



TFWA

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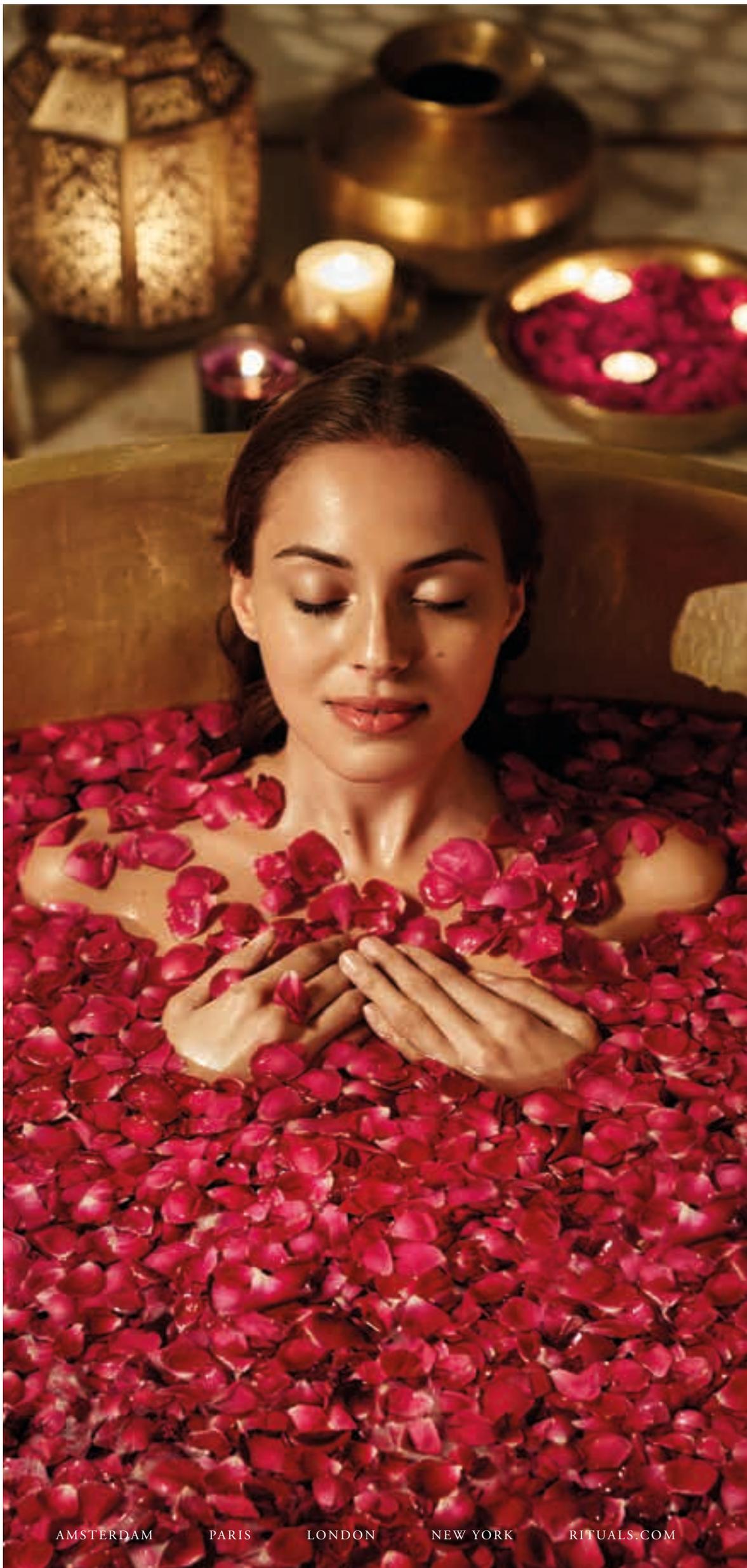
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## INTRODUCTION

# THE FACTS SPEAK FOR THEMSELVES

**Now that the TFWA World Exhibition & Conference is behind us, there has been time to reflect on the sentiments of the week and the mood of our industry that could be sensed in the exhibition halls. There is no doubt that spirits were high.**

It is particularly gratifying when these subjective impressions are confirmed by the most objective facts and figures from the week. Yet again, all the measures underscored the robust health of this most important date in the duty free and travel retail calendar. An impressive 6,812 visitors attended, an increase of 6% on last year. They represented a total of 3,031 companies, up 2% from 2,948 in 2016. This year there were 514 exhibiting companies compared to 492 companies in 2016 (+4.5%), across 490 stands compared with 472 stands last year (+3.8%). This includes 16 official

boats in Harbour Village, and 63 exhibitors who were new or returning companies. The physical size of the exhibition was also striking, and it spanned a total of 22,607sqm, up 0.6% compared to 2016 when the exhibition extended to 22,475sqm.

Added to this of course was the TFWA Digital Village exhibition at the Gare Maritime, which made an encouraging debut this year. It attracted 33 exhibitors and 1,361 visitors (1,487 including exhibitors). Networking is a key reason for visiting the event, and alongside the less formal opportunities to meet during the week, diaries were also packed with more structured meetings. The ONE2ONE meeting service was once again a great success, and for the main show 302 pre-arranged meetings were scheduled compared to 220 last year (+38%). 163 pre-arranged meetings were also planned at

the TFWA Digital Village. The conference at the beginning of the week was attended by a record 1,643 participants. An outstanding line-up of speakers, who were both informative and entertaining, gave us plenty to think about on the Monday morning. The digital theme proved popular when 237 early risers came to the Digital Focus Workshop on Tuesday, compared to 153 attendees at the comparable event in 2016. The Inflight Focus Workshop on Wednesday was attended by 195 delegates compared with 174 last year. An audience of 54 came to a workshop outlining TFWA's latest research findings on non-shoppers and the fast-growing East Asian cruise retail market on Wednesday evening. TFWA Digital Village Ideas Lab, a new addition to the programme, was attended by 93 people on Friday morning. Those who weren't able to make it to Cannes

this year, or those who want to be reminded of the highlights of the week can now see an online review at [www.tfwa.com](http://www.tfwa.com). At this year's TFWA World Exhibition & Conference there was much reason to reflect upon the past, as of course 2017 is the 70th anniversary of duty free. We at TFWA marked this important milestone with anniversary-themed advertisements and logos appearing in publications and marketing initiatives across the business. TFWA's 'tweet a day' campaign, which highlighted some fascinating facts and figures from these seven decades, created a considerable buzz on social media. There's still time to celebrate, and it's great to see so much enthusiasm for this commemoration from our friends, colleagues and partners in all parts of the business. If the anniversary was about celebrating past achievements,

it's also now time to start planning for the future. On 20 and 21 November, the Lebanese capital of Beirut will welcome leading players from across the duty free and travel retail industry at the MEADFA Conference. Looking even further ahead, the TFWA Asia Pacific Exhibition & Conference will be held at the Marina Bay Sands in Singapore between 6 and 10 May 2018. I very much look forward to welcoming everybody at these exciting forthcoming events.



**Erik Juul-Mortensen**  
President, TFWA

## WiTR RAISES OVER €19,000 FOR CAMBODIAN SCHOOL



**Thanks to the generosity of companies and individuals, Women in Travel Retail (WiTR) raised over €19,000 during its meeting at TFWA World Exhibition & Conference, which will be used to build and equip classrooms for children at Sunrise's Siem Reap Learning Centre in Cambodia.**

Sunrise Learning Centre opens the door to the poorest sectors

of the community by providing them with the opportunity to gain the valuable skill of learning a foreign language. Poor children are given free classes in English.

"Words cannot express how much your generosity is appreciated in achieving €19,000 for all of us at Sunrise," said Geraldine Cox, founder of Sunrise Siem Reap. "The difference this money will make to the children and



communities is indescribable. This kind of support is invaluable; once again, my heartfelt thanks." The funds were raised through a prize draw and silent auction, supported by many brands and retailers, along with generous cash donations from ARI, Heinemann Asia, King Power Hong Kong, King Power International, and SMI. "The Sunrise Siem Reap Learning Centre provides a home to many children and a vital service to many more living locally," added Gerry Munday, Vice Chair of WiTR. "WiTR's contribution will make a real difference to the number of children who can be helped by learning English to break the cycle of poverty and to give them a future."

