



TFWA

# DAILY

**WEDNESDAY 4 OCTOBER**

TFWA WORLD EXHIBITION & CONFERENCE 2017

SPECIAL  
SUPPLEMENT  
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## INTRODUCTION

# PLANNING TODAY FOR TOMORROW'S WORLD

**Of course TFWA World Exhibition & Conference has been a regular diary event for me for many years, but this is the first time I have attended as a member of the TFWA board. When the new board met for the first time last year in Cannes, I was very excited about our plans for the future. Twelve months later, it's very gratifying to see many of these plans coming to fruition.**

Some of the changes we have introduced have been relatively minor but useful. Improving the Wi-Fi and the food that is available during this year's conference are not dramatic

differences, but hopefully they will have an impact as we go about our business this week. Our new geo-location app, an addition to our interactive directional screens, will make it even easier to find your way around. I hope our visitors will see the benefit. Other developments have been more radical. The introduction of the TFWA Digital Village, which opens today, is a major step-change and is an outstanding example of how TFWA as an association continues to evolve in line with the changing needs of our business. I personally was a keen supporter of this event since it was first suggested, and I'm thrilled to see that early

vision become a reality. Don't miss this exciting opportunity to learn more about some of the latest technological solutions and services designed for duty free and travel retail. On many measures, the event goes from strength to strength. Our exhibition halls have been filled by a record 514 exhibitors. The numbers speak for themselves. This year we have 63 exhibitors who are new or returning after a short absence. Among these are Samsonite and Pourchet in fashion, Chow Tai Fook from jewellery and watches, and Cartier Parfums and Payot Paris from cosmetics and fragrances. We also have drinks brand Champagne

Laurent-Perrier, Blue Storks from gifts and electronics and confectionery name Chocolat Mathez. I would love to hear your views on what we are doing right, and what we can do to improve. Do come and visit me on the Bacardi stand, or if not, I look forward to meeting many of you at Le Premium Evening tomorrow.

#### NOTES FOR YOUR DIARY:

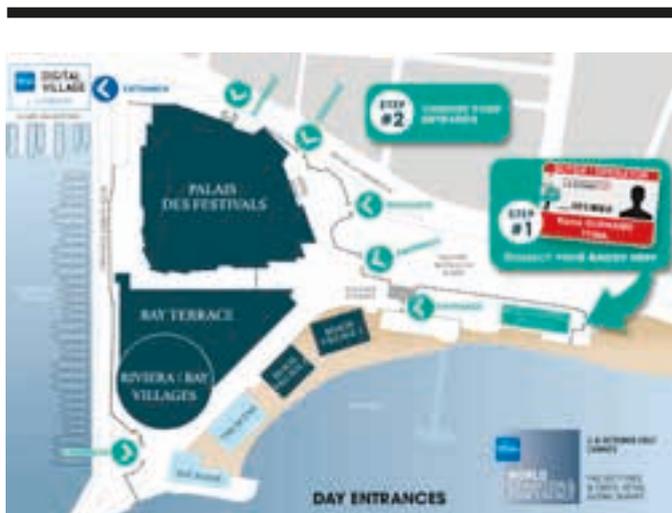
- TFWA Digital Village is open to all badge holders, so do make time to visit this exciting new space, opening today until Friday at 17:00.
- Don't forget the TFWA AGM takes place tomorrow (Thursday) at 09:00 in auditorium K on the 4th floor of the Palais des Festivals.

The Vice-President Commercial helps prepare the budget and strategy for TFWA's

exhibitions and ensures that all tasks relating to the organisation and running of the exhibitions are carried out as required. She makes recommendations on all improvements relating to the exhibitions and all difficulties encountered. Aude Bourdier-Rocourt is Travel Retail Director – Europe of Bacardi Global Travel Retail Division.



**Aude Bourdier-Rocourt**  
Vice-President Commercial, TFWA



## CONTROL FOR ACCESS TO THE CONFERENCE AND/OR EXHIBITION

Please collect your badge at the **TFWA Registration Pavilion** before then passing through the security check on the **Parvis of the Palais des Festivals**.

### FREE WIFI SERVICE

TFWA is delighted to offer a free WiFi service inside the Palais des Festivals. To connect, please use the following network – **PalaisDesFestivals WiFi** – then input the code on your delegate badge. Technical support is available at a dedicated desk (Viapass) during exhibition hours on Level -1, Red Village.

### SODIP: NEW STAND LOCATION

Please note that SODIP has a new stand location: Mediterranean Village N7.

### NEW TFWA GEOLOCATION APP

TFWA is pleased to announce the launch of its new geolocation app. This allows visitors to geolocate themselves on a 3D interactive floor plan, pinpoint their location, be guided along a route and easily find the stand of their choice. Delegates can also select exhibitors they are interested in and record them in a visit folder to be accessed onsite.

↓ **DOWNLOAD THE APP**  
– named **TFWA 2017** – via the AppStore (iOS) or PlayStore (Android), then follow the onscreen instructions.

### INTERACTIVE DIRECTIONAL SCREENS



TFWA in partnership with JCDecaux, our official digital partner, is providing interactive screens to help you find your way around the extensive halls.

### TFWA DIGITAL VILLAGE: OFFICIAL OPENING

Please note that a special ribbon cutting will mark the official opening of the TFWA Digital Village at 09:00 this morning at the entrance of Gare Maritime.

## TFWA ON SOCIAL MEDIA

Find the latest news on TFWA World 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.



## AIRPORT OFFERS

TFWA's partnership with Nice Côte d'Azur Airport has several advantages for delegates attending TFWA World Exhibition & Conference. Pop-up experiential bars designed by TFWA Digital Village exhibitor Depack and located in Terminals 1 and 2 are welcoming arriving visitors and exhibitors with a complimentary glass of Freixenet rosé cava. The airport will give delegates a special 10% price reduction across a selection of brands available in airport stores on presentation of their TFWA World Exhibition & Conference visitor or exhibitor badges.

# DIGITAL FOCUS WORKSHOP

Yesterday morning's workshop, entitled Digital Focus, explored the latest initiatives in digital and online marketing to travellers, along with the solutions being launched by airports, retailers and brands. Delegates heard from Lewis Allen, Director of Environments, Portland Design; Adil Raihani, founder, The Blueprint Partnership; and Stéphanie Metz-Thevenod, EVP Marketing & Digital Duty Free Global, Lagardère Travel Retail.

**Digital is changing the way consumers plan and book their trips, and also the way they shop in travel retail. Intelligent and connected devices are already part of our daily lives and are expected to grow at an accelerated pace. The next wave of game-changing technology is just around the corner, which will provide new opportunities for brands and retailers.**

Lewis Allen, Director of Environments at Portland Design, whose Strategic Insights Unit has published The Digital Journey – the second in a series of TFWA Monitor reports for Association members – emphasised the importance of creating a personalised, seamless, frictionless experience. "Consumer and passenger expectations are changing – omnichannel retailing, e-commerce, and demand for personalisation at every moment are the future, and the industry will need to start thinking like a technology company, but without losing sight that travel retail is an industry that thrives on personal, one-to-one human interactions," he said. "Think of it as both a physical and digital journey – these 'phygital' experiences are important." Allen also referred to trends such as airport and airline incubators, and the growing role of big data and the Internet of Things within airport operations. "Big data is fundamental. Airlines, airport operators and brands need to find a way to work more collaboratively. The metasearch engines know more about our customers and travellers than we do, so collaboration is key." He added that data sharing is crucial to transforming the end-to-end passenger experience and creating more personalisation.



Lewis Allen, Director of Environments, Portland Design; Stéphanie Metz-Thevenod, EVP Marketing & Digital Duty Free Global, Lagardère Travel Retail; Adil Raihani, founder, The Blueprint Partnership; and Michele Miranda, Conference Manager, TFWA.

"The good news is that travel retail is at the forefront of an omnichannel revolution," said Allen. "Innovative, digitally connected airports are increasingly investing in omnichannel and e-commerce retail platforms and eco-systems to service the needs of consumers who have become accustomed to omnichannel shopping on high streets, smartphones and online, and now expect to be able to do the same in airports." Adil Raihani, co-founder of The Blueprint Partnership, echoed the importance of embracing big data. "The aviation industry is data rich, it's the perfect place to create a marketplace," he commented. "It's about creating a pure end-to-end experience. There is so much data out there that is not connected. There are airports out there who get it and are future-proofing, such as Frankfurt, Auckland, London Heathrow and Copenhagen." Raihani added that, while travellers crave digital engagement and a seamless experience, travel retail stakeholders

have yet to fully embrace all e-commerce and omnichannel opportunities. "The most important element in this is the airlines," he said. "Airlines are pivotal to the success of creating and implementing a sustainable future-proofed omnichannel strategy for travel retail. The airlines have the data and know who the customers are; the airports don't." Highlighting some interesting figures, Raihani explained that 70% of purchases are now pre-planned, while 55% of passengers that do not shop spend their time browsing. "So there's a disconnect between what we believe we should be doing in travel retail, and what customers want," he said. "47% of travellers do visit duty free stores, but what do we offer them that is new and disruptive? Millennials are very fast decision-makers. When they order something, they want it now, they don't want to wait three days. The 'e' in e-commerce never stood for 'easy'. But, if well executed, it will be enriching and

economically sustainable." Stéphanie Metz-Thevenod, EVP Marketing & Digital Duty Free Global at Lagardère Travel Retail, outlined three important development directions for the coming years: omnichannel, customer relationship management (CRM) and accelerating digital activations. "Omnichannel is where we see the future of our business," she said. "Today, consumers make purchases more on their mobiles than their laptops. We have improved the visibility of our services with Shop & Collect and Click & Collect, and are significantly developing sales with those services. Metz-Thevenod added that building a CRM programme to collect and organise data establishes a strong dialogue with customers. "Close to 40% of our customers are millennials and they expect a brand experience. 36% of millennials expect interactive tools to help them select the right product. Using social media is a major purchase driver for them." Meanwhile, accelerating digital

activation is about creating excitement. "Don't overwhelm passengers with messages that are not relevant," Metz-Thevenod added. Lagardère Travel Retail is striving for further differentiation through initiatives such as 'Pepper the Robot', two of which were recently introduced at Rome Fiumicino Airport. They are placed at the store entrance, creating a reason for travellers to stop. "Today, we convert a maximum of 20% of our passengers. Our ambition is to push that and turn more travellers into buyers, by creating a memorable experience," said Metz-Thevenod. London Luton Airport is the platform where Lagardère Travel Retail has most rapidly developed its omnichannel services, with Shop & Collect and Click & Collect growing strongly this year. "In the future, we will see a more collaborative approach. Our job is to connect products with passengers, and we want to do that in a more emotional way," Metz-Thevenod added.

