, and NUT-RITION protein mix, a mix of peanuts, redskin peanuts, cashews and almonds that appeals to health-conscious consumers. Drop around to the Himan Trading

stand and see the Planters eye-catching exclusive travel retail unit, a colourful display that holds all these scrumptious goodies. And you can have your own 3D figure of Mr Peanut too, in case you missed him at the show.

**Basement 2 A14**

"We are very happy. We have been having one appointment after another, keeping us busy," enthused Nina Pan, Worldwide Head of Duty Free & Travel Retail, Marcolin. Marcolin, one of the world's leaders in the eyewear industry, launches products twice every year, in November and March, and on display at its stand

## RELEVANCE AND DIVERSITY

this year are the latest products, supported by provocative ad campaigns. Pan explained that all of the

ad campaign styles within the company are designed with styles, shapes and colours to suit the Asian



customer. Its extensive brand portfolio includes Guess, Timberland, Roberto Cavalli Eyewear, Tom Ford, Dsquared2, and more. "When it comes to pricing, we try to cater to a diverse and relevant audience. We want to cater to the mass, prestige and luxury markets," Pan added.

**Level 1 S20**

## LIQUEUR EDUCATION

Already well-established across Europe and North America, Illva Saronno has its eye on expansion in the Asia Pacific market. To do that, the purveyor of fine

liqueurs is embarking on a strategy of consumer education and experimentation.

"We're aiming to increase awareness, not only with consumers in the region,



but among the trade," said Domenico Toni, Global Sales Director. "That's why this show is so important to us. We are working very hard." Visitors to the Illva Saronno stand can try liqueurs that are established household names in Europe, such as Disaronno and Tia Maria, on the rocks or in cocktails such as Disaronno Sour and Tia

Maria Espresso Martini. "Liqueurs differ from spirits – each brand has a unique character and its own presentation. So education is important," added Toni.

That is already happening at the stand, with plenty of interest and meetings with new business prospects.

**Basement 2 B8**



## LUXURY LENSES

Kering Eyewear has enjoyed back-to-back meetings this year in Singapore and is showcasing both its luxury and lifestyle brands for all visitors to its stand.

"This is a good opportunity for us to meet our partners and show them the latest collections

and show them, of course, the latest projects we want to involve them in and how to develop the category more and more," said Pietro Scognamiglio, Head of Global Travel Retail, Kering Eyewear. But which are the most popular lines this year? "There is no doubt

that Gucci is one of the biggest brands for the eyewear industry globally – specifically in Asia, they have a large market share," explained Scognamiglio. "They also like Bottega Veneta, Saint Laurent, Alexander McQueen, Balenciaga and Stella McCartney. Chinese travellers are more keen to spend on luxury brands compared to lifestyle brands."

**Level 1 HS13**



TFWA ASIA PACIFIC 2017 | BASEMENT 2, BOOTH H22

UAE-based perfume, manufacturing and export company Al Haramain is exhibiting its wide range of fragrances in the perfume, skincare and ambience categories.

"Al Haramain has been going since 1970. It is a family-owned private business," said Mohammed Emadue Rahman, Deputy Managing Director, Al Haramain Group.

## SCENTS OF ADVENTURE

Al Haramain offers quality dehnal oud, pure oils, concentrated oils and oud-based sprays. French perfumes include signature brands, such as L'Aventure, Chateau De La Haramain,

Dazzle and Signature. "In the Al Haramain portfolio, we have an exquisite bouquet of fragrances with a variety of perfumes ranging from the Imperial Oud, the flowery Floral Sculpture, the

woody Oriental Forest and the fruity Neroli Canvas," explained Rahman. "It is very niche and of a very high quality. Plus, Al Haramain exports to over 59 countries worldwide through a network of exclusive stores in the UAE, Saudi Arabia, Kuwait, Oman, Qatar, Bahrain, Bangladesh and the UK."