## THE REVIEW

The online review of TFWA World Exhibition & Conference is now live. Revisit the exhibition, conference, workshops, and networking opportunities at:

[www.tfwa.com/inreview/TFWA-World-Exhibition-Conference-2017-in-Review/Home](http://www.tfwa.com/inreview/TFWA-World-Exhibition-Conference-2017-in-Review/Home)





# OPENING COCKTAIL

The iconic Carlton Hotel was the venue for the spectacular Opening Cocktail, which took place on the Carlton Beach. A superb fireworks display, courtesy of the City of Cannes, was a highlight of an elegant evening.





# TFWA DIGITAL VILLAGE OPENING COCKTAIL



The TFWA Digital Village Opening Cocktail was an early opportunity to meet delegates and exhibitors over drinks and canapés before digital business got underway.



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## THE SCENE

The Scene is firmly established as the ideal nightspot in which to unwind after a busy day of business. Guests partied on the dancefloor, as some of the best DJs on the Côte d'Azur kept the music coming, and enjoyed a drink with friends in a relaxing lounge ambience. The beach location and ocean views added to the after hours fun. Thank you to all of our sponsors.





Catherine Bonelli, Worldwide Travel Retail Director, Paul & Shark: "These were ideal conditions and everybody had a great time."

# TFWA REGATTA

The Indian summer that lingered on the Côte d'Azur shores in early October was the perfect weather for this year's TFWA regatta, kindly sponsored by Italian clothing brand Paul & Shark.

"These were ideal conditions and everybody had a great

time," said Catherine Bonelli, Worldwide Travel Retail Director, Paul & Shark, at the end of the race.

"There was more wind than last year – up to 17 knots, which is exceptional for the Mediterranean. And then the sun came out at the end of the morning," enthused Bonelli, who launched the regatta event last year with the intent "to share with TFWA participants our passion for the sea and show them one of our products".

The 38 participants indeed received Paul & Shark jackets

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In the winning team, 'Reflex', were Filip Soete, Chief Commercial Officer, Nice Côte d'Azur Airport; Olivier Desmaison, Export Manager, Interparfums; Marie-Gladys Descamps, Global Travel Retail Manager, Osborne; Priscilla Beautieu, VP Global Marketing & Sales Director, Millennium Fragrances; Andrea Tumiotto, Export Area Manager, Molinari; Felicity Murray, Editor in Chief, The Drinks Report; François Imbert, Purchasing Manager, Diplomatic; Fabien Boukobza, Genie-S; and Seva Group's Laura Klingeman and Severino Pusic.

and waterproof bags. They were then grouped into four teams, each of which went onboard a 45 to 47-foot-long sailing boat. The four boats – named Reflex, Spinnaker, Sailor and Skipper – departed from Port Pierre Canto. After being taught by their skipper how to control the sailing boats, each team plotted a course around the bay of

islands and decided on a strategy for winning the race. The aptly named 'Reflex' team won the race and it is understood that "going fast" was a key element in the aforementioned strategy. "We were the best team with the best tactics, and that's why we won," jokingly boasted Filip Soete, Chief Commercial Officer, Nice Côte d'Azur Airport.

# TFWA CHARITY RUN

The weather was cool and calm on the Croisette, making it a perfect morning for the annual TFWA Charity Run. The 106 competitors took the opportunity to walk, jog or run around the 1.8km looped course, taking in the gorgeous sea views.

It was in aid of a very worthy cause, with participants' €15

donations all going to local charity Cannes SAMU SOCIAL. "It's an amazing charity that looks after homeless people here in Cannes. We're pleased to be able to do a little bit to help them do their fantastic work," said TFWA President Erik Juul-Mortensen. "TFWA Care was created in 2005 – we're proud that we, as an industry, can do

our part to help those in need. While today is about running or walking the course, it's also about being together." TFWA Charity Run participants competed either individually or in teams. Winner in the women's category was Susana Gilbert, Marketing Manager, Champagne Laurent-Perrier. "It was my first competition – it was easy!" she said. "It's nice to meet people and share this experience with them, while raising money for charity." Winner in the men's category was Liam Coleman, Digital Editor, DFNI, who ran six laps of the 1.8km course. He was presented with a Horological Smartwatch by Léa Pourchet, Travel Retail Manager, Frederique Constant. "Naturally, I'm absolutely delighted. It's my first time in Cannes and this is the perfect start to what I hope will be a fantastic week," said Coleman. Team winners were Andreas Klefisch and Stephanie Klefisch of Peters.



Men's category winner Liam Coleman, Digital Editor, DFNI, was presented with a Horological Smartwatch by Léa Pourchet, Travel Retail Manager, Frederique Constant.



# GOLF TOURNAMENT



**Top names in travel retail faced off on the Cannes Mandelieu Old Course for the annual golf tournament, this year organised by TFWA in partnership with Estée Lauder.**

"It might be tough this year," mulled Patrick Pace, International Director, Rance Perfumes, three holes into the game. "There are some very good teams, but we've got that Irish fighting spirit." Competition was indeed fierce among the 91 golfers. As crisp

morning sunlight cut through the clouds, competitors with brows furrowed sent ball after ball whizzing through the air. There was some serious golfing talent on show. Cannes local and pro golfer Eric Colletta took to the field, demonstrating his skill alongside teammates Gunnar Heinemann, Christian Wallner of Munich Airport Eurotrade, and Harry Diehl.

The day culminated in lunch for the competitors and the announcement of a second victory for last year's winning team: Dominic Moon of Frontier Magazine, Bruno Richard of Estée Lauder, Norifumi Kusunoki of Blanc de Blancs, and Steve Bentz

of The Hershey Company. "I think this back-to-back victory might be unique," said Moon after his team were named victors.

"I hope that the tournament will continue for many more years after this," said Olivier Bottrie, Global President, Travel Retail and Retail Development at The Estée Lauder Companies.

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Eden Park  
PARIS

LUNCH BUFFET



MOROCCANOIL.  
POURCHET  
MAISON FONDÉE EN 1903



# TFWA YOGA

**31 delegates discovered the ancient art of living and achieved inner peace and harmony before a busy week, during the second annual TFWA yoga session, sponsored by Rituals Cosmetics.**

"This event really sits in line with our philosophy," enthused Neil Ebbutt, Director Wholesale, Rituals. "It is all about slowing down and taking our time in everyday life and building up special rituals from everyday

routines, and yoga is a great example of this." The session focused on the ancient art of living wisely and it took delegates on a journey into Ayurveda. Ayurveda is a traditional medicine of India, which helps focus on the surrounding environment and achieving balance. "Connect with what is around you, hear the waves, the voices around and the noises from the street," invited yoga teacher and Director Innovation at Rituals Niki Schilling. Apart from emphasising on breathing techniques, Schilling also focused on relaxation and the importance of pampering your body and massaging it with special nourishing body oils. Clemence Higle, Brands Manager, Immediat Boarding Travel Retail Consulting, noted: "This is all very relaxing, especially with the massage at

the end. I think we need to do this yoga session at the beginning, but also at the end of the event!" "Remember to keep breathing

and don't forget to go out and look into the water and connect to yourself," said Schilling and she concluded the session with a final "Namaste".



The Rituals team practicing the Warrior 2 yoga pose with yoga teacher and Director Innovation Niki Schilling.

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The winning team: Steven Candries, Sales Director, Guylian; Sven Collyn, Buyer, Rebis International; and Hannes Koch, Managing Director, Travel Retail Cooperation.

# TFWA PÉTANQUE TOURNAMENT

The ever-popular pétanque tournament took place at a new venue: Allée de la Liberté Charles de Gaulle. It was a balmy 20C and perfect weather for the event, with plenty of light dappling the terrain and a light breeze to cool off the players.

The winning team of three were jubilant, not just for their success but also for taking the game in their stride, pastis in hand, backslapping and laughing with other contenders.