CAMELIA - ref. 528-45 Nude, 528-46 Burgundy and 528-47 Lime Yellow

# LANCASTER

PARIS



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

**BAY VILLAGE - STAND 1B**



**01** Nadia Skouri Garcia-Pelayo, CEO Buying The Sky; Guy Caunac, Director, PAC Export; and Frédéric Garcia-Pelayo, Vice-President Finance, TFWA.

**02** Dorothée Guez, Key Account Manager, JCDecaux Airport; Cécile Lamotte, Marketing Director, TFWA; and Naualé Boubaya, Key Account Manager, JCDecaux Airport.

**03** Gilles Thevenin, President, Lubin Paris; Pierre Caunac, Managing Director, Pierre & Co; Yvan Serras, General Manager, Yvan Serras Beauty; and Thomas Fontaine, Parfumeur, Pallida.

**04** David Rosse, Key Account Manager, Aldébarande; Patrick Buttard, TFWA; and Charles Bourinet, CEO Aldébarande.

**05** Ursula Benson, Business Development Manager, Ignis; Nick Redmond, Group Account Director, Ignis; Stephanie Whitaker, founder, Ignis; and Oliver Carew, Director of Innovation, Ignovation Labs.

**06** Zoe McGee, Planner, Ignis; Guillaume Loiseau, Managing Director, Werkstatt; and Pascal Vu, co-founder, Werkstatt.

**07** Jeanette Tocha Cossey, journalist; Sigal Hillel, founder, Fun Jetsetter; Klara Doert, General Manager, Blue Horizon International; Sonia Balay, Marketing Director, Marcel Robbez Masson Company; and Miranda Tetelli, Consultant.

**08** Raphaëlle Koch, Sales Manager, ACDL; Carole Meunier, Europe Sales Director, ACDL; Laurent Lautier, President Europe, ACDL; and Laurence Ouaknine, President, ACDL.

# TFWA DIGITAL VILLAGE OPENING COCKTAIL

Last night's TFWA Digital Village Opening Cocktail was an early opportunity to meet delegates and exhibitors over drinks and canapés before digital business gets underway this morning.

Kindly sponsored by:





**VISITORS TO THE TFWA DIGITAL VILLAGE OPENING COCKTAIL** were treated to an exciting virtual reality experience when they donned headsets and sped through the waves in an ocean sailing team, before soaring high on the back of a golden eagle among snow-capped mountains and valleys. This was just a taster of what evrbit software of The Samurais Group, the evening's sponsor, could do. "The potential of this VR technology is huge," said Axel Steinkuhle. "We can synchronise live streaming software to teleport anyone to any place in the world. We work with Porsche, Bayer and Red Bull for instance in corporate meetings and sporting event simulations, and our virtual reality software can be used to aid physical and mental recovery for the disabled and even for Alzheimer sufferers."



Mathias Kozlowski, Geraldine Giraud, Patrick Karl, Axel Steinkuhle and Bert Van Horck of The Samurais Group.

# Mercedes-Benz Man.

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Mercedes-Benz



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

# FINEST GASTRONOMY

A cocktail party was held by four of the finest gastronomy brands at Croisette Beach last night: Caviar Petrossian, Rougié, Valrhona and Champagne Taittinger. "This is our eighth edition of this beach party. Each year it gets bigger and more people are invited," said Bruno

Gils, Export Sales Director, Caviar Petrossian. "This is a celebration. Together with our partners Rougié, Champagne Taittinger and Valrhona, we have made an association with the best. We simply want to continue to enjoy this time with our customers. What is most important is that we get to

share this moment with all the people with which we do business." Champagne Taittinger was served on the beach, while chefs offered guests luxury chocolate desserts from Valrhona, fois gras canapés from Rougié, and caviar with sashimi from Caviar Petrossian.



Gianluca Oddi, International Beauty Ambassador, Diego Dalla Palma, hosted the party.

# GOLDEN COCKTAIL

Against a background of subtle jazz and sartorial elegance, around 200 regional and international distributors gathered at the Hotel Majestic last night to celebrate the launch of GOLD INFUSION, a 100% naturalising revitalising skin care serum from

Diego Dalla Palma, the Italian make-up brand. "It is like a youth potion made of 30 natural oils, such as vanilla from Tahiti, and the serum can be used as a foundation for your face. It will make your face and lips shine with a youthful glow," said

Francesca Amorati, Social Media Manager, Diego Dalla Palma. The gold 30ml bottle in luxury packaging will be available in European domestic markets in November for around €59, special launch price, and in travel retail in 2018.

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





**diverseflavours**  
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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.



Visit the  
Diverse Flavours stand:

Stand L34  
Red Village

1-6 October  
TFWA 2017  
Cannes



Anthony Budd: +27 71 255 7344  
anthonybudd@diverseflavours.com

diverseflavours.com

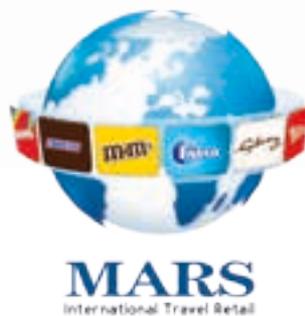


# TIMELESS TASTE

Lalique Group gathered together guests for champagne and canapés in an evening soirée to showcase the latest fragrances within its portfolio. Live bands

played, while the glitterati of the global travel retail industry enjoyed the general splendour of the historic Carlton Hotel. Lalique fragrances, such as

Illusion Captive, were on display amidst gilded leaves and jet-black roses, while chefs offered up live cooking displays and served sumptuous dishes throughout the night.



## UNLOCKING TOTAL CONFECTIONERY GROWTH

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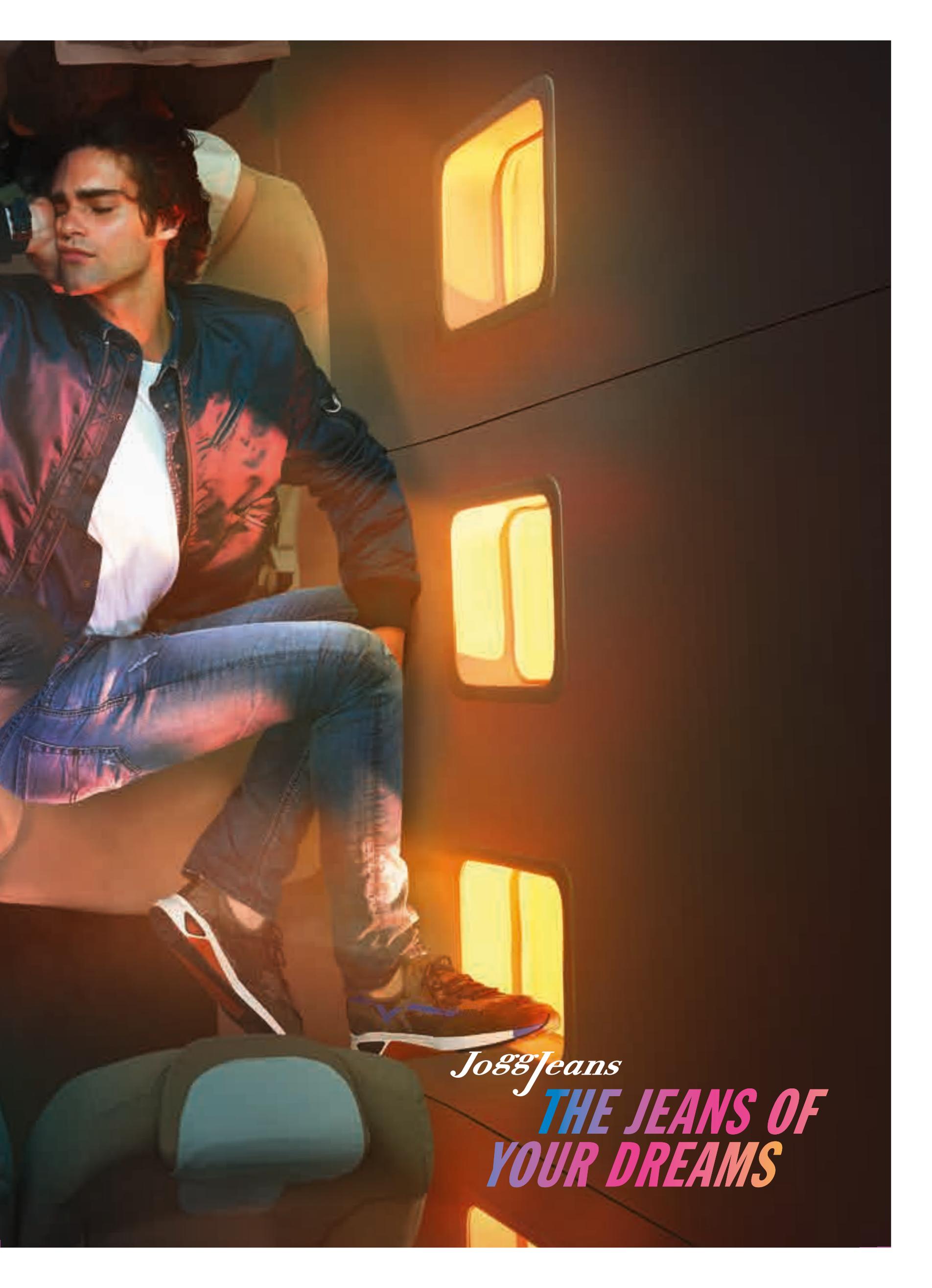
Mars is the leading total confectionery supplier in International Travel Retail. In this rapidly evolving channel, confectionery presents a golden opportunity and Mars have developed 'The Power of a Smile' category vision to unlock this by bringing the fun of this category to travelers throughout their journeys. We believe that whilst our strong foundation of leading global brands is important, it is how we bring the magic of these to life on shop floor locally that gives us the edge. We look forward to building strong and lasting partnerships together to bring this vision to life.

# DIESEL

FOR SUCCESSFUL LIVING



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**THE JEANS OF  
YOUR DREAMS**



**Tomorrow, 20:00,** Port Canto

Le Premium Evening always provides a spectacular finale to the week, and this year promises glamour, gastronomic excellence and world-class entertainment. After a sumptuous gala dinner, guests will enjoy music from internationally-renowned performer Veronica DiCaire.