Level 1 R23



## SWEETS FOR ADULTS

After seeing the benefits of exhibiting at TFWA Asia Pacific Exhibition & Conference, Cavendish & Harvey is exhibiting for

the second time. "We are the number one confectionery brand in travel retail and this year we are also celebrating our 40th

anniversary," enthused Lennart Schumann, Head of Marketing, Cavendish & Harvey. This year, the brand is showcasing its travel retail exclusive 220g snack bags – All the best Fruit Drops, Finest English Caramel Fudge, Finest Belgian Chocolate Eclairs and Finest Belgian Toffees,

offering an irresistible experience on-the-go. Using only natural flavours and colours, Cavendish & Harvey's sweets are the perfect option. The brand has also launched its first Winegums for Connoisseurs, a gourmet snack for adults.

Basement 2 M3

## THE SWEET SPOT

Mars International Travel Retail has been pursuing its 'Power of

a Smile' category vision, using this opportunity to share with travel retail clients its keys to using confectionery to unlock overall sales growth. "It's been a good show for us, with good appointments, and a really good opportunity for our products," said Gary Clarke, General Manager.



The global confectionery supplier is demonstrating the role confectionery can play in the travel retail environment, by ensuring retailers stock the right assortment, maximise engaging display potential and use activations to bring the category to life. "We've been using

this opportunity to strengthen our relationships with the most important actors, though there has also been interest from new people who want to work with us," Clarke commented.

Basement 2 N29

## REBRANDING AN ICON

It's one of the most iconic brands in travel retail, but even Toblerone can't afford to rest on its laurels. That's why Mondelez International has been working hard to rebrand the famous chocolate bar

so it appeals to younger travellers. "The whole industry knows there is an issue with footfall among younger travellers," said Imina Tarabanko, Marketing Manager. "The next generation of traveller is

only attracted to something personal and engaging." With that in mind, the confectionery giant has introduced personalised wrappers for its Toblerone bars and has also installed props in some stores,

which customers can use to take selfies with. "People can post the photos with the hashtag #sayitwithtoblerone," said Tarabanko.

Basement 2 J26



Nemiroff arrived in Singapore with a string of international awards to showcase. "We won two medals at the World Vodka Awards in London: one for Best Pure Natural Vodka and the other for Best Flavoured Vodka," said Yurii Sorochynskiy, CEO. "Awards like that are important because they help build trust in your brand."



## CAUSE FOR CELEBRATION

Nemiroff claims to be the only Ukrainian vodka brand in distribution within travel retail and believes that status will help the company

succeed in the competitive marketplace. "This is only our second year here, but already we have made a lot of friends," he said.

As well as bringing awards to Singapore, Nemiroff also has some line extensions to speak of with peach, pear and apple-flavoured vodkas being added to its portfolio. And then there's the birthday celebration. This year marks a quarter of a century since the company was privatised.

Basement 2 N9



## ADULT COLOURING TREND

This year at Staedtler's stand are Steven Tan, Sales Manager, Agencies East Asia & Oceania Region, and Reno Lai, Key Account Manager, who represent the brand within the region. Tan explained: "It is a great opportunity for our customers from Asia to

meet with local contacts from Staedtler, so we are here to put a face to the name." Staedtler successfully targets two key parts of travel retail – duty free shops and inflight. For travellers who are familiar with the adult colouring trend, but so far haven't had

the opportunity to try it due to their busy lifestyle, Staedtler offers colouring notepads and pencils inflight. For travel retail, the brand targets a more premium segment with its premium collection pens. Lai added: "We would like to look at the opportunities to develop within the channel, as Staedtler appeals to a lot of business travellers. We would want to meet more partners in Asia, who would help us spread our products in duty free in the region."

Level 1 P9

Taiwan-based Timeless Truth is no stranger to quality skincare. "Our main message to our potential partners is to be open-minded, as our products are very new and unique," said Angela Shao, Brand Managing Department Consultant. "In the Asian market, everybody is aware of our brand and what the Timeless Truth mask is

## TIMELESS HYDRATION

about, but outside of Asia, this concept is quite new." The brand is already well-established in some department stores, such as in Bonmarche in Paris, Toronto,

Turkey, and Russia. Currently, it is present in airports in Taiwan and inflight with Luxair and EVA Air. However, the brand is definitely willing to expand



further and is already in contact with various airports.