"When you start as an underdog and say: 'No, we are not professional at all, we are not taking it too seriously,' and you have a drink and then very calmly win, it's great!"

said Steven Candries, Sales Director, Guylian, who won alongside his team partners Hannes Koch, Managing Director, Travel Retail Cooperation, and Sven Collyn, Buyer, Rebis International. Tactics were shared from group to group, with some reminding that winning was not always the ultimate goal.

The pétanque tournament is a popular returning fixture on the leisure programme at TFWA World Exhibition & Conference and was enjoyed by 84 players this year.

Each player was gifted a straw trilby and enjoyed drinks and sundries in the mid-morning sun, receiving a goody bag of items upon finishing.



BORDER, DOWNTOWN AND NON-AIRPORT RETAILER OF THE YEAR: EVERRICH DUTY FREE

## 2017 FRONTIER AWARDS WINNERS

**Partnership Initiative of the Year**  
ARI & DIAGEO FOR THE GUINNESS EXPORT HOUSE

**Speciality Concept of the Year**  
COINDRUM

**Cruise & Ferry Line Retailer of the Year**  
HARDING RETAIL

**Inflight Retailer of the Year**  
OMAN AIR/MUSCAT DUTY FREE INFLIGHT

**Marketing Campaign of the Year by a Supplier**  
WILLIAM GRANT & SONS FOR WORLD CUCUMBER DAY WITH HENDRICK'S GIN

**Marketing Campaign of the Year by a Retailer**  
DUFRY INTERNATIONAL FOR ROGUE ONE: A STAR WARS STORY WITH WORLD DUTY FREE AT GATWICK AIRPORT

**Marketing Campaign of the Year by an Airport**  
HEATHROW AIRPORT FOR THE WHISKY EXPERIENCE

**Technology Innovator of the Year**  
AOE/DM3 FOR FRANKFURT AIRPORT OMNICHANNEL PLATFORM

**Star Product of the Year under \$100**  
ROYAL DRAGON VODKA FOR ROYAL DRAGON VODKA IMPERIAL 1 LITRE

**Star Product of the Year over \$100**  
WILLIAM GRANT & SONS FOR GLENFIDDICH 21-YEAR-OLD SINGLE MALT SCOTCH WHISKY

**Supplier of the Year**  
ACCOLADE WINES

**Airport Operator of the Year**  
HEATHROW AIRPORT

**Border, Downtown and Non-Airport Retailer of the Year**  
EVERRICH DUTY FREE

**Airport Retailer of the Year**  
DUBAI DUTY FREE

**Best Global Travel Retail Exclusive Packaging of the Year**  
ROYAL DRAGON VODKA FOR ROYAL DRAGON VODKA IMPERIAL 1LITRE

**Best Food and Beverage Partnership of the Year**  
FINAVIA CORPORATION IN PARTNERSHIP WITH HELSINKI AIRPORT AND HMSHOST

**Best Inflight Product of the Year**  
GATERETAIL FOR GATERETAIL MINIBARBOX

**Charity Initiative**  
SUNRISE CAMBODIA

**Outstanding Contribution to the Industry**  
MARTIN MOODIE

**Lifetime Achievement Award**  
CLAUS & GUNNAR HEINEMANN

**Buyers' Forum Awards**  
BUYERS' FORUM BRONZE AWARD: REBOUNDTAG - REBOUNDTAG  
BUYERS' FORUM SILVER AWARD: GODIVA - COLLECTION  
ANNIVERSAIRE TRUFFLES  
BUYERS' FORUM GOLD AWARD: CRYSTAL HEAD VODKA - CRYSTAL HEAD AURORA VODKA



LIFETIME ACHIEVEMENT AWARD: CLAUD & GUNNAR HEINEMANN

# Dubai Duty Free

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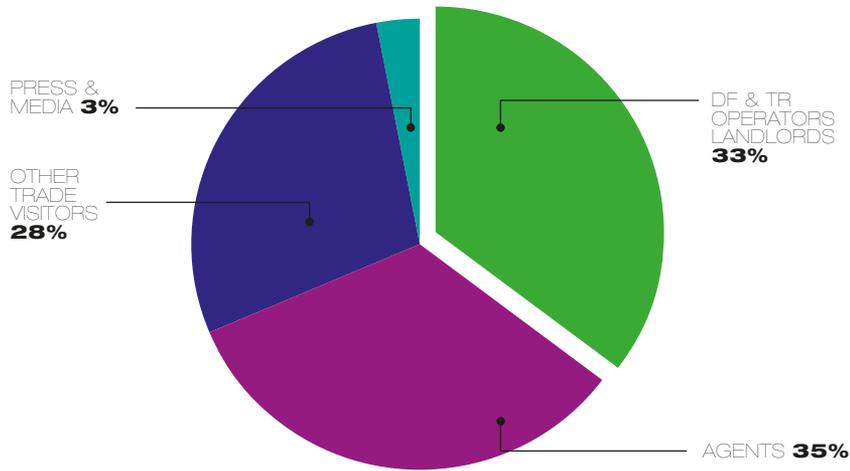
# LE PREMIUM EVENING

Le Premium Evening was a spectacular finale to the week. After a sumptuous gala dinner, guests enjoyed music from internationally-renowned performer Véronic DiCaire.



# TFWA WORLD EXHIBITION & CONFERENCE 2017 VISITOR FIGURES

## VISITOR SPLIT BY CATEGORY

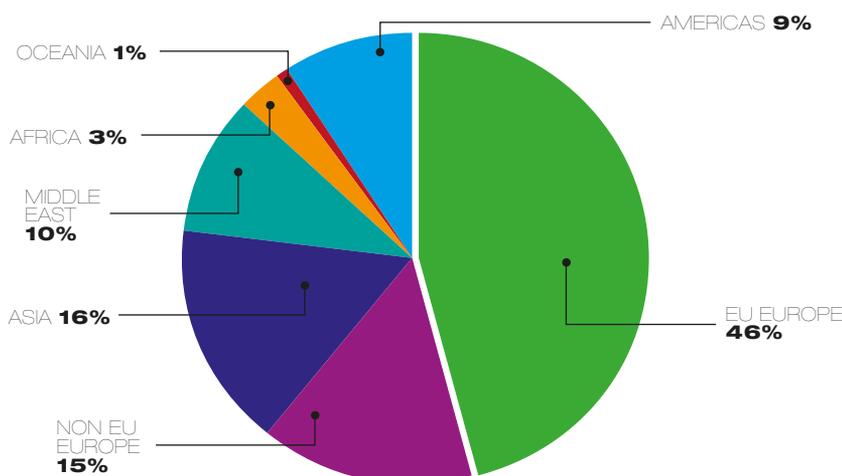


Please note: graphics show rounded-off percentages.

|  | NO. VISITORS |      | NO. COMPANIES |      |
|--|--------------|------|---------------|------|
| <b>TOTAL</b>                                   | <b>6,812</b> | 100% | 3031          | 100% |
| <b>DUTY FREE &amp; TRAVEL RETAIL OPERATORS</b> | <b>2,068</b> |      | 580           |      |
|  |              | 33%  |               | 21%  |
| <b>LANDLORDS*</b>                              | <b>194</b>   |      | 62            |      |
| <b>AGENTS / DISTRIBUTORS</b>                   | <b>2,391</b> | 35%  | 1127          | 37%  |
| <b>OTHER TRADE VISITORS</b>                    | <b>1,895</b> | 28%  | 1126          | 37%  |
| <b>PRESS &amp; MEDIA</b>                       | <b>234</b>   | 3%   | 115           | 4%   |

\* LANDLORDS INCLUDE AIRPORT AUTHORITIES.

## VISITOR SPLIT BY REGION



Please note: graphics show rounded-off percentages.