**PLEASE BOOK YOUR SEAT FOR LE PREMIUM EVENING BY 18:00 TODAY. IF YOUR SEAT IS NOT BOOKED BY 18:00, WE CANNOT GUARANTEE A SEAT WILL BE AVAILABLE.**

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



## DRINKS INTERNATIONAL TRAVEL RETAIL AWARDS 2017 WINNERS

### SUPPLIER AWARDS

Marketing Concept of the Year:  
**JOHN DEWAR & SONS FINE SCOTCH WHISKY EMPORIUM FRANKFURT AIRPORT**

Drinks Innovation of the Year: **MARTELL CORDON BLEU INTENSE HEAT**

Packaging Design of the Year: **GLENFIDDICH CASK COLLECTION**

Presentation Box of the Year:  
**CENTRE VINICOLE CHAMPAGNE, NICOLAS FEUILLATTE TRAVEL BAG**

Travel Retail Exclusive of the Year: **GB EXTRA DRY GIN**

Drinks Launch of the Year: **JAGERMEISTER MANIFEST**

Luxury Drinks Launch of the Year:  
**TOMINTOUL SPEYSIDE GLENLIVET SINGLE MALT QUADRUPLE CASK AGED 40 YEARS**

Supreme Champion Campaign:  
**JOHN DEWAR & SONS FINE SCOTCH WHISKY EMPORIUM FRANKFURT AIRPORT**

Supreme Champion Product: **MARTELL CORDON BLEU INTENSE HEAT**

### OPERATOR AWARDS

Marketing Concept of the Year:  
**DELHI DUTY FREE – WHISKY LUXE, THE LUXURY WHISKY FESTIVAL**

Partnership Initiative of the Year:  
**RETAILER & SUPPLIER – AER RIANTA INTERNATIONAL AND DIAGEO**

Ferry/Cruise Line Drinks Retailer of the Year: **P&O FERRIES**

Airport Bar of the Year: **VIRGIN ATLANTIC AIRWAYS LONDON HEATHROW CLUBHOUSE**

In-flight Drinks Retailer of the Year: **GATE RETAIL**

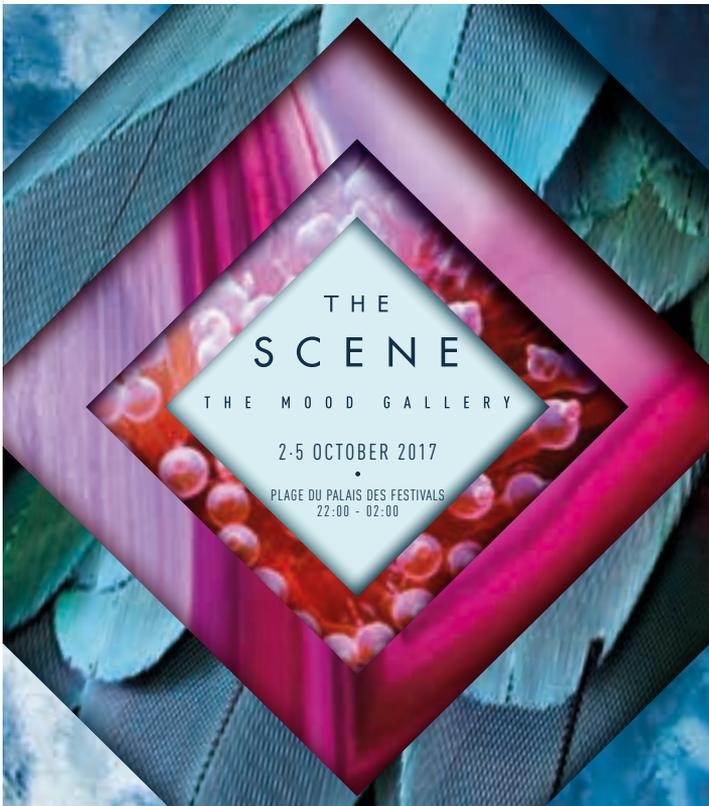
Airport Drinks Retailer of the Year: **LE CLOS**

Drinks Buyer of the Year:  
**MAIK NIMRICH, HEAD OF CATEGORIES FOR HEINEMANN AUSTRALIA**

# Ars Mirabile



H46 GREEN VILLAGE



**Tonight & tomorrow,**  
22:00-02:00, Plage du  
Palais des Festivals

The Scene is firmly established as the ideal nightspot in which to unwind after a busy day of business. Party on the dancefloor, as some of the best DJs on the Côte d'Azur keep the music coming, or enjoy a drink with friends in a relaxing lounge ambience. The beach location and ocean views add to the after hours fun.

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





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NARS

# ON-SITE SERVICES

## TFWA LOUNGE

### Location: Level 3

For TFWA members and buyers with full delegate status only.

Open during exhibition hours (except on Monday 2 October, from 16:00).

- Dedicated concierge service:
  - Reservations for restaurants and trips
  - Local tourism information
  - Catering for private events
  - Car rental, travel service, taxi booking service
  - Car hire without chauffeur
  - Private jet transport
  - Babysitters
  - Boat hire
  - Travel ticket modifications
  - Gift and flower delivery
  - Errand running / problem solving
- Internet area
- Private bar and lounge area (complimentary drinks and snacks)
- International press
- Massage service
- Charging station (another one is also available at the Riviera rest area)
- Meeting area (booking required)

Kindly sponsored by:



## WELL-BEING LOUNGE

### Location: Golden Village, Level 1

#### Open to all delegates

The Well-Being Lounge offers an oasis of calm during the busy exhibition week. Treat yourself to a relaxing massage (shoulders, back, reflexology) or alternatively visit the Yves Rocher make-up station.

Kindly sponsored by:



## BUSINESS CENTRE

### Location: Level 1

A dedicated team will be pleased to assist you with all your secretarial requirements.

- Internet access
- Fax service – mail service

- Photocopy – Computer access
- CD and USB key
- Secretarial assistance
- Telephone card – stamps – stationery
- Meeting room rental

## SHUTTLE SERVICE

A regular shuttle service is available throughout the week from the airport to hotels on arrival and during the exhibition from various pick-up points.

## NEW TFWA GEOLOCATION APP

TFWA is constantly looking for efficient solutions to answer delegates' needs and is pleased therefore to announce the launch of its new app (a geolocation app rather than a full web app), allowing visitors to geolocate themselves on a 3D interactive floor plan, pinpoint their location, be guided along a route and easily find the stand of their choice. For even more effectiveness, delegates can select the exhibitors they are interested in and record them in a visit folder to be accessed onsite.

## RECRUITMENT SERVICES

### Location: Level 0

Find the most suitable candidates in the duty free & travel retail industry for your business.

## BeThe1

TFWA members benefit from a preferential service with BeThe1, a leading international recruitment firm specialised in fashion, beauty, retail and travel retail. With a team of 20 experts based in London, Paris, Shanghai, and Singapore, BeThe1 provides high quality recruitment services to 200 key employers with 15 search briefs per month of middle and senior management positions at brands, operators, distributors, suppliers in departments including retail, sales, buying, digital, merchandising, marketing, procurement, supply and back-office. BeThe1 operates [www.BeThe1.com](http://www.BeThe1.com) and [www.TravelRetailJobs.com](http://www.TravelRetailJobs.com), pooling 160,000 fully registered professionals including 15,000 in duty free & travel retail alone.

### BETHE1 OFFERS:

- A new generation international recruitment service specialising in duty free & travel retail
- High quality recruitment offering efficient and competitive service, a high success rate and industry leading retention rate of placed candidates

## Visit BeThe1 in the Mediterranean Village

Contact: François Bouyer

Tel: +33 (0)6 12 38 80 61

Email: [contact@BeThe1.com](mailto:contact@BeThe1.com)

## ON-SITE PRESS CENTRE

### Location: Level 1

A wide range of services at the disposal of all registered journalists. An area to relax, conduct interviews and source information relating to the event:

- Interview room, internet area
- Press lounge & bar
- Press racks, press photographs, official press releases & press dossiers, exhibitors' press packs/releases
- Diary of exhibitors' events, ongoing liaison with the TFWA Daily
- Online access to the TFWA Product Showcase

## FREE WIFI SERVICE

TFWA is delighted to offer a free WiFi service inside the Palais des Festivals.

To connect, please use the following network – **PalaisDesFestivals WiFi** – then input the code on your delegate badge.

Technical support is available at a dedicated desk (Viapass) during exhibition hours on Level -1, Red Village.

## INTERACTIVE DIRECTIONAL SCREENS



TFWA in partnership with JCDecaux, our official digital partner, is providing interactive screens to help you find your way around the extensive halls.

## SPECIAL SERVICES DESKS

### Location: Level 1

- Hotel
- ONE2ONE Meeting Service
- The Scene
- Le Premium Evening

## LUGGAGE SERVICE

### Location: in front of the Palais des Festivals

Available on arrival at the Palais offering the following:

- A classic service where you leave your luggage securely for the day
- An express service where, on arrival, your luggage is transferred directly to your hotel

On your day of departure you can arrange for your luggage to be transferred to the Palais by calling +33 4 92 99 32 13, where it will be held until you leave. Price of transfer: €5 for first piece of luggage and €1 for additional pieces.

## PHOTO & VIDEO SERVICE

### For exhibitors only – 20% discount for TFWA Members

Benefit from perfect exposure – the photo and video service is a great opportunity to promote your presence at TFWA World Exhibition & Conference, keep a record of your stand or film interviews of your VIP guests in Cannes. Members are entitled to a 20% special discount on this on-site service during TFWA World Exhibition & Conference.

### Photo contact:

Tel: +33 6 07 13 54 88

Email: [photoserviceonsite@gmail.com](mailto:photoserviceonsite@gmail.com)

### Video contact:

Tel: +33 6 62 82 17 47

Email: [michael@cmaproductv.com](mailto:michael@cmaproductv.com)

## HELICOPTER SERVICE

Azur Hélicoptère, as an official partner of TFWA World Exhibition & Conference, is offering a special discounted rate to all participants:

One-way trip: €160/person

Flights (every 30 minutes) will operate between Nice Airport and the city of Cannes.

Also for your convenience, a complimentary shuttle service will be available in Cannes itself for transfers between the heliport and your final destination downtown (hotel on the Croisette, Palais des Festivals, place of appointment etc).

### For reservations, please contact:

7/7 booking: + 33 (0)4 93 90 40 70

Email: [infos@azurhelico.com](mailto:infos@azurhelico.com)

Website: [www.azurhelico.com/fr/transferts-helicoptere-cannes.html](http://www.azurhelico.com/fr/transferts-helicoptere-cannes.html)





**A**  
**AIGNER**

## DOUBLE FOCUS

Conaxess Trade is a global travel retail distributor with a double focus on confectionery on one side, and fashion and accessories on the other. Here at TFWA World Exhibition & Conference, it is launching its brand new Cristiano Ronaldo CR7 fragrance, and

is also very proud to announce that it has become the exclusive Lego distributor for travel retail. "When you travel, you always wonder what you can bring back to your kids," said Mikkel Zebitz, Business Manager for Global Travel Retail.

For the fashion addicts, Conaxess Trade presents the Bella Ballou line of scarves, which has already been made available onboard Norwegian flights since June 2017.

**Yellow Village G59**



## STAND-OUT SCENTS

Creation Realisation Marketing is unveiling its collection of distinctive and eye-catching fragrances at TFWA World Exhibition & Conference for the first time this year. "We know that this is the best time to meet all of our existing partners and also to gain visibility with new partners," said Amelie

Jabbon, Global Brand Manager, CRM Paris. "The brand already has a very strong presence on a global scale. We are in 54 countries and the brand has a strong concept based on the combination of great packaging using over 14 different raw materials from mother of pearl to enamel to wood, so we are

using a wide diversity of materials to give birth to olfactive creations." "There are three levels – visual, olfactive and tactile experience," Jabbon added, explaining that the visibility is key and is what makes the brand unique.