The brand fits perfectly in travel retail with masks

for moisturising with compactable sizes. The newly-launched Timeless Travel Pack is for everyone on the go, and it is currently available in airports in Taiwan. The pack consists of three steps – makeup remover, deep cleanser, and hydra-soothing moisturising mask.

Level 1 Q7

## Premium South African Wine, award-winning Scotch Whisky and traditional Japanese Sake



Taste and discover award-winning wines from South Africa, Scots Gold blended Scotch whisky by Charles Edge London, and Sake from Sakuramasamune – one of Japan's oldest makers.



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## WHERE TECHNOLOGY MEETS TRAVEL RETAIL

Digital technologies are transforming the experience of travellers at all stages of their journey. TFWA is responding to the impact of digital innovations on the ever-evolving commercial landscape with the new TFWA Digital Village, which for the first time will form part of TFWA World Exhibition & Conference this year.

**We are living in the age of the 'connected traveller'. The dynamic travel retail sector is undoubtedly keen to embrace new technology, and the TFWA Digital Village will provide them with the opportunity to do just that over the course of three full days – Wednesday 4 October to Friday 6 October – with an Opening Cocktail at Cannes' Majestic Hotel on the evening of Tuesday 3 October.**

The exhibition will provide a new showcase for businesses offering creative digital solutions and services designed for the \$62 billion duty free & travel retail industry. The TFWA Digital Village will occupy 840sqm of floor space at Gare Maritime, adjacent to the Palais des Festivals, offering around 30 exhibitors – start-ups and

established companies alike – the opportunity to meet and do business with the industry's leading decision-makers and senior executives already present in Cannes. Inflight sales companies SKYdeals and Airfree Retail have already confirmed their participation, as have CRM and loyalty brands Inflight Media Digital and China Smiling. Depack Design, which specialises in in-store solutions; CRM, loyalty, geo-locations and in-store analytics company Part&Ma; and the digital agency Ignis, will also be exhibiting. "The duty free & travel retail sector is a market of enormous potential for innovative technology providers," says Erik Juul-Mortensen, TFWA President. "Embracing digital technology is not an optional extra for the duty free & travel retail sector – it is fundamental to allow us to continue to thrive and

grow with the same success in coming decades as we have for the past 70 years of our history. This new venture is not a departure for TFWA, rather a platform to help our industry further adopt the technologies we have long recognised as crucial for our future."

### THE ONLINE OPPORTUNITY

The proliferation of smartphones and increasing availability of airport Wi-Fi means many connected travellers spend their dwell time online rather than browsing the retail offer. According to 'The impact of e-commerce, online and mobile technology in duty free & travel retail' study of 4,000 international travellers, conducted by m1nd-set for TFWA, barely one in ten of those surveyed leave home without their smartphone. 89% of respondents said they spent time at the airport checking emails and using

social media. Indeed, more than four in five had social media profiles, presenting a key opportunity to interact with potential customers. Significantly, a third of travellers actively expressed interest in receiving duty free brand information this way, either directly or via a travel retailer. Over 60% stated that offers and coupons sent directly to their smartphones would make them more likely to visit a duty free store, while around half would be motivated to buy. The community of connected travellers, of course, presents a huge opportunity for the duty free & travel retail industry. The TFWA Digital Village embraces that with the chance to meet and do business with the leading decision-makers and senior executives of a dynamic, premium sector keen to embrace new technology.