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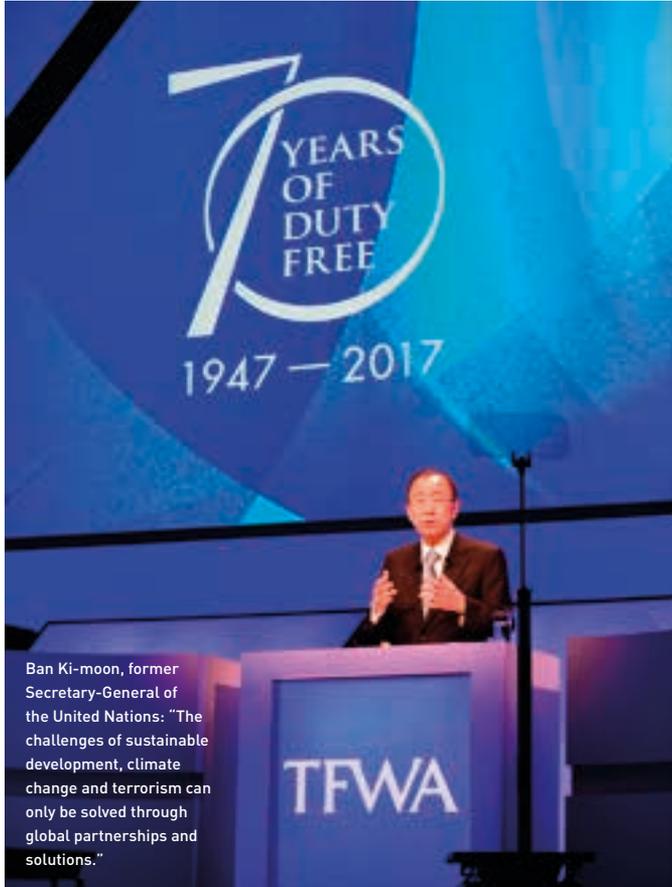
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# FOSTERING GLOBAL CITIZENSHIP AND SUSTAINABLE DEVELOPMENT



Ban Ki-moon, former Secretary-General of the United Nations: "The challenges of sustainable development, climate change and terrorism can only be solved through global partnerships and solutions."

**A renowned global thinker, Ban Ki-moon comes from a track record of leadership at the United Nations, where he was Secretary-General from 2007 to 2016, perhaps his foremost legacy being the instrumental role he played in the 2016 Paris Agreement, within the United Nations Framework Convention on Climate Change.**

Mr Ban is also a former Foreign Minister of South Korea, so is acutely aware of East Asia's importance to world stability, lasting peace and prosperity. "Recently, we have been facing alarming signs of wars – both metaphorical and literal – throughout the global landscape," he said. "There is a heightened sense of nationalism, which is prompting economic isolation, and that is even driving policy and disengagement from the world in some major countries." Mr Ban passionately emphasised the importance of globalisation, and the immense benefits of the free movement of people, trade

and tourism. "The TFWA motto 'By the trade, for the trade' is fitting for all of us," he noted. Sustainable development was a key theme of Mr Ban's career at the United Nations, where he devoted considerable time and energy to "making sure no-one is left behind". "I launched the UN Global Compact Initiative, which encourages businesses to adopt sustainable and socially-responsible policies. Over 12,000 companies from 170 countries are signed up." While progress is being made, Mr Ban stressed that efforts need to be extended. "Climate change is no longer a future threat – it is happening now. The Paris Agreement set ambitious, but achievable targets." Despite Mr Ban's disappointment at President Trump's announcement in August that the US would begin the formal process to withdraw from the Paris Agreement, he remains hopeful, not least because of the 'We Are Still In' campaign in the US, involving many cities, states, businesses and

educational establishments, who have all committed to continuing to abide by the Paris Agreement. Mr Ban moved onto another major global issue: terrorism. In 2016, while still UN Secretary-General, Mr Ban launched an action plan calling for a comprehensive initiative to address the underlying factors that push individuals towards radicalisation and terrorism. "The importance of education and global citizenship should be emphasised. This teaches young people the values of tolerance, cultural diversity, human rights, sustainability, gender equality and multilingualism." Discussing the situation in Korea, he described the continuous provocation by North Korea as worrying. Despite the geopolitical and climate challenges the world faces today, Mr Ban concluded with an optimistic tone. "Globalisation brings us together, and has fostered dynamic cultural exchanges. I'm asking you to do your part as responsible business leaders to promote sustainable development and respect workers, including those who migrate across borders. Let's work together towards the goal of making the world better for all," he concluded.

## CLIMATE CHANGE: 'THE BIGGEST EXISTENTIAL THREAT TO OUR WORLD'

**Mary Robinson served as President of Ireland from December 1990 to September 1997, and was United Nations High Commissioner for Human Rights from 1997 to 2002. She has been a tireless advocate for global peace and responsible government, and is recognised as one of the most progressive reforming figures in Ireland in recent decades.**

"My passion in life now is the climate issue," said Robinson. "I came to it not as a scientist, but from a human rights perspective. Beginning in 2003, everywhere I went I heard that things are so much worse, because people are just unable to predict the weather. While Hurricane Irma and Hurricane Maria were not caused by climate change, they were aggravated by it." When Hurricane Maria hit, she was in New York attending her 20th United Nations General Assembly. "In those last 20 years, I do not recall a

General Assembly meeting so full of tension and division. The problems of North Korea, and the doubt about the nuclear agreement with Iran prevailing because of the approach of President Trump, meant there was a real sense of divide opening up, whereas in 2015 there had been a sense of universal agreement through the Paris Accord." "When the gavel came down on the Paris Agreement in December 2015, it was an extraordinary moment," Robinson explained. "The clapping turned to cheering, hugging and for some, including me, crying. We didn't feel we'd get the commitment that the world needed to stay well below 2C of warming and work actively towards 1.5C." The second significant commitment in the Paris Agreement was to achieve global carbon neutrality by the second half of the century. "Your industry has begun to think a lot about sustainability and has been supportive of the

2030 agenda and its sustainable development goals." She then turned her attention to the decision of the UK to leave the EU, which, of course, has particular significance for Ireland. "We are in the early stages of discussions between the remaining EU-27 and the UK," Robinson said. "The EU-27, under the strong advocacy of Ireland, have agreed that, if at some time in the future, Northern Ireland wants to opt back into the EU, it can do so. The majority of Northern Ireland voters did, of course, vote to remain in the EU." Returning to her central theme, Robinson described climate change as "the biggest existential threat to our world". "We're not yet on course to address it in a way that will leave a safe world for our children and grandchildren. We need to get back that solidarity we had in 2015. It is important to see, not necessarily that the glass is half full, but that there is something we can do," she concluded.



Mary Robinson, former President of Ireland: "Your industry has begun to think a lot about sustainability and has been supportive of the 2030 agenda and its sustainable development goals."

TFWA President Erik Juul-Mortensen: "For those concessionaires with airport contracts with five or more years to go, the ACI CAGR projection for 2020-2025 makes encouraging reading. For airports, retail concessions remain their single biggest source of non-aeronautical revenues and that part of their non-aeronautical revenues grew by 11% in 2015, the most recent figure available."



**This is a milestone year for the duty free & travel retail industry, marking 70 years since the opening of the first airport duty free shop at Shannon Airport. It was appropriate, therefore, that TFWA President Erik Juul-Mortensen examined how the industry can take its destiny into its own hands, "so that all the parties involved can prosper for hopefully the next 70 years."**

He began by highlighting Generation Research figures

for industry performance in 2016 and Q1 2017. "This time last year we were looking at the first year-on-year decline in global sales in six years, with 2015 sales 2.7% down on 2014," said Juul-Mortensen. "Generation's final results for 2016 show that we enjoyed a modest recovery. Year-on-year sales were +2.4%, which is a significant improvement on the negative growth of 2015." Q1 2017 is showing some encouraging momentum, with

global sales up 4.2%. "The two key drivers continue to be fragrance and cosmetics with sales up 11.6% and the Asia Pacific region with sales up 7.8%," Juul-Mortensen explained. Recognising that the industry's progress is dependent on what is happening in the world around us, Juul-Mortensen touched on geopolitics, highlighting the unpredictability of recent election results in the US, France, the UK and South Korea.

## THE IMPORTANCE OF WORKING TOGETHER AS ONE INDUSTRY

"The latest World Economic Outlook update in July revised its projection for global growth this year from 3.4% to 3.5% and holds its projection for 2018 at plus 3.6%," Juul-Mortensen explained. "Overall the broad economic story, as told by the IMF, is that most of the projected global growth will come from stronger activity in emerging markets and developing economies."