**Red Village L23**

## HAND-MADE ACCESSORY

"The past two days have been very good for us here at the show and we can see that people really like what we have to offer," explains Didier Peter, owner & CEO, Andre Mouche. Richly adorned with floral motifs and a range of enamels and timeless colours, Andre Mouche's

hand-made watch range undoubtedly stands out at this year's TFWA World Exhibition & Conference. A newly-launched highlight this year is the Aria Flower watch, which is exclusive for this season and comes in pink and blue. "Step-by-step we are getting into new markets and we are

hoping to open new stores this year," says Peter. "Last year, for example, we opened a shop in Vietnam and we are currently in discussions to enter the Indonesian market. We are also hoping to slowly enter the Middle East as well."

**Red Village L28**



## WELSH HERITAGE

"We are having a very positive start of the week, meeting with our existing partners and also new faces," explained Aran Turner, International Customer Service Manager, Clogau. "We mainly want to support the existing network of customers that we have, but also to pick up some new connections with airlines, airports and cruise lines." Every year at TFWA World Exhibition & Conference,

Clogau launches a brand new travel retail exclusive targeted towards airlines. "We have 40 exclusive items, which we are showing to our current airline partners and potential new ones exclusively here at Cannes," said Turner. Clogau's products are already present onboard Virgin Atlantic, Thompson, and Thomas Cook. Turner added: "We also have new listings with Singapore

Airlines, NokScoot, Thai Smile and SilkAir as a result of the very successful show in Singapore." Clogau's growing range of jewellery, containing rare Welsh gold – the Gold of Royalty – and its strong branding, captures the hearts of jewellery lovers from all over the world.

**Yellow Village D35**

## GROWTH IN UNITY

This year, Furla has reinforced its message of how people and friendships within travel retail are integral to the company's growth strategy. "The show is a way to see our industry. It is a way to share what we do with the customer and it is always a nice environment. It is more like meeting up with friends, rather than doing

business," said Alberto Camerlengo, CEO Furla. "Our bestseller is still the Metropolis," but, Camerlengo explained, some of the other styles of bag have elements that are "interchangeable" and reminded that "in travel retail, people have a lot of time and so they can play with different straps and colours. Luckily, we have a broad range."

According to Camerlengo, the global travel retail stage is "a good place to do business" as well as "a nice place to be". "We love to share our joy and continued growth, and we want to grow alongside our friends and partners," he added.

Bay Village  
Bay 2



## UPPING ITS FOCUS

Gonzalez Byass has upped its focus on the travel retail sector as of this year, bringing gin, wine and sherry to the airport aisles. "We have plenty of products and wineries all over Spain, and the headquarters are in Andalusia where we produce Tio Pepe, our sherry, which is a strong

brand for us," said Violaine Creuzé, Global Duty Free & Travel Retail Director, Gonzalez Byass, pointing out that despite "the sherry category in travel retail being a bit small" this item really stands out and appeals to travellers. Gonzalez Byass also brings its gin The London No.1 to TFWA World

Exhibition & Conference. "We have a team of mixologists travelling around the world," said Creuzé, explaining that the company is introducing the gin to people with a series of "activations with London taxis".

Red Village  
J12



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# Yellow Village A21

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# NUTS FOR TRAVEL

Ferrero has extended its travel retail exclusive range of Nutella products with three new SKUs. It unveiled a new 'Ultimate Kit', which features a 180g jar of Nutella, a place mat and a spreader; a Nutella 'Apparel' gift pack featuring a 750g jar dressed in a mock zip-up jumper; and 'Say it with Nutella' gift

boxes, which open to reveal a 350g jar with an 'I Love You' or 'For You' message printed on the label, at a special presentation for guests yesterday morning. "We wanted to put the brand at the centre of our offer," said Davide Barresi, Marketing Manager, Ferrero Travel Market. Indeed, Nutella

is dropping its 'Nutella World' visual code, and will instead mark its travel exclusive products with 'Hello World' so "there is no duality" going forward, said Barresi. "The proposal is clear, basic and understandable."

**Bay Village  
Bay 8**



# BUILDING BLOCKS

Lego is eager to grow the fledgling toy category in travel retail. "We want to make absolutely sure you will be able to find toys in the airport, because today it's not certain," said Annette Rosendahl, Travel Retail Senior Manager. "Before we came here we had more than 85 pre-booked meetings, which I think for a team of just two is packed," she said. "We are

really satisfied - this show gives us a great opportunity to meet with our existing accounts and capture feedback, and for us to deliver the message for the year to come." That message is that Lego is eager to expand. "Our message is definitely that we want to build the toy category," Rosendahl added. "We want to make it an

authoritative part of travel retail. We are meeting with the airports and also with operators, and we are starting discussions as to how to enter partnerships and what we can offer." In the meantime, Lego is touting its latest Ninjago Movie range as the hot ticket.

**Marine Village  
S1**

# SLEEK VINTAGE STYLE

"We've set up our booth here since 2014, and it's a great platform for us to make contacts in the travel retail industry," said Ian Yin, Overseas Market Brand Manager, FIYTA. "Nowadays, more Chinese are travelling and FIYTA is their number one watch brand. 90% of Chinese

know it, and we are growing in overseas markets." The company is confidently showing off its In Collection series in Cannes this year, a durable, high-quality automatic which borrows design flourishes from the vintage bicycle. "It is very competitively

priced and the finish is very good," said Yin. "Durable and classic style is very important. This is what the Chinese customer wants, and it is very important because they only buy one or two watches."

**Yellow Village  
E38**



# INNOVATION-DRIVEN BRANDS

Despite considerable pressure on the global tobacco industry, Karelia's sales are strong, according to its Public Relations Manager Joanna Kamarinopoulos. "Our objectives have always been to expand our presence in the regions we target. Wherever we determine that there is room for growth, that

is where we go," she said. The brand has recently invested in a significant update to its production facilities to ensure compliance with revised EU regulations on packaging, and has moved its lipstick packs to a new, king-size format. "Given cost of living increases in many markets, customers

are increasingly turning to rolling tobacco, providing an opportunity for brands willing to innovate," she added. "Lately we've been enjoying considerable success with several major duty free operators and the brands are growing."

**Bay Village  
Bay 6**

# *Barrel-aged* PERFECTION

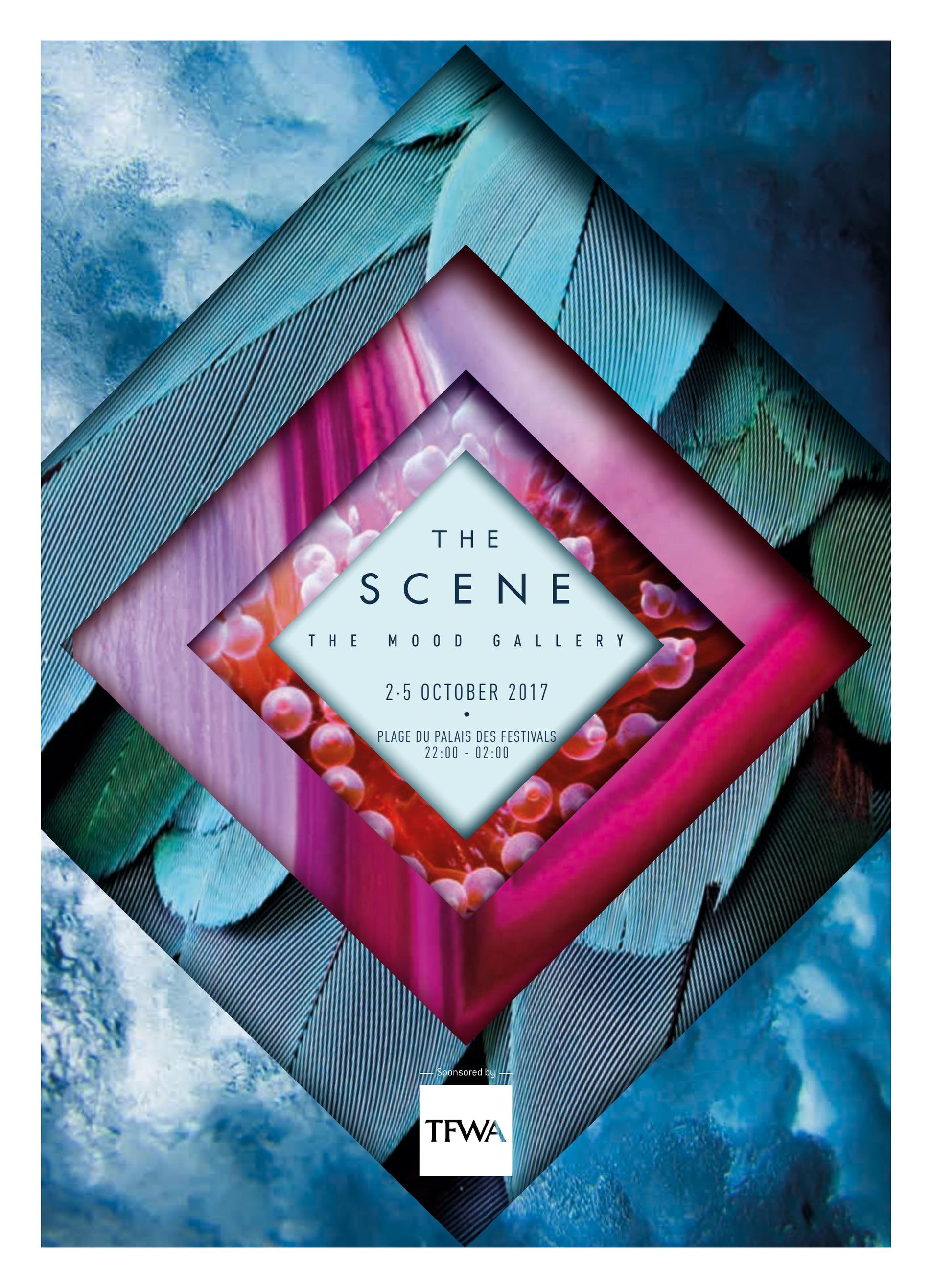
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## EYE-CATCHING FOOTWEAR

Luxury shoe brand Bensimon has upped its game this year, moving to a new, bigger stand in Riviera Village. It's launched a new presentation exclusively for TFWA World Exhibition & Conference, showcasing the brand's latest spring/summer range, which features roughly 21

basic coloured lines and approximately 20 limited edition shoes. "We really want to develop more retail business abroad, because the DNA of our brand is travelling," said Anastasia Smirnova, Export Business Developer, Bensimon. "We've been working with many

partners, such as Air France, and we are keen to get into more cruise lines." According to Smirnova, shoppers are increasingly opting for sailor-style striped shoes and choosing to buy more colourful footwear. "People nowadays want something more fun, with a bit of colour. It's proven that it can increase your happiness levels."