## TFWA DIGITAL VILLAGE AT A GLANCE

- Three full days: 4-6 October 2017
- Opening Cocktail: Majestic Hotel, 3 October 2017
- 840sqm of space; approximately 30 exhibitors
- Exhibitors will benefit from the TFWA ONE2ONE pre-scheduled meeting service
- Open to the 12,000-plus participants (delegates, exhibitors and visitors) expected to attend TFWA World Exhibition & Conference
- A specific digital workshop will take place from 08:00 to 09:00 on 3 October 2017 at the Majestic Hotel

## TFWA DIGITAL VILLAGE FOCUSES

### Digital services:

- Hosting
- IT development
- Solution integration
- Consultancy

### CRM & loyalty:

- CRM/loyalty programmes
- Social media integration
- Social commerce/e-couponing
- Data solutions
- Geolocation

### In-store solutions:

- Connected screens
- Online merchandising
- Virtual fitting
- Endless aisles
- Virtual agents
- Content marketing
- Gamification

### Technology & hardware:

- Interactive terminals
- Virtual/augmented reality
- Sensory devices
- Robotics
- Payment solutions
- In-store analytics

For more information on the TFWA Digital Village, and to discuss opportunities to showcase your relevant digital technology offers, please contact [tfwadigitalvillage@tfwa.com](mailto:tfwadigitalvillage@tfwa.com)

# CONNECTED BEAUTY

A major force in cosmetics, L'Oréal is also a leader in the field of 'connected beauty'. Thomas Laroia, Head of Digital, L'Oréal Travel Retail, talks about using technology for the benefit of today's travellers.

## What role does digital play for your company in travel retail?

**Thomas Laroia:** "We firmly believe the main benefit of digitalisation in travel retail is its ability to help us better understand, and thus better serve, travellers. Technology is the means to achieve this, rather than an end in itself. That said, L'Oréal has pioneered the use of technology in beauty with major consumer initiatives like Makeup Genius by L'Oréal Paris. We're bringing this mindset to travel retail, but digital success is only possible if the 'travel retail

trinity' (brands, retailers and landlords) works together in partnership."

## Do you have dedicated digital resources in your travel retail structure?

**TL:** "Yes, we have digital experts in each of our subsidiaries (Worldwide, Americas, Europe/Middle East/Africa/India, and Asia Pacific)."

## Do you see digital as a way for brands to engage with travellers, as a tool for working better with retailers, or as something else?

**TL:** "For me, digital is like the keyboard of a piano. No matter how great each single note sounds,

the richness only comes through when all the notes are played together. We want to exploit technology's full potential in travel retail. That means reaching and serving travellers, but also enriching our collaboration with retailers, removing the invisible barriers between airlines, airports and retailers, and finally helping information flow before, during and after the trip."

## Which digital solutions do you think work best in travel retail?

**TL:** "So far, e-commerce and online pre-order has driven huge growth in Asia, especially

Korea. As good-quality Wi-Fi becomes more widespread, other solutions will enjoy success. I'm sure beacons will be the industry's next big thing if the airport Wi-Fi can cope! And I think our industry currently underestimates the immense power of WeChat for Chinese travellers."

## Are there digital initiatives in travel retail that you find especially effective?

**TL:** "We've seen some exciting campaigns in Brazil using airport Wi-Fi sponsorship and promotions to drive travellers into stores. We've worked on this with brands like Ralph Lauren, and the results were amazing. But for me, the performance of online pre-order in Korea is the most impressive. It's no coincidence that the retailers who've been the most innovative digitally (the Koreans) are achieving the best growth rates in the industry."



Thomas Laroia, Head of Digital, L'Oréal Travel Retail: "We firmly believe the main benefit of digitalisation in travel retail is its ability to help us better understand, and thus better serve, travellers."

Piotr Pilui, Category Development Manager, explains how Mondelez World Travel Retail is using technology to reach travellers.

# GOING DIGITAL

## What role does digital play in your marketing strategy for travel retail?

**Piotr Pilui:** "The biggest challenge for everyone right now is turning travellers into shoppers. I see digital as a way to talk to passengers, especially the Millennials who spend more time online at the airport than browsing the duty free stores. By engaging with them digitally, we can attract them into the outlets and get them shopping."

## How does digital have implications for retailers?

**PP:** "It can have a positive effect on traveller perceptions. Retailers need to have something

attractive in-store that excites shoppers, something that they'll want to share on social media with their friends. It's a form of free advertising, and earning consumer endorsement means a lot. Word-of-mouth is a powerful medium."