TFWA is marking the 70th anniversary of the duty free & travel retail industry through a visual campaign that has already been used by a number of retailers and landlords around the world, hoping to "build positive public opinion by conveying messages to travellers and opinion formers about just how much our industry contributes to the world of travel, and to

the richer experience of the traveller."

While celebrating this landmark, there are challenges ahead over the next 18 months. "Chief among them is assuring that our voice is heard by governments in the UK and Europe as Britain's departure from the EU takes shape," said Juul-Mortensen.

The duty free & travel retail industry has prospered and achieved much in its 70 years. "But only if we act as one industry will we continue that proud record of achievement into the future," Juul-Mortensen added. "There is a lot to hope and work for in the years ahead. So we have to keep on working on what we can control. We cannot wait on events around us. We have to take our destiny into our own hands."

## THE TRANSFORMATIVE POWER OF TECH-LED INNOVATION

**An acknowledged expert on the disruptive influence of technology on business and everyday life, David Rowan, Editor-at-Large of Wired UK, explored the duty free & travel retail industry from the viewpoint of a tech start-up, analysing how advances in digital and other technology will transform traveller behaviour.**

Over the past year, Rowan has travelled the world, taking 120 flights, to identify how travel and emerging technologies are developing.

Sharing his learning from the tech start-ups and research labs he visited, Rowan suggested how they would see the opportunities ahead in the travel retail industry by highlighting six strategies he thinks start-ups would adopt in travel retail:

**1. Tap the data:** "Travellers are giving you a lot of information

that's going nowhere. Data reshapes the value of a company. There's a start-up called Orbital Insight that takes satellite data plus artificial intelligence to count cars; it worked out that if you count them at shopping malls you get a good leading indicator of how good sales will be in a particular quarter, so that can help companies make a profit."

**2. Watch China:** "The most aggressive innovation is happening in China, where people are spending like crazy through social apps. One of the technologies growing very quickly in China is facial recognition on a large scale, which is combined with other sources to know more about you. In a retail space, for example, you could use that for mood detection, and track

the signals coming out of mobile devices to know where people are going."

**3. Test. Fail. Test again:** "There's a certain mind-set – it's not about coming up with the perfect product. It's about experimenting, changing and disrupting."

**4. Kill friction:** "I met the co-founder of WhatsApp, Jan Koum. He was obsessed with keeping it simple and making it the easiest way to send a message. We need to collaborate to create a friction-free airport experience. Amazon has a test store that bills customers through an app after they've left."

**5. Use game dynamics:** "We are not rational. We touch our mobile phones 2,700 times a day. A new economic thinker

David Rowan, Editor-at-Large of Wired UK: "Tech-led innovation is transforming so many aspects of our behaviour that it's clear the duty free industry will not be immune from the next wave of change."



like Kim Kardashian released a free mobile app game that earned her US\$43 million in three months."

**6. Question every rule:** "Start-ups would question what retail is anyway. And what is currency? Should you be finding ways of accepting new crypto-currencies like Bitcoin?"

Apple talks of stores not as stores, but as town squares."

"It's only going to get faster from here. A lot of companies think they have nice revenues coming in at the moment, but you don't realise you've fallen until you start to look down. You can't afford to wait," Rowan concluded.

# DIGITAL FOCUS WORKSHOP

**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.**

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.” He added that data sharing is crucial to transforming the end-to-end passenger experience and creating more personalisation.

Adil Raihani, 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. “There are airports out there who get it and are future-proofing, such as Frankfurt, Auckland, London Heathrow and Copenhagen.” 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. He added: “The ‘e’ in e-commerce never stood for ‘easy’. But, if well



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.

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. “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. 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. 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.

**The TFWA Inflight Focus Workshop explored some of the challenges and opportunities for the inflight sector, including how it can become more attractive and relevant to a new generation of travellers, how it can compete more effectively with other retail sectors, and how the global inflight market can return to growth.**

TFWA Managing Director John Rimmer set the scene for the discussion with the latest inflight data. He highlighted Generation Research figures, which indicate a steady decline in inflight sales since 2009. Duty free & travel retail sales for Q1 2017 show inflight sales were down -0.7% to US\$676.2 million, while overall sales across all channels were up +4.2%. Referring to a Counter Intelligence Retail study, Rimmer added that 3 in 5 passengers surveyed recalled seeing an inflight offer at some stage. “Some 40% of passengers don’t recall seeing an inflight offer at all,” he said. “However, passengers are open to purchasing once made aware of the offer’s existence. More than 30% said they would have made a purchase if they knew it was there.” There were four different, but

complementary perspectives on the panel, with Kensuke Nishimura, General Manager, In-Flight Sales Merchandising Dept, All Nippon Airways Trading Co. Ltd; John Baumgartner, Sales Director Inflight & Catering, Gebr. Heinemann; Cyril Coulaureau, Commercial Development Manager EMEA, L’Oréal Luxe Travel Retail; and Jean-Marcel Rouff, Chairman & CEO, Inflight Sales Group. There was agreement that price is a key driver to purchase. “There are three main underlying drivers in airline retail: convenience, price and exclusives,” said Baumgartner. “Value for money is important. There is no one-size-fits-all approach – every airline and every route is different. But we cannot ignore that price is the key driver.” Nishimura explained that All Nippon Airways Trading Co. Ltd has experienced success with inflight exclusive products, including a collaboration with Starbucks on a limited edition stainless steel bottle named Sakura. “It is a very strong concept, with a very strong brand,” he said. “We also have a license with Disney for Star Wars merchandise. Our Morgan & Oates Star Wars scarf is a

# TFWA INFLIGHT FOCUS WORKSHOP

big seller. Exclusive inflight offers, which are not available in airports, are a key differentiator.” Rouff emphasised the challenge of competing with online retail, and stated that the traditional trolley service model will change. “We need to improve and make it easier for passengers to be connected with inflight offers,” he said. “My

message to suppliers is don’t think because sales are down today, that they’ll continue declining forever. Airlines have to change their business models, and concessionaires have to deliver by creating sales and passenger satisfaction.” Coulaureau explained that L’Oréal Luxe Travel Retail has shown strong commitment to the inflight

market, creating a dedicated team three years ago. “We believe in airlines,” he said. “The penetration rate in inflight retail is low, so we see a lot of potential. We need to find the triggers to develop this penetration rate, and the spend per passenger, by differentiating the inflight offer and creating true engagement.”



John Baumgartner, Sales Director Inflight & Catering, Gebr. Heinemann; Cyril Coulaureau, Commercial Development Manager EMEA, L’Oréal Luxe Travel Retail; Kensuke Nishimura, General Manager, In-Flight Sales Merchandising Dept, All Nippon Airways Trading Co. Ltd; Jean-Marcel Rouff, Chairman & CEO, Inflight Sales Group; and John Rimmer, Managing Director, TFWA.

# TFWA RESEARCH WORKSHOP

TFWA's provision of detailed, actionable research studies has long been one of the Association's key services to its members. In the TFWA Research Workshop, delegates heard insights from a new Global Non-Shopper Study produced by Counter Intelligence Retail (CiR), and a report on the fast-growing East Asian cruise retail market produced by Horizon Consumer Science.

CiR completed a comprehensive Non-Shopper Study in 2013, the key findings of which showed that over half of regular international travellers weren't entering duty free stores. For 2017, the principal aim was to gain an up-to-date understanding of why travellers are not visiting duty free stores, what the main barriers are, and how the reasons have changed in the last four years. "In this study, we've discovered

that 57% of respondents do not shop in airport duty free stores – a 10% rise in non-shoppers when compared to 2013," said Garry Stasiulevicus, President, Counter Intelligence Retail. "Non-shoppers are choosing to spend their dwell time looking for food & beverage options or engaging in digital activities." The Global Non-Shopper Study 2017 highlights four key areas of focus for driving increased footfall: value, differentiated product offerings, pre-order solutions, and gifting. "Value is a key aspect for driving future purchasing and travellers need to be aware of pricing, promotions and range prior to travel, through effective communication channels," said Stasiulevicus. "Differentiated product offerings, such as new, exclusive and location-specific items, have the potential to drive interest among non-shoppers. This is something our channel is famous for, so we need to better communicate what we do." Mike Feely, Vice President, Horizon Consumer Science, explained that the overall objective of the report on the fast-growing East Asian cruise retail market was to provide the duty free



Mike Feely, Vice President, Horizon Consumer Science.

industry with a foundation through which to grow cruise traveller sales in the region. He highlighted that, in the past three years, the number of Asian cruise passengers has doubled. By 2020, Asia will most likely be the number two cruise region in the world, second only to the Caribbean. "This research shows there is significant potential to grow sales on Asian cruises and there are opportunities for many TFWA members," said Feely. For example, Chinese cruise passengers are only spending about one-third of what they do when they travel by air, and Japanese cruise passengers are

spending less than half of what they do when they travel by air. "The time available onboard a cruise is unique compared to any other location where travellers are exposed to brands," Feely commented. "Currently, cruise retail does little to convince passengers to spend more time instore, to consider new brands, or to revisit stores throughout the journey. But, the appetite for events and activities spread over multiple days is very strong among Chinese cruisers. There also appears to be significant unmet demand for children's products and giftable items at accessible prices on Asian cruises."