**Riviera Village RA8**



## CANDY FOR EVERYBODY

A German company with a very strong presence in European domestic markets, Haribo is relatively new in travel retail. Its products can be found in airport shops, and onboard ferry and cruise lines. "We want to go inflight now," explains Elisa Fontana, Marketing

Manager Travel Retail, Haribo. "Our goal here at TFWA World Exhibition & Conference is to extend brand awareness outside Europe and strengthen it in Europe." Exclusively designed for the travel retail market, two new products are being presented here in Cannes: the Candy Tin

and the slightly bigger Travel Bag, which are both filled with a selection of bestselling candy from the brand. They will be available from March 2018 for the joy of kids and grown-ups alike.

**Bay Village Bay 11B**

## INSPIRED BY BRITAIN'S FINEST

Top cigar brand Davidoff has its eyes set firmly on the future. The brand has unveiled a classy travel humidor designed by Italian craftsman Marcello Bottini. It fits eight cigars and is guaranteed to maintain the ideal humidity level for travelling cigar aficionados. The brand is also keen to boost the presence of its recently-released, Winston Churchill 'The Late Hour' cigars, the tobacco for which is aged in whisky casks. It takes its name from the legendary Prime Minister's habit of smoking

cigars late at night, while he made some of his most difficult wartime decisions. Davidoff plans to ramp up its experiential activations in travel retail over the coming months. "The innovations are going to continue," said Martin Kaufman, Senior Vice President Europe & Global Travel Retail,

Davidoff. "We're going to work a bit more with virtual reality, which we are going to implement a first version of at Zurich Airport in December. We need to see what consumers react best to, because there is a fascination with technology."

**Bay Village Bay Terrace 1**



**Bella**  
franck olivier  
Paris



Parfums  
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# SPIRITED AWAY

Diverse Flavours has worked with Charles Edge London to develop Scotch brand Scot's Edge, a high-quality whisky which has just launched into Cochin Duty Free. It's showcasing the latest addition to the range, an 8-year-old blended Scotch, for the first time this week. "We want Charles Edge London to become

synonymous with high-quality spirits," said Anthony Budd, Managing Director, Diverse Flavours. "We've tried to have a coherent brand range with the same label and the same look. We think consumers want this approach, where they can start with a no-age statement bottle and then move up to an age statement,"

added Charles Edge, Charles Edge London owner. Diverse Flavours is also showcasing its new travel packs of Sakuramasamune Sake. The packs contain five 200ml bottles. "I think a sparkling Sake like this is quite unusual and it's the kind of thing where, if you're going away for five days, it makes a nice aperitif before dinner," said Budd.

**Red Village  
L34**



# BREEZING INTO TRAVEL RETAIL

First-time exhibitor Heidi Klein's stand reminds visitors of sandy beaches and a summery breeze with its display of designer bikini and beachwear. "We have a great location here and we are very happy with that," enthused Penny Klein, founder and Commercial Director,

Heidi Klein. "We are meeting new people that we didn't get to see in Singapore, and so far we are very pleased." On display are all things beachy - from bamboo accessories, such as bags and purses, to hats and luxurious swimwear. "We believe that we are

a logical fit with travel retail, as we offer resort wear and we are a holiday brand," Klein added. "We want to deepen our understanding of the market, the depth of the relationships, the key players, who we want to work with. So, for us it is more about bidding our time to meet the right people who can really help us position our brand in the right place."

**Blue Village  
G19**

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# IN DEMAND

Following a year of fast-paced retail growth, Lancaster is all set to meet people with whom the company can "establish the seeds of partnership". Davide Ravizza, Sales Director, Lancaster, said he is "very proud to be here", especially since

it is at such an "intense moment for the brand". "We have opened, since last year, about eight new stores around the world from Iran to Malaysia to Hong Kong, so we are getting around and it has been an intense year," said Ravizza.

Keeping up with demand seems to be the priority. "We want to fulfil the demands we have from the operators in duty free. Our expansion has been noticed and we are getting more and more demands, so my obligation here will be to meet all of the people who are asking to work with us," Ravizza explained.

**Bay Village  
Bay 1B**



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## MAGIC SPONGES

Spongellé is an all-in-one beauty treatment product, consisting of a reusable sponge (up to 30 times) infused with natural salt, oil, skin care and fragrance. It is a young US brand with a worldwide presence in travel retail in airports and border shops, and onboard cruise lines. It is also available in domestic markets in the Americas, in some Asian countries, in the Caribbean, in Spain, and in the UK via its distributor Altime. "Now we would like to be in Europe," explains Altime's founder and owner Arnaud de Volontat, who will be meeting soon with the Lagardère Group to that effect. Spongellé is marketed for women and men alike, from all age groups. "Come and try it. It's an innovation nobody else has," de Volontat adds.

Ambassadeurs Village U8



## MAKING MARGINS

Family-owned fragrance company SODIP, which has two brands: Castelbajac and Franck Olivier, is showing its scents to an international audience this year, with a target to grow across travel retail. "Our aim is to launch the brands internationally. We would like to be in markets across Europe, Asia and the Middle East," said Castelbajac President Selma Mami. "We have a plan of three years to set up retail shops. We are in 60 countries already, but we hope we can develop more in Africa and South America.

We want to give a lot of margin to our distributors unlike other brands. We prefer to have a small margin and give distributors the maximum, because we think the relationship with distributors is really important." "We are also working with Jean-Charles De Castelbajac in France and he does the creative design for the Castelbajac bottles with the iconic red, yellow and blue designs," Mami added.

Mediterranean Village N7



## THE SIMPLER THE BETTER

Pashma has come up with a new concept for travel retail for 2018. "It's a new world, where we are redefining and refining luxury," explained CEO Shilu Kumar. "It's about exceptional value, universal appeal and simplified merchandising." The simpler the better with no complications, the Textured Solidarity collection comprises

scarves that are soft, minimalist, uncomplicated and luxurious, but also have a universal appeal, targeting women, and also men, which is a main focus for the brand in the future. Another launch for travel retail is the Duo's and Doubles Packs targeted towards airlines, which could become great destination gifts. At airports, Pashma

also offers a great range of different collections appealing to the individualistic traveller – Transeasonal Graphics, Retro Bohemian, Handy Whites, Glitter, Destinations and Occasions, and A Touch of Love and Home The Cashmere Travel Blanket. "We have already been talking to Austrian Airlines, SAS, and some new airports, for example Incheon Airport," said Kumar. "Also during the event, we are strengthening our relationships with existing customers."

Yellow Village D23

## CITY SCENTS

The Spirit of Dubai is introducing its collection to global travel retail, with its fragrances representing elements of the city. "We take inspiration from

the city of Dubai. We have segregated the brand into different things people associate with Dubai and remember about Dubai," said Mustafa A. Alattar, President & Designer, The Spirit of Dubai. "The first inspiration is the beach and we called it Bahar; the second one is Abraj, which is a tribute to the skyline of Dubai; the third element of Dubai is Rimal, which is sand and we have

beautiful deserts in Dubai; the fourth is Meydan – the playgrounds of Dubai and the Dubai horses; the fifth is the Oud – it is like liquid gold in the Middle East; the sixth is Majalis, which is inspired by the places where we socialise; and the seventh is Fakhama which represents the pinnacle of luxury."

Golden Village G014



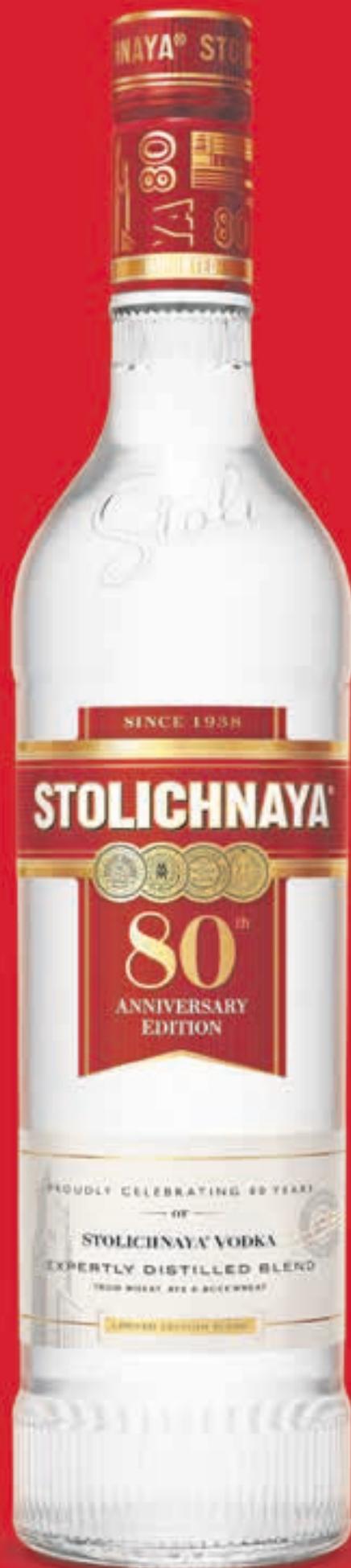
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# TFWA DIGITAL VILLAGE



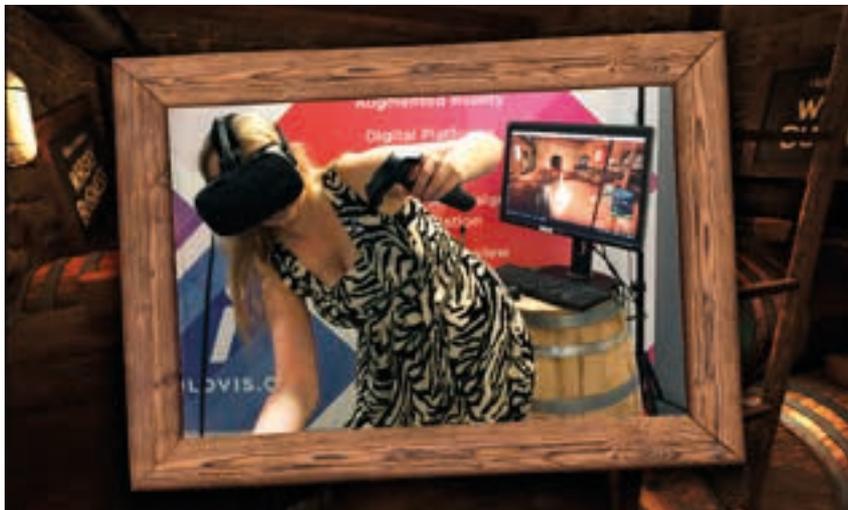
# DIGITAL VILLAGE

CREATIVE SOLUTIONS FOR TRAVEL RETAIL

## TFWA DIGITAL VILLAGE EXHIBITORS

ACDL (Au Cœur du Luxe) - Hong Kong	Stand DB12	iCoupon - UK	Stand DA10
Adactive - France	Stand DC1	Ignis - UK	Stand DB6
Aircommerce - Netherlands	Stand DA18	INFLIGHT MEDIA DIGITAL (IMM) - France	Stand DA6
Airfree - France	Stand DA15	INOVRETAIL - Portugal	Stand DD1
AIROTA - UK	Stand DB13	JCDECAUX - France	Stand DB15
ALBATROSS CY - France	Stand DA13	MyDutyFree - Ukraine	Stand DA9
ALDEBARANDE - France	Stand DA11	OLLDU - Korea	Stand DB11
AOE GmbH - Germany	Stand DA2	Part&Ma - France	Stand DB7
Concourse Display Management - UK	Stand DC4	PERFUMIST - Thailand	Stand DB10
DEPACK INTERACTIVE - France	Stand DB2	PLANET INTUS - Switzerland	Stand DA8
DutyBuddy - Ireland	Stand DB9	SAMPLING INNOVATIONS EUROPE - Spain	Stand DD2
DutyFreeList - India	Stand DB8	SKYdeals.shop - France	Stand DB1
ETHOS FARM - UK	Stand DA12	The Design Solution - UK	Stand DA5
FLIO - UK	Stand DA7	The Samurais Technologies powered by Evrbit - Austria	Stand DC6
FUTURE TRAVEL BY SAMSONITE - Belgium	Stand DA1	Thin Film Electronics - USA	Stand DD3
GLOBAL SMILING - Germany	Stand DB3	UPSILON GROUP - France	Stand DC2
HOLOVIS - UK	Stand DA16		