## Can you talk about how you're using digital at the moment?

**PP:** "A good example is the campaign recently launched in Madrid-Barajas Airport for Toblerone Messages. We're working with retailer Dufry to target travellers at every stage of their journey, using a customer database

to email passengers about the activity pre-departure. Once they're at the airport and through security, travellers receive push notifications via an airport smartphone app to come and visit the store. We've rented space in Dufry's Terminal 4 shop where travellers can take a picture to share on Twitter with the hashtag 'Say it with Toblerone'. The promotion's still underway, but already the passenger feedback has been fantastic."

## Why has travel retail been slower to adopt digital and mobile technology than some domestic players?

**PP:** "I think there are two



Piotr Pilui, Category Development Manager, Mondelez World Travel Retail: "The biggest challenge for everyone right now is turning travellers into shoppers. I see digital as a way to talk to passengers, especially the Millennials who spend more time online at the airport than browsing the duty free stores."

aspects. Firstly, when travel retail sales were rising fast pre-2015, there was less need for innovation. The recent political and economic difficulties in places like

Russia and Brazil have made things tougher, so the industry's now more motivated to develop other sources of growth. Secondly, a new generation of shoppers

are looking for better experiences in duty free. These people are our future bread and butter, so the industry understands it needs to listen."

## STRONG SHOWING

It's the first time in Singapore for Femke van Veen, who took on the role of Brand Manager Travel Retail with Perfetti Van Melle (PVM) just last August. "I'm very impressed with the show. It seems a good size and people seem to have a bit more time for meetings, which is nice," said van Veen. PVM is showing off its novelties, which include a fun new Mini Mentos Passport Kit that features a child's 'passport', stamps, stickers and crayons, as well as portion-controlled servings of candy. "We think it's important to give some entertainment. Children always want to be



able to have and hold their own passport – now they can," added van Veen. Alongside other novelties that include Trolls-branded Chupa Chups cans, PVM is also underscoring to retailers the

importance of stocking the right assortment and taking care to maximise the cash till point.

### Basement 2 E29



## LUCK AND WISHES

Pica LéLa is highlighting its best-selling Dynasty collection, which is already onboard airlines including Singapore Airlines, Etihad Airways, Eva Air, Hong Kong Express, and China Airlines. The refreshed range features Luck and

Wishes, an earrings and necklace set that features interlocking elements with horseshoe and clover motifs, which are proving universally popular. "For us, the priority over the next year is expansion in travel retail. We have established a strong presence inflight and we're very happy. This show is one of the most important events for meeting existing and new clients," said Sarah Lynch, Executive of Business Operations.

### Basement 2 F23

## PARISIAN STYLE

Pourchet Paris is exhibiting its real leather handbags with their iconic diamond design, as well as convertible pieces which are convenient and lightweight. "We are a French handbag company established in 1903 and this is our

first time at the show. We came with a specially-dedicated new range of products especially for travel retail," said Maya Warde, Export Business Development, Pourchet Paris. "The bags convert from handbags to shoulder bags. We decided to keep the diamond pattern as it was designed by Mr Pourchet in the 50s and people like heritage." She pointed out that the brand has also expanded its repertoire and has now "also added small leather items especially for travel retail, such as luggage tags,



passport cases and pencil cases all with the same signature pattern."

### Level 1 V11

## SPA DNA

Young brand Altimetre is showing off Spongellé, the innovative 'smart sponge' concept that is riding the wave of the bath and body trend to achieve impressive progress in just two years since its founding. "The main reason for our success is the product itself. It is very innovative," explained founder Arnaud de Volontat. Altimetre hold two patents for the technology, a sponge impregnated with a rich body treatment using natural ingredients that transform an ordinary shower into a skin-transforming spa experience. "After showering people feel a very nice sensation, as if the skin was reactivated, with a



beautiful fragrance," says de Volontat. Spongellé products can be used many times and retail at around US\$9-15. "This really brings something else. Beauty salon and spa: that's in our DNA. We're

lucky that the trend has been going in that direction. There's been lots of interest this week," de Volontat added.