Garry Stasiulevicus, President, Counter Intelligence Retail.

## New at TFWA

# 100% family owned Dutch brewer

**Dutch family brewer Bavaria NV makes its debut appearance at TFWA World Exhibition & Conference 2017 as part of its strategy to launch its portfolio of premium craft beers in global travel retail. Bavaria NV is one of the last truly global independent family owned premium brewers left in the world. Founded in the small Dutch village of Lieshout in 1719, and owned to this day by the Swinkels family, Bavaria has been perfecting the art of crafting great beer for nearly 300 years. Today it is Holland's second largest brewing company.**

Now launching in global travel retail, Bavaria offers the discerning consumer a range of individual and distinctive craft beers including Bavaria Premium, Cornet, Palm, La Trappe, Rodenbach, Swinckels' and Bavaria 0.0 alcohol-free beer.

Bavaria will make its appearance at the TFWA duty free trade show aboard the historic schooner Sunshine, which will be moored at Jetée Albert Edouard/Gare Maritime in the official TFWA Harbour Village in the old port of Cannes, adjacent to the Palais des Festivals.

To arrange an appointment to discuss how Bavaria craft beers could be introduced to your customers, or for more information, please contact Mr. Jeroen Beijer, Global Director Duty Free at [jeroen.beijer@bavaria.nl](mailto:jeroen.beijer@bavaria.nl) or +31-499-428538, check [www.bavariadutyfree.com](http://www.bavariadutyfree.com) or visit Bavaria on schooner Sunshine during TFWA World Exhibition.

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*The historic  
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**Bavaria**

# TFWA DIGITAL VILLAGE



# DIGITAL VILLAGE

The inaugural TFWA Digital Village was open for three full days – Wednesday 4 October to Friday 6 October – at Gare Maritime, with 33 companies showcasing creative digital solutions and services for the first time at TFWA World Exhibition & Conference.

CREATIVE SOLUTIONS FOR TRAVEL RETAIL



The TFWA Digital Village was officially opened with a special ribbon cutting ceremony. Pictured are: Alain Maingreud, Associate Director, TFWA; Erik Juul-Mortensen, TFWA President; Claire-Anne Reix, President, SEMEC; and Frédéric Garcia-Pelayo, Vice-President Finance, TFWA.



Portland Design's Terna Jibo, Head of Strategic Insights Unit, compered a compelling Ideas Lab in the TFWA Digital Village on the morning of Friday 6 October. He opened the session by sharing key findings from the latest TFWA Monitor report – 'The Digital Journey'. It was an opportunity for TFWA Digital Village exhibitors to share their digital insights and ideas with visitors. Participants included: Cenk Akerson, co-founder and CEO, DutyBuddy; Hayley Kenney, Project Manager, HoloVis; Julien Sivan, Managing Director, SKYdeals; Nick Redmond, Group Account Director, Ignis; Xin Deng, Managing Director, Global Smiling; and Kshitij Goyal, founder, DutyFreeList.



Depack provides brands with exclusive instore solutions. A tailor-made design that includes innovative technology can help brands leverage the enormous potential for the travel retail industry in embracing digital solutions. Depack presented its 'stOrM' concept in the TFWA Digital Village, where it was looking to meet brands and duty free retailers in order to discuss opportunities to make things happen thanks to new technologies combined to instore solutions.



iCoupon is a digital vouchering solution that operates between retailers and airlines, so that, in the event of a delay, compensation vouchers can be added digitally to passengers' boarding passes and redeemed instantly at participating retail outlets. The company's objective in the TFWA Digital Village was to demonstrate the value of its technology and discuss with retailers the positive impact it could have on their business operations.



airfree is the first global air duty free marketplace in cooperation with airlines. "We allow airlines to unleash duty free shopping potential among international travellers, before and during flights, with an e-commerce platform presenting the offer of eligible ground duty free retailers," explained Agnès Debains, co-founder, Marketing Leader, airfree. "Pick-up will be done at departure, transfer or destination airport in a 'Click & Collect' mode."

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 was announced in the TFWA Digital Village through an Augmented Reality take on a ceremonial ship launching, with a vessel bursting through the HoloVis exhibition stand. HoloVis also had a Virtual Reality experience on its stand, specifically tailored for the travel retail market.



Au Coeur de Luxe highlighted the merits of data analysis and trends for the future in the TFWA Digital Village. "I think the industry could use data better," said Laurence Ouaknine, President, Au Coeur de Luxe. "It's linked with the structure of the market, because we have different independent agents and it's quite complicated to connect everyone and get the best out of all the data."



Ignis invited delegates to do a fast lap in a Formula One car – via a virtual reality headset at its stand. The tech company also showcased a nifty piece of data-capture software. Dubbed Retailometry, the software extracts data from customer surveys and "intelligent flooring" (which is able to track people's movements) to generate real-time information about how people are moving around airport shops. This data can then be used by retailers to tailor their offering for maximum potential.

## TFWA DIGITAL VILLAGE EXHIBITORS

- ACDL (Au Coeur de Luxe) – Hong Kong
- Adactive – France
- Aircommerce – Netherlands
- Airfree – France
- AIROTA – UK
- ALBATROSS CX – France
- ALDEBARANDE – France
- AOE GmbH – Germany
- Concourse Display Management – UK
- DEPACK INTERACTIVE – France
- DutyBuddy – Ireland
- DutyFreeList – India
- ETHOS FARM – UK
- FLIO – UK
- FUTURE TRAVEL BY SAMSONITE – Belgium
- GLOBAL SMILING – Germany
- HOLOVIS – UK
- iCoupon – UK
- Ignis – UK
- INFLIGHT MEDIA
- DIGITAL (IMM) – France
- INOVRETAIL – Portugal
- JCDECAUX – France
- MyDutyFree – Ukraine
- OLLDU – Korea
- Part&Ma – France
- PERFUMIST – Thailand
- PLANET INTUS – Switzerland
- SAMPLING INNOVATIONS EUROPE – Spain
- SKYdeals.shop – France
- The Design Solution – UK
- The Samurais Technologies powered by Evrbit – Austria
- Thin Film Electronics – USA
- UPSILON GROUP – France

Thank you to the TFWA Digital Village Wi-Fi sponsor:



**From humble beginnings, Dubai Duty Free has grown exponentially to become the biggest single airport retail operation in the world. The outlook remains overwhelmingly positive for the operator, with 2017 sales up 3% in the first eight months of the year. Annual sales are forecast to reach US\$1.9 billion, compared with US\$1.85 billion in 2016.**

Following the opening of Concourse D and the retail area between Concourse C and B at Dubai International Airport, Dubai Duty Free is completely renovating its retail offer in Concourse C, at both apron and departures level, between now and the summer of 2018. "Although there will not be significant addition to total space in this concourse, the improvements will result in a greater presence of the retail offer in the departures level distributed across the different gates and transfer points," explains Colm McLoughlin, Executive Vice Chairman & CEO, Dubai Duty Free. "It is going to be a great new setting and exciting offer for Emirates passengers using this concourse." Meanwhile, retail developments in 2017 include adding about 2,000sqm of retail space in the Passenger Terminal Building at Al Maktoum International Airport, work which is expected to be completed in December. A number of shops will be expanded, including: Fashion, Gifts from Dubai, Pharmacy, Beauty, and Food, along with Liquor & Tobacco. A second Arrivals shop is also part of the plan, as well as two new landside shops to cater to the increased demands expected after the expansion is complete.