The TFWA Digital Village opens this morning at Gare Maritime. Here, we highlight a selection of the innovative exhibiting companies. Our focus on the TFWA Digital Village will continue in subsequent issues of the Daily.



## HOLOVIS

**A new digital age of cruise ships is berthing as Harding Retail and Holovis join forces to give onboard experiences a multisensory makeover.**

The partnership is being announced in the new TFWA Digital Village through an Augmented Reality take on a ceremonial ship launching, with a vessel bursting through the Holovis exhibition stand. In a partnership approach, the teams are redefining onboard retail and entertainment solutions under the new Harding IXRTM (immersive

xperiential retail) banner using emerging technologies to bring products and brands to life and make experiences in-store, onscreen and at live events, memorable. "By harnessing the power of Virtual, Mixed and Augmented Reality, multisensory immersion and apps, we will revolutionise retail design and onboard guest experiences," explains James Prescott, Managing Director, Harding Retail. "For passengers,



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the whole guest experience will be wrapped up into one app, so their journey begins from the moment they book their trip with personalisation options, itinerary planning and interactive content to inform and entertain at every possible touchpoint." Once onboard, the app will be used to bring to life a wealth of content rich media and unique forms of entertainment.

Holovis originally developed this 'Extended Experience' concept for the theme park and entertainment industry.

Stuart Hetherington, CEO Holovis, explains: "There are no limits to what can be achieved through Extended Experience solutions and personalisation of guest journeys is now an essential requirement for our clients and the experiences we deliver. Through creative experience design coupled with incentives, achievements and leader-board status for the guests to find, unlock or win, this plays well to the desire to enter competition with family, friends and other passengers and helps operators find non-intrusive ways of extending their passengers' experience while driving increased revenues."

Holovis also has a Virtual Reality experience on its stand, specifically tailored for the travel retail market. This is a game in which people see a cellar filled with whisky barrels. These start to leak and you have to jump around plugging the holes.

## Stand DA16

## INOVRETAIL

**Inovretail**  
THE RETAIL INTELLIGENCE COMPANY

**Inovretail is an innovation company with a mission to democratise data intelligence. "We do it with our actionable predictive models and instore analytics tools, designed to provide quantifiable insights and recommendations to promote sustainable business growth for all retailers," says Manuel Costa Guimarães, Marketing & Communications Director, Inovretail.**

The company's strategy within the travel retail channel is to provide new tools to improve business decisions, promote cross- or upselling opportunities and provide real-time actionable intel to staff inside the stores.

"This is the first time we are engaging this fascinating industry," Guimarães explains. "Our objectives in the TFWA Digital Village are to get a better grasp of the market, engage new leads and prospects, and hopefully create new business."

Inovretail aims to improve existing systems with its Seeplus Business Platform. "Or, if there is none, provide a complete Software as a Service (SaaS) solution for any retail environment, as well as giving our clients never before seen instore solutions, providing the means for true digital transformation," Guimarães adds.

## Stand DD1



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## MYDUTYFREE



**MyDutyFree is a global duty free marketplace, which connects retailers and customers. "For customers, we are a single app for all duty free shops," explains Katerina Furtak, CEO MyDutyFree. "For business, we are a fast and effortless way to go online. Within a week, we create an online catalogue with the most popular goods and integrate a shop into our system.**

The company plans to connect 60 airports within two years, in the Middle East, Asia and Africa.

"Our goal is to create a single global app for travel retail that will cover not only stores at all major airports, but also onboard shops, shops in ports, stores on arrival and other kinds of duty free retail," says Furtak. "Using it, the customer will always find the best deal, wherever they travel."

The product development plan includes integrating a chat-bot (shopping assistant), creating a bonus system, upselling based on customers' order history and behaviour, and developing AI algorithms for attracting clients and creating content. "We have a web version and two apps – iOS

and Android – up and running," Furtak adds. "We've developed a ready-made adjustable solution for bringing duty free stores online, even if they haven't had any online presence before."

MyDutyFree was launched in December 2015. It operates in 16 stores in key locations in Ukraine, Russia, Belarus and Azerbaijan. Besides 10 airports, there are six border shops. "We've established exclusive partnership programmes with MasterCard, TUI, S7 Airlines, Radisson, and others," says Furtak. "We can integrate stores and deliver training remotely, which makes the product scale better."

She adds: "Our objective in the TFWA Digital Village is, above all, networking. We would like to meet representatives of duty free retail companies and airports from different countries. We also see TFWA World Exhibition & Conference as an opportunity to learn more about the current needs and problems of the business to find ways to solve them."

## Stand DA9



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# EXPANDED RANGE

A family-owned company that's been making and selling Swiss army knives since 1884, Victorinox is now capitalising on the popularity of its iconic product to expand its range in the travel retail sector. The cutlery, watches and travel gear that sit alongside the cross minted knives share with them by design their quality, functionality, innovation and iconicity. Area & Channel Marketing Manager Cédric Bussman gives the example of the "inox collection" of watches, which can endure falls from 10m high. Already present worldwide in border shops, airport shops, as well as on flights operated by Swiss Airlines and Lufthansa, Victorinox seeks to meet new customers and widen the product range sold by the existing ones.



Bay Village  
Bay 17B



## HERE TO STAY

Moroccooil continues its world-wide distribution strategy with the unveiling of its new shop concept here at TFWA World Exhibition & Conference. The iconic head-to-toes beauty brand is set to continue its growth in travel retail with a new product offering, including a travel retail set containing the brand's two hero products – Moroccooil treatment for the hair, as well as the dry body oil for instant nourishment. The brand has also launched a new sun care collection for travellers. John Gates, Vice President, Retail

and Travel Retail Sales, also shared that next year the brand is celebrating its 10th anniversary and there will be many surprises in the new year. "We are going to be doing some initiatives in June and July, such as a multi-channel global launch of our two hero products in a celebratory packaging of our 10th anniversary, as well as other internal celebratory events," he said. "We are only a 10-year-old company, but we are here to stay."

Blue Village  
F12



## SPARKLING COLLECTIONS

Toscow has come to Cannes with two new gorgeous collections – Joyous Daisy and Provence Romance. High-quality natural cultured fresh water pearls define the Joyous Collection, which is virtually free of imperfections. The collection consists of earrings, necklace, bracelet, and ring, all adorned with CZ (cubic zirconia) for maximum sparkle. Another brand new collection from Toscow is Provence Romance – inspired

by the breathtaking beauty of lavender fields. Intoxicating hues of lavender crystals in round, oval, teardrop, olive and square shapes all incorporate harmoniously into this stunning new collection. In terms of travel retail development, Toscow launched sales inflight with Lufthansa this September. "Following our successful launch of the Trinity collection at TFWA Asia Pacific Exhibition & Conference

in Singapore, we are already selling this collection with Cathay Pacific, Asiana Airlines and Thai Airways," explained Kitty Lam, Director, Toscow. "We want to maintain our current customer base, which is primarily in Asia, and we want to go further with Europe and the Middle East."

Blue Village  
D9

# BROAD EXPRESSIONS

William Grant & Sons has revealed three new Glenfiddich whiskies. The first is the latest and rarest expression in its Glenfiddich Cask Collection series – the Glenfiddich Cask Collection Finest Solera, which is a 58.9% ABV variant described by Glenfiddich Malt Master Brian Kinsman as "a coming together of whiskies of different ages and different flavour profiles" with "quite a wide

diversity in terms of flavour." The second and third Glenfiddich releases form part of the new Glenfiddich Experimental Series, which William Grant & Sons has initiated to tap into the trend for craft brewing and distilling. These are named the Glenfiddich IPA Experiment and the Project XX (pronounced 20). The Glenfiddich IPA Experiment involved a collaboration with a small

family brewer in Speyside to help create an IPA that could lend some hoppy character to casks before they were filled with the whisky. Alongside the new expressions from Glenfiddich, William Grant & Sons also introduced a new expression for its Irish whiskey brand Tullamore D.E.W. named XO Rum Cask.

Golden Village  
G02



## LUXURIOUS GIFTABILITY



This year, Lindt & Sprüngli introduces the Lindt Diamond Edition, a selection of 15 pralines in packaging that “feels nice

and looks like diamonds”, said Miriam Richter, Marketing Manager Duty Free, Lindt & Sprüngli. “We also have new Lindor

products. We are selling the 100g cubes, but we are going to have two more products within the range in smaller boxes that say ‘For You’ and ‘Thank You’. They also have smaller prices, so that will make them more attractive to people and make them affordable gifts.” Richter added: “Coconut is a really on-trend flavour due to growing interest in coconut water, coconut milk and coconut oil, so the Coconut Collection – chocolate products with coconut – has now been launched.” The Naps, which are travel-iconic products, were rebranded last year with a chocolate trolley. “We also have a new permanent item – a tin which people can individualise with destination stickers,” said Richter, explaining that these are part of the company’s Travel Souvenir Collection.

**Marine Village R7**



## HAND-ROLLED CIGARS

“The trend towards Nicaraguan cigars is growing,” said Thomas Vermandele, Export Manager, J. Cortès, which purchased the hand rolled cigar manufacturer Oliva in June 2016, thus aptly completing the upper end of its range of cigars. “While Cuban cigars are still very

popular, they don’t benefit from the same consistency that we’ve managed to implement.” Thanks to this friendly takeover and to a synergy which involved significant investment in Nicaragua, and also in the Belgian packaging and distribution facilities, J. Cortès has

also found a sales channel to the American continent for its Neos range of cigars. Already present in 60 countries, J. Cortès now intends to position its line of products in all major hubs worldwide.