### Basement 2 M27



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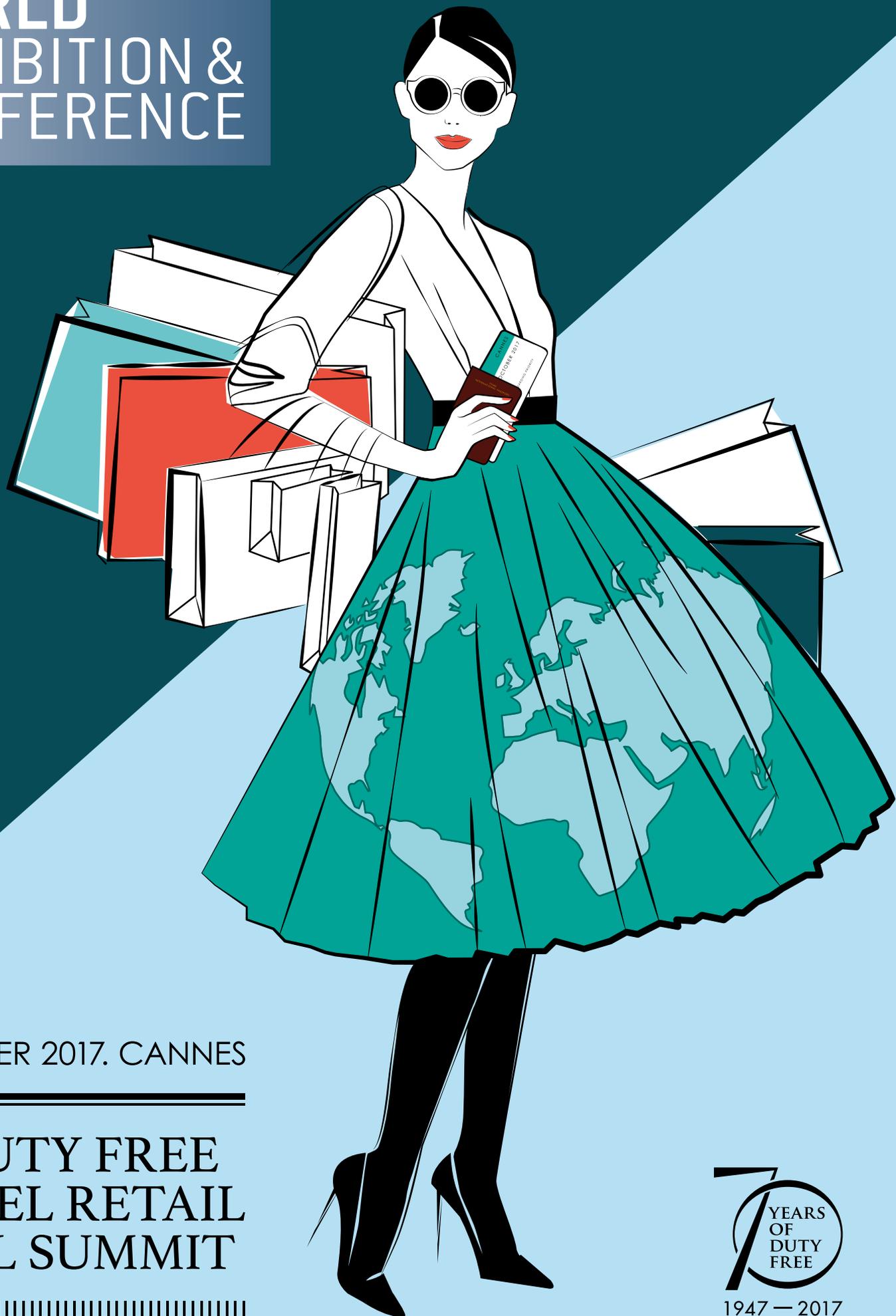
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