Colm McLoughlin, Executive Vice Chairman & CEO, Dubai Duty Free, was recently honoured with the 'Global BURJ CEO of the Year' award at the second BURJ CEO Awards, organised by CEO Clubs Network.

## AL MAKTOUM INTERNATIONAL 'THE NEXT BIG GROWTH AREA' FOR DUBAI DUTY FREE

It is an exciting time for Dubai Duty Free. Sales in the first eight months of 2017 are up 3%, the Concourse C retail offer at Dubai International Airport is being renovated, and 2,000sqm of retail space is being added in the Passenger Terminal Building at Al Maktoum International Airport. Colm McLoughlin, Executive Vice Chairman & CEO, Dubai Duty Free, outlines developments to Ross Falconer.

"We see Al Maktoum International as the next big growth area and one that is slightly longer term for Dubai Duty Free," says McLoughlin. "We currently have 2,500sqm of retail space at Al Maktoum International; by the end of 2017 that will be 4,000sqm and if you go forward to 2023 or so there will be a new terminal building at Al Maktoum International, two new concourses, a six-track rail system underground for passenger movements, three runways

in operation, and the capacity of the airport will have risen to 135 million. Dubai Duty Free will have 80,000sqm of retail space." Dubai Duty Free has also been upgrading its back office systems, with a major upgrade of its Oracle Retail Systems to Release 16 of Oracle Retail Applications.

"We are pleased to be the first Oracle Retail customer for this upgrade, which started in October 2016 and was successfully completed in July 2017,"

McLoughlin comments. "In less than eight months, Dubai Duty Free completed its upgrade of Oracle Retail Merchandising System, Price Management, Invoice Match, Sales Audit, Warehouse Management, Store Inventory Management and Retail Insights from Release 12 to Release 16. The upgrade project also included interfaces to e-commerce, the point-of-sale system, warehouse automation and the Oracle E-business suite." The new technology allows click and collect with accurate inventory visibility, and best-in-class processes with Oracle Commerce and Oracle Retail. "Also, an expansion of our warehouse automated system is currently ongoing," McLoughlin adds. "The expansion will achieve an additional storage capacity of over 25% for the Perfumes & Cosmetics category by the early part of next year." Dubai Duty Free is, of course, also renowned for its sports sponsorships, giving both the operator itself and Dubai the kind of exposure that will continue to keep it on the map and in turn attract travellers. "We own the Dubai Duty Free Tennis Championship and have

been running it for 25 years. The media value to Dubai of that event, according to this year's numbers of the ATP and WTA and the television coverage in Dubai, is worth US\$920 million," says McLoughlin. Dubai Duty Free continues to support racing overseas. It sponsored race meetings in Newbury in April with the Dubai Duty Free Stakes, which was attended by Her Majesty The Queen. In July the operation returned to The Curragh Racecourse in Ireland for the 10th running of the Dubai Duty Free Irish Derby, while in August it returned to Ascot for the Dubai Duty Free Shergar Cup. Following the success of the Dubai Duty Free Irish Open held at The K Club, Co. Kildare in May 2016, DDF returned as part of the three-year agreement as title sponsor for the 2017 tournament. "From the duty free point of view, our annual Dubai Duty Free Golf World Cup celebrates its 25th anniversary this year (22-23 November), and we are looking forward to having a great response from the industry once again," McLoughlin concludes.



Gold and Precious Stones take centre stage in this Dubai Duty Free store in Concourse D at Dubai International Airport, which opened in February.

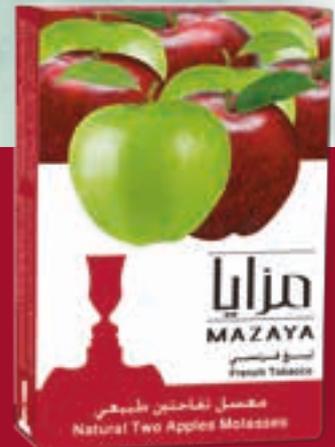
AN OUT OF THIS WORLD EXPERIENCE

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Al Zawrae Company

Info@mazayamolasses.com  
http://mazayamolasses.com

الأردن  
Jordan

sales@alzawrae.com  
00962799797187

موزاي  
MazayaTobacco

# SHISHA ON-THE-GO: MAZAYA LAUNCHES PORTABLE SHISHA AND NEW MAZAYA FLAVOUR AT CANNES



Mazaya Brand Manager Rawan Elayan: "We want to encourage people to step out of this world and relax with Mazaya, whilst travelling through the airport – to reach the traveller at different points along the way – building awareness of the brand and the exciting world of shisha."

Since their launch into travel retail in 2012 with the Mazaya tobacco-molasses brand, the Alzawrae Company has pioneered the recreational pastime of shisha smoking, taking it way beyond their Middle East and African heartland to Western markets within the space of a few years. Last month in Cannes Mazaya launched a

new tobacco molasses flavour – Two Apples Bahraini – along with a range of glass shisha or hookah pipes. Almost 100 fruity flavours of shisha tobacco are now available, including Watermelon, Strawberry, Blueberry Cream, Orange, Gum with Cherry, Lemon Mint, Mixed Berries, Kiwi with Lemon, and many, many more.

The brand's 'handy' portable pipe, is aimed at customers looking to experience shisha for the first time. "It is perfect for travel retail," explained Brand Manager Rawan Elayan. "An ideal accessory to take on vacation or as a wonderful gift – a hookah pipe with a selection of different flavours to take back for relatives and friends."



A 'shisharoma therapy' promotion recently took place at Dubai Airport to support an airside advertising campaign with JCDecaux in Concourse A. Travellers enjoyed an oasis of relaxation in a clean, light and modern space. Consumers were invited to relax in Mazaya massage chairs, enjoying fruit scented vapour aromas which relate to shisha flavours while listening to soothing music through personal headphones.

Undoubtedly, the global popularity of shisha has increased hugely over the past few years with Marketing Manager Nour Anshasi predicting it will become the trendiest tobacco product across all markets within the next three to five years. "We are seeing the growing popularity of shisha smoking outside traditional Middle East markets and travel retail as a channel has accelerated this through the sales of our products in more Western airports."

Since 2010, Mazaya has gained airport listings in Lebanon, Dubai, Egypt, Qatar, Kuwait, Iran, Iraq (Najaf) and its home base with Dufry at Queen Alia International Airport, Jordan along with border retailers in Jordan as well. Increased sales growth in the region has come this year from airports in Dubai, Iraq and Jordan.

## 'WISH I COULD SHISHA IN THE SKY'

Something of a breakthrough came with the launch of a portable shisha product in travel retail with Dubai Duty Free earlier this year. A pop-up mini-lounge was created inside the Dubai Duty Free store in Concourse D Dubai International. Shoppers enjoyed a truly memorable experience, reclining in two first class-style chairs surrounded by curved screens and smoking their shisha pipes in privacy and comfort. Mazaya's range of shisha tobacco products was presented by a trained hostess who photographed shoppers and gave them a branded 'Wish I could shisha in the sky' frame. "This Shisha pop-up in Dubai Duty Free gave shoppers a fantastic, memorable experience which they could share with friends. More people became engaged with the brand that gave them all-important Sense of Place in the airport. These pop-up lounges will be recreated in airports elsewhere," said Mazaya Brand Manager Rawan Elayan.

## SHISHAROMA SOOTHING

October also saw a new 'shisharoma therapy' promotion at Dubai International supported by an airside advertising campaign with JCDecaux in Concourse A. Customers can relax in Mazaya massage chairs and sample fruit-scented vapour aromas, similar to

shisha flavours, while listening to music through personal headphones.

## STEP OUT OF THIS WORLD AND RELAX WITH MAZAYA

"We want to encourage people to step out of this world and relax with Mazaya, whilst travelling through the airport – to reach the traveller at different points along the way – building awareness of the brand and the exciting world of shisha," says Rawan.