**Marine Village S6**

# MAVALA

SWITZERLAND

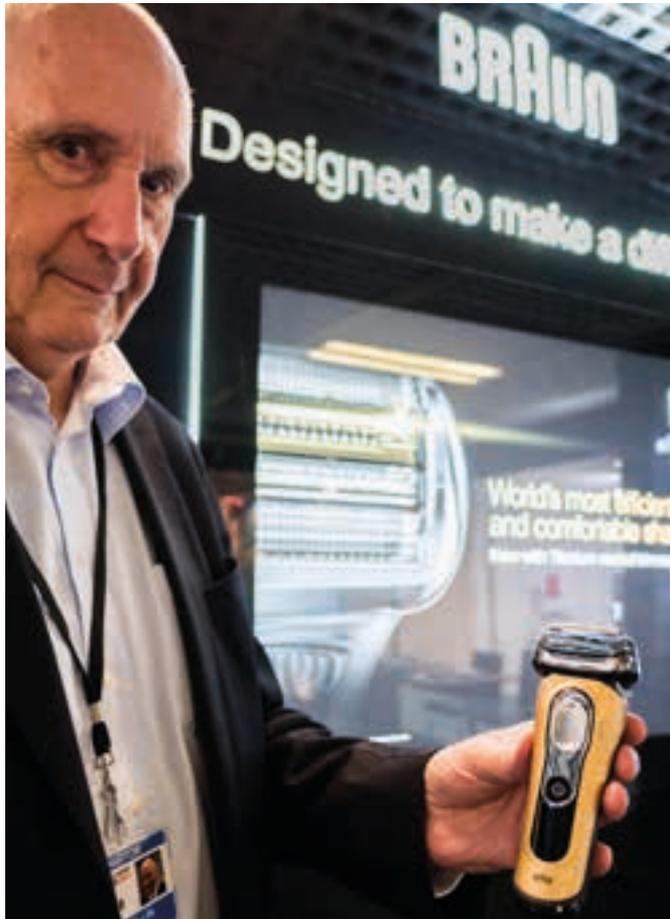


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# GERMAN GENIUS

In its lasting endeavour to put the user at the centre of the design process, Braun is presenting to its travel retail partners a high-tech "lift and compare unit" that allows the potential customer to be offered onscreen information upon grabbing two of its iconic shavers from the whole range available on a rack.

Two of them are already installed in travel retail stores in Frankfurt and London. Another novelty on display is 'Genius', an electric toothbrush co-developed with Oral-B, which, coupled with an app on a smartphone, reminds you to brush your teeth often enough! A settled brand benefitting from global recognition, Braun is intent on being listed in ever more travel retail outlets worldwide. And, of course, it works.



Mediterranean Village P15



## ICONIC SCENTS

Courrèges is introducing new women's fragrances under its eponymous brand, as well as its first line of men's fragrances ready for next year.

"We are launching a new women's fragrance, which is Mini Jupe, and so this will be launched in the first semester of 2018," said Anne-Sophie de Boissard, Head of Sales, Courrèges, explaining that "the idea is to do it as a typical Courrèges with the colour pink and the name, because

Courrèges is the inventor of the mini skirt, so that's why we are doing this. The white and pink are important colours for the fashion brand."

"We are also launching two men's fragrances at the same time. These will be launched in 2018, one Homme and one Homme Sport," de Boissard added.

Ambassadeurs Village U6



## RAISING A HAPPIER *FUTURE*

Women in Travel Retail (WiTR) held its annual meeting at TFWA World Exhibition & Conference yesterday. WiTR is raising money for Sunrise, a charity operating in Cambodia, to build and further equip classrooms at Sunrise's Siem Reap Learning Centre. Sunrise Learning Centre opens the door to the poorest sectors

of the community by providing them with the opportunity of gaining the valuable skill of learning a foreign language. "The money that is raised through this event will help children in residential care in Sunrise in Cambodia," said Geraldine Cox, the founder of Sunrise. "These are children from babies through

to 18-year-olds. When they reach 18, one of three things happens to them - they either get a university degree for which we pay for their study if they pass grade 12. If they don't pass grade 12 we give them vocational training, or get them a job. Nobody leaves us without a salary or somewhere safe."

## ICONS REBRANDED

The desire among travellers for engaging products with interesting histories and a sense of place has driven Nestlé to reinvent two of the best-known brands in travel retail: Kit Kat and Smarties.

The products may be among the world's most iconic confectionary items, but as consumer habits change and the industry becomes ever more competitive, Nestlé knows it

cannot afford to stand still. "Millennials and the emerging middle classes are increasingly looking for more meaningful experiences," said Gyöngyi Lörinczy, Global Marketing Manager.

With that in mind Nestlé has "started an innovation journey" which has seen the confectionary giant play on the "Britishness" of the Kit Kat brand, while injecting more potential for play into

Smarties. A new Kit Kat sales gondola shaped like a London double-decker bus has been trialed in Asia and South America with "encouraging" results. Nestlé has also launched a new Smarties Creatorbook, which encourages children to write stories, play games and colour in pictures.

Beach Village Beach 07





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# TIMELY OCCASION

There are numerous causes for celebration at the Capella stand this year, which is celebrating the 70th anniversary of Lambretta, for whom it produces watches. That's not all. With Lambretta launching a new edition of its classic moped, Capella is looking forward to leveraging off the renewed interest in the brand. "It's going to be a boost for us," said Christian Hoffmann, Marketing Director. To commemorate the 70th anniversary of Lambretta, Capella has launched new anniversary editions of its timepieces. The new Classico range is "a modern interpretation of a classic watch", said Hoffmann. Capella has enjoyed great success on airlines thanks to its svelte packaging, which has

allowed carriers to store many watches in a small space. "We're looking for more listings and airports," said

Hoffmann, setting out his ambitions for the show.

## Yellow Village F60



# BLAZING A TRAIL

Marie Brizard believes changing attitudes towards marijuana will be a boon for its hemp-flavoured vodka, though it concedes some buyers are nervous. Various US states have legalised cannabis recently and parts of Canada are set to follow suit. "The places that have legalised it will be our core openings," said Kevin Baker, Global Travel Retail Director. "Though there's understandably some nervousness among buyers." However, the main focus for Marie Brizard this year is Sobieski vodka, which has been given a bold new look. "It's a departure from what we have done before," said Baker. "It's much bolder and stands out on the shelves better." Marie Brizard has a new stand at this year's show and is inviting delegates to swing by for a drink.

Bartender and brand ambassador Loïc Rakotomalala is mixing various cocktails at the stand, which should put a spring

in the steps of weary delegates.

## Blue Village D12



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## ALL WRAPPED UP

Exhibiting for the first time, FRAAS believes it has a unique offering for travel retail with its high-end German scarves. "We applied to exhibit and got taken immediately, which suggests that the organisers believed in what we're doing," said Managing Director

Andreas Schmidt, who is the fifth generation of the family business. Based in Germany, FRAAS pitches itself as a premium proposition for fashion-conscious travellers. Its high-quality scarves and wraps are made in Germany, Italy and China, while the family-run brand

has a rich history that dates back to 1880. "It took us more than 120 years to discover travel retail," said Schmidt. "But we're finally here and I think we've got something unique to offer."

**Red Village  
K29**

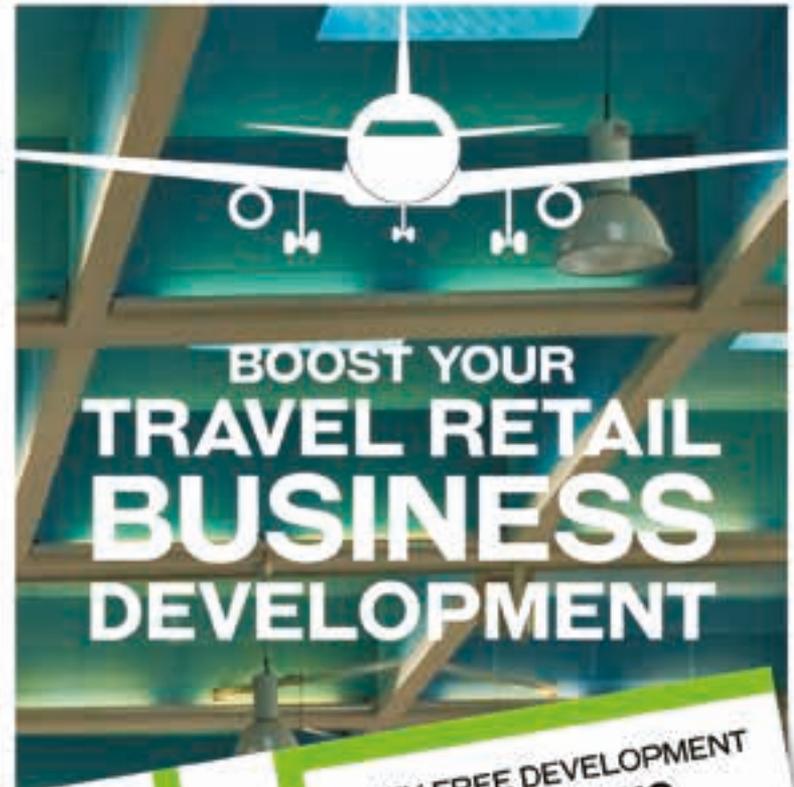
## SOCIABLE SWEETS

The problem with modern travellers is that they are too absorbed in their smartphones to connect with each other. The solution? Confectionery that facilitates communication. At least that's according to Perfetti Van Melle, which is showcasing innovative new lines from Mentos and Chupa Chups. "People aren't talking to

each other anymore, so we wanted to be a mediator to connect people," said Susan de Vree, Manager Global Travel Retail. With that in mind, the company has launched a new line of Do You Love Me? lollipops from Chupa Chups, which reveal answers to that question when they are unwrapped. Then there are the new sweets from Mentos,

which are printed with various translations of the word "hello" alongside a picture of landmarks from the corresponding countries. "We always try to be innovative with our product development," said de Vree.

**Mediterranean  
Village  
P17**



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## SMOOTH AND BALANCED

Bacardi has unveiled Añejo Quatro and Santa Teresa, new rum aimed at premiumising the global travel retail rum market.

Añejo Quatro has an abv of 40% and is described as having mild vanilla, toasted oak, clove, honey and golden apricot flavours, while Santa Teresa, a single estate rum

from Venezuela, is designed to be smooth and balanced, and evolves in every sip.

"In GTR, rum is the least premiumised, so we really want to address this," said Michael Birch, Managing Director Global Travel Retail, Bacardi. "With our premium range, we're really starting to get some significant growth coming through."

"This is the most exciting time in rum in the last three decades," added Dickie Cullimore, Bacardi Brand Ambassador. "What we'll see from Bacardi over the next few years will be this new way of approaching rum."

"Añejo Quatro was designed to provide a product tiered between Bacardi's core rums and its premium 'Ocho' offer," said Cullimore, hinting at the prospect of a further extension to that range going forward.

**Bay Village  
Bay 21**



## BRAND REINVENTION

Misaki is presenting its brand new concept this year. "This year is the 30th anniversary for Misaki, so we have started to bring more design and fashion to the brand – it is like the rebirth of the brand," said Clémence Higle, Key Account Manager/Travel Retail Consulting, Immediat Boarding. "We are still pearls, of course, but

more fashionable and we have a stronger image, with Monaco also being the focus for the brand."

Misaki is also previewing its new travel retail collection 'Sway', as well as travel exclusive lines available in display cabinets that include a panel on the top that is made of glass and previews products to passers-by. It

can be changed and updated with various lines. Speaking about the display, Higle added: "The good thing here is you have a showcase where you can put different jewellery within it, and advertising or animations on the side."

**Yellow Village  
E26**

## SUPERIOR TASTE

"Have you seen some hostess girls wearing blue, carrying baskets and giving out small bottles of Antica Sambuca with information leaflets? It's a new addition this year," said Nicola Dal Toso, Export Manager, Rossi d'Asiago.

"These are good for onboard service and are suitable for airlines or

cruise lines, as they are light and not breakable," Dal Toso explained.

At the stand, Dal Toso is showing visitors some of "the raw materials" from which Antica Sambuca is made, stating: "Antica is different from any other sambuca – 95% is from anise star, but 5% is made from a mixture of 17 other

different herbs; this makes Antica taste different from any other sambuca. We also use pro-pour technology, which activates when you take off the cap of the bottle, so our brand is suitable for bartenders too."

**Marine Village  
R3**



## MODERN PACKAGING

Accolade Wines is appealing to millennials with modern packaging for wines now within its Hardy's portfolio, as well as reminding people to trade-up to more premium variants under the brand umbrella.

"We launched Hardy's Brave New World to be more millennial-focused and a bit more contemporary. It

is the first time we have brought it to Cannes and it has gained its first listing with World Duty Free this week. It will go into the UK airports in February. It will retail at £14.99," said Rupert Firbank, Commercial Director Global Travel Retail, Accolade Wines.

"We are trying to encourage people to trade up through

the range. We want to show people there's a lot more to Hardy's than many might have understood. Some of these wines are really special – Winemaker's Rare Release Shiraz is £140 a bottle. I mean, who knew that Hardy's did wines that would be £140 a bottle?"

**Red Village J2**

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## GOING NUTS

Retailers would be nuts to ignore Planters. At least that's according to Jacco Douma, Sales D&E Global at Kraft Heinz, who believes the nut company has a promising proposition for travel retail.

Planters is exhibiting at the show for the

first time, but comes to Cannes buoyed by the results of a study that it commissioned into snacking within travel retail. The study was conducted by m1nd-set and sampled 500 consumers. "It found that 18% of people thought there were no healthy snacking products available in travel retail," said Douma. "We have a fact-based approach to business and our research tells us there

is a rising demand for healthy snacks." Though the brand is new to travel retail, Planters has already enjoyed rapid growth with its range of nut-based snacks. "We already have listings with major players around the world," said Douma. "We want to grow a more healthy travel retail snacking category."

**Harbour Village Getaway**



## PERFECT PARTNERSHIP

It's the dichotomy of travel retail: while consumers are increasingly looking for artisanal goods from small producers, retailers have an ever-diminishing desire to deal with too many suppliers. It's why buyouts and mergers are so common. However, there is another way, as Danzka and Pallini

are demonstrating. The Danish vodka distiller and Italian limoncello producer – both family businesses – have formed an alliance to increase their clout in travel retail. They are part of a growing trend that has seen a handful of smaller businesses come together to tackle the industry as one.

"Both companies complement each other and are staying 100% independent," said Rüdiger Behn, Managing Director, Waldemar Behn, which looks after both brands. "Retailers will only have to deal with one order, one invoice and one account." Behn hinted that other small companies may soon be joining the alliance. "We will have more to tell you soon," he said.

**Green Village H52**

## DIVING IN

Orlebar Brown is making its travel retail debut at the show this year, having quite literally followed its customers to the airport. "Our research found that Orlebar Brown customers travel four or five times a year," said Edward Lloyd-Davies, Head of Marketing. "So meeting our customers while they are travelling is hugely important for us." The British clothing

company believes it has a unique offering for travel retail: swim shorts that can be "mapped" with 360-degree images. This means that, for example, Nice Airport, could order shorts emblazoned with, say, a panorama of the Côte d'Azur. "You can essentially design your own shorts," said Lloyd-Davies. "That's one of our unique selling points."

The other is that all Orlebar Brown's shorts, which can be worn in and out of the water, come with a five-year guarantee. However, it's not all about swimwear. The brand also manufactures polo shirts, linen shirts and lightweight footwear, among other items. "It's a huge opportunity for us to be here and we hope to be popping up at airports around the world soon," said Lloyd-Davies.

**Bay Village Bay 3B**



## FROM STRENGTH TO STRENGTH

Time Products and Swiss Eyewear Group yesterday introduced the first glamorous and affordable sunglasses collections for 2018, SEKSY and INVU. "We have had a phenomenal couple of years in travel retail and we are going from strength to strength," enthused Rebecca Harwood

Lincoln, Director Travel Retail – International Markets, Swiss Eyewear Group. SEKSY sunglasses are embellished with Swarovski crystals, turning them into a stylish accessory, while the INVU sunglasses are designed and engineered in Switzerland and feature Swiss Eyewear Group's

proprietary ultra-polarised lens technology. SEKSY will be positioned in the impulse segment as the "perfect accessory for the fashion-conscious world traveller". Also in the spotlight yesterday was SEKSY's new fragrance collection, maximising the cooperation of two leading

fashion brands – SEKSY, the luxury fashion statement of Sekonda, and Swarovski, the fashion luxury statement for fashion jewellery. Each perfume in the collection carries a Swarovski charm.

**Harbour Village Indulgence of Poole**

# ROSEFIELD

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# SUNGLASSES VISION 2020 – SUNGLASSES WORKSHOP & AWARDS 2017

The ninth Sunglasses Workshop and seventh Sunglasses Awards took place yesterday. Created as a sharing platform to drive growth for the whole sunglasses category in travel retail, the Sunglasses Workshop is co-hosted by leading sunglasses suppliers De Rigo, Essilor, Kering Eyewear, Luxottica, Marchon, Marcolin and Maui Jim.

Statement from the co-sponsors of the event: "The sunglasses category is very buoyant despite the many challenges to the global travel retail industry. Our category is a shining light and we must continue to drive this progress through innovation, insights and shared experience from fellow brands, retailers, airport authorities and other partners."



## THE WINNERS

Best Digital Initiative for the Sunglasses Category (new for 2017): **KING POWER INTERNATIONAL THAILAND**

Best Marketing Activity for the Sunglasses Category: **DUFY UK CONTENTAINMENT**

Best New Sunglasses Environment: **PAC BEIRUT DUTY FREE**

Best Dedicated Sunglasses Sales Team: **DFS FOUR SEASONS MACAU**

Most Supportive Airport Authority for the Sunglasses Category: **INCHEON INTERNATIONAL AIRPORT CORPORATION**

Best Off-Airport Sunglasses Retailer: **KING POWER INTERNATIONAL THAILAND**

Sunglasses Retailer of the Year (turnover under US\$2bn): **KAPPE SCHIPHOL**

Sunglasses Retailer of the Year (turnover over US\$2bn): **DFS GROUP**



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23-25, rue de Berri  
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Tel : +33 1 40 74 09 86  
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**John Rimmer**  
MANAGING DIRECTOR  
j.rimmer@tfwa.com

**Cécile Lamotte**  
MARKETING DIRECTOR  
c.lamotte@tfwa.com

Produced by:



**Ian Hill**  
PUBLISHER  
ian@pps-publications.com

**Paul Hogan**  
MANAGING DIRECTOR  
paul@pps-publications.com

**Ross Falconer**  
MANAGING EDITOR  
ross@pps-publications.com

**Marta Dimitrova**  
**Gregory Dziedzic**  
**Gavin Haines**  
**Jessica Mason**  
**Daniel Woolfson**  
ASSISTANT EDITORS

**Richard Jende**  
HEAD DESIGNER  
richard@pps-publications.com

**Magdalena Matejewska**  
DESIGNER  
magdalena@pps-publications.com

**Grant Pritchard**  
PHOTOGRAPHER  
photography@grantpritchard.co.uk

**PPS PUBLICATIONS LTD**  
3a Gatwick Metro Centre  
Balcombe Road, Horley, Surrey  
RH6 9GA, United Kingdom

Tel: +44 1293 783 851  
Fax: +44 1293 782 959  
post@pps-publications.com

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## NEWLY UNIFIED STAND

Shiseido Travel Retail's expansion continues apace with the unveiling of a newly unified stand at this year's TFWA World Exhibition & Conference. For the first time in Cannes, Shiseido Travel Retail is showcasing its entire portfolio under one roof, with specially designed alcoves spotlighting its key brands, including Shiseido, Clé de Peau Beauté and NARS, and an ocean-facing terrace for Dolce&Gabbana. Stand highlights include Shiseido's digital 'Wow Window' installation with stunning 3D effects and a 360-degree video of art collective teamLab's 'A Forest Where Gods Live Art Exhibition' proudly sponsored

by Shiseido Group. Making their Cannes debut are new brands Laura Mercier and IPSA, as well as Shiseido's new skincare range, Essential Energy, and make-up line. Other key launches include Dolce&Gabbana's The One EDT, Issey Miyake's L'Eau d'Issey Majeure, Clé de Peau Beauté's Firming Serum Supreme, and NARS' Powermatte Lip Pigment. Shiseido Travel Retail President Philippe Lesné commented: "We are thrilled to actualise our 'One Shiseido, One Travel Retail' vision at TFWA World Exhibition & Conference, where our consolidated presence reflects the growth of our ambitions. This year, we are delighted to once again welcome Shiseido Group President and CEO Masahiko Uotani to Cannes in a reinforcement of the company's commitment to travel retail, and we look forward to catching up and exploring further collaborative opportunities with our trade partners."

## Riviera Village RJ5

## NEW ESSENTIALS

Parisian jewellery brand Les interchangeable is exhibiting for the first time at TFWA World Exhibition & Conference. Inventive and fun, the collection brings new essentials to the category. It features elastic ribbon or semi-precious metal bracelets, chokers and rings, set with Swarovski crystals or semi-precious stones. The face of the brand is Coralie Porrovecchio, who has 1.4 million followers on Instagram. She was on the Les interchangeable stand yesterday.

## Green Village J55





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