## TAPPING INTO THE BAR CULTURE

There's been an upsurge in modern, trendy shisha bars amongst young adults outside the traditional Arabic-communities. Smoking shisha in groups offers a pleasant and convivial social smoking experience – sharing good conversation and good times together. Mazaya can offer the perfect shisha package for your airport, and are able to support with high profile activations and promotions where these are possible. Shisha tobacco is a great way to add incremental sales to your business – so don't miss out on this growing phenomenon.



Mazaya has almost 100 fruity flavours of shisha tobacco available.

# SUPPORT AND LOYALTY

Furla hosted a celebration among the travel retail elite for its 90th anniversary, thanking clients and friends for their support over the years. Gerry Munday, Global Travel Retail

Director, Furla, said: "It is obviously a milestone for us, but it is to say thank you very much for your support, we couldn't do it without you. The brand is great, but we do need our clients."

The evening began with champagne and canapés within a setting laden with a labyrinth of handbags and shoes, amidst connected rooms glamorously adorned with Furla's wares.



Stéphanie Lefebvre, Area Manager Travel Retail EMEA, Lacoste; Vincent Allard, Key Account & Travel Retail Manager Asia Pacific, Lacoste; Lucie Juglair, Travel Retail – Inflight and Cruise Manager, Lacoste; Jean Louis Delamarre, CEO EMEA & Global Travel Retail, Lacoste; Erin Lillis, Travel Retail Director Asia Pacific, Lacoste; Frédéric Hyrondelle, Director Travel Retail EMEA, Lacoste; and Océane Négret, Special Projects & PR Events Manager, Lacoste.



## LACOSTE TOASTS INDUSTRY

The glitterati of the industry celebrated with the team at Lacoste at an event on the terrace of the

Radisson Blue. Jean Louis Delamarre, CEO EMEA & Global Travel Retail, Lacoste, said: "Every year

we have this gathering. We invite our key customers and the people we work with all year round. Tonight, you can find professionals from the airport business, operators, and retailers. It is a gathering about Lacoste the brand and what it represents – we have had this party for the past three years and we want to thank everyone for coming."

# MASTERS' EVENING

Cigars, rum and chocolate were plentiful at the Masters' Evening. Guests enjoyed delectable canapés, Davidoff Cigars, chocolates by

Neuhaus, and rum from Flor de Caña at La Plage du Festival. "I think all of our three companies have found their way to combine

a proud tradition with a pioneering spirit to really develop innovation every year, looking ahead," said Martin Kaufman, Senior Vice President Europe & Travel Retail, Oettinger Davidoff. "I'm happy that we're here all together."



# 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.

# GOLDEN COCKTAIL

Against a background of subtle jazz and sartorial elegance, around 200 regional and international distributors gathered at the Hotel Majestic 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.

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



## TIMELY OCCASION

There were numerous causes for celebration at the Capella stand, which is this year celebrated 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.



## DIAMONDS ARE FOREVER

Chow Tai Fook exhibited for the first time at this year's TFWA World Exhibition & Conference to challenge the jewellery market with its latest cutting-edge innovation. T Mark, launched last year, uses Chow Tai Fook's patented nanotechnology, to place a set of very tiny serial numbers with a 'T' mark on each stone to ensure its uniqueness. From the moment it is sourced, each T Mark diamond is inscribed with a traceable code that records the important details, such as the cutting, polishing, marking, authentication and

setting processes. Every step of the journey is archived like the chapters of a book, offering the owners a clear picture of the incredible story of the diamond. "We want to step forward in jewellery-making, which is why we came up with T Mark," commented Kelvin Chiu, Senior Manager, Overseas Business Development. "We are providing our customers with the confidence that they are purchasing real diamonds."

In terms of travel retail, Chow Tai Fook is ready to expand.



## DREAM-LIKE COMFORT

Diesel brought its denim mastery back to TFWA World Exhibition & Conference. The brand's focus on the travel retail industry sees constant growth. Diesel presented the new FW17 collection with a strong focus on the iconic JoggJeans: Diesel's revolutionary denim, soft and

comfortable as a pair of sweat-pants that provides dream-like comfort in all the circumstances. The offer in the JoggJeans category renews season after season: new fits and washes for the denim, while innovative materials and unique fabrications make this proposal

unique in the market. Diesel also launched a new partnership with Formia, one of the leading companies in producing and providing inflight amenity kits, highlighting how the brand aims to give a 360-degree Diesel experience and wellness during your journey. In the FW17 collection, apparel incorporates the raw energy of 90s alternative rock. Styled in a mismatched way, plastic raincoats are worn with silky dresses, while stripes and checks are clashed with polka dots and flower prints.

## CONTINENTAL PROMISE

Having launched new shell packs of its super premium cigarette brand Corset at TFWA Asia Pacific Exhibition & Conference to a "fantastic reception" in May, KT International was hoping for a similar response from European and global visitors in Cannes. The omens are good for the continent: "We've had exceptional growth

in Europe even though tobacco as a category is under exceptional pressure," said Stuart Buchanan, Global Marketing, Strategy & Planning Director, KT International. "But we're looking at 60% to 70% compound growth annually based on one very simple philosophy: premium quality, premium cues, premium

products, but at an accessible price point." The company also showed off changes to its other premium brand, Falcon, for which it has built in new filtration technology, which Buchanan said "allows the smoking experience to bring through a bit more taste, a little more amplitude and a bit more rounded taste."





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# CAPI GLOBAL: INSPIRING AND SURPRISING TRAVELLERS

**As the leading airport retailer of consumer electronics, Capi Global knows travellers expect to find something special at an airport.**

"They want to be inspired and surprised during their dwell time by great brands and innovative, airport exclusive propositions," says Peter Wiggers, Managing Director, Capi. "Thanks to our strong collaboration with our suppliers, we are able to offer travellers unique travel retail and Capi exclusive propositions. These exclusive propositions can vary from unique promotions, co-created packaging to special bundles." Together with A brands like TomTom and Garmin, for example, Capi created exclusive summer packaging designs. These designs perfectly fit the Capi concept, with lifestyle visuals rather than technical specifications. Capi also creates exclusive promotions, like

the successful pop-up barbershop it organised together with Philips at Amsterdam Airport Schiphol and Copenhagen Airport. In Cannes this year, Capi highlighted the exciting shopping environment it creates for travellers in-store.

"The meetings at TFWA World Exhibition & Conference are a perfect opportunity to show existing and potential business partners our expertise as the leading airport retailer of consumer electronics, and our wide range of unique and profitable retail solutions," Wiggers explains. "Travellers expect electronics and look for brands they know, together with niche and innovative products. That is why Capi focuses on leading A brands such as Apple, Samsung and JBL, supported by premium brands like Bang & Olufson, Bose and Leica, followed by Capi's travel exclusive private brand Mitone. Our stand gave a strong impression of the inspiring shopping environment

we offer travellers in our lifestyle stores. We also presented the centrepiece of our store, The Gadget Table, to surprise travellers with exciting gifts and gadgets."



With innovative and inspiring products on The Gadget Table which are not included in the regular Capi assortment, impulse buying behaviour is encouraged. This shows the importance of gifts and gadgets in-store, supported by the latest innovations.



## PRETTY IN PINK

Coccinelle arrived in Cannes in bullish spirits, having opened 20 new retail outlets this year alone. "2017 has been another busy and prosperous year for Coccinelle," said Emanuele Mazziotta, Head of Global Travel Retail, Coccinelle. "We have opened boutiques, shop in shops and corners in Italy,

Germany, Switzerland, Croatia, Egypt, Jordan, Kazakhstan, Taiwan, and on cruise ships, to mention but a few." As well as celebrating a successful year, the brand showcased its Spring/Summer collection of women's bags, which "speak myriad languages" taking as they do stylistic

cues from around the world. Coccinelle is also stepping out of its leather comfort zone with the latest line, which features new materials, such as rattan and lace. The brand itself sported a new look in Cannes. "This year we have revamped the booth," said Mazziotta. "Pink is our new corporate colour for us."

## STAND-OUT STONES

Coeur de Lion showcased its upcoming Autumn/Winter range, which contains a whopping 100 new sets of jewellery (each set includes a necklace, earrings and a bracelet) – that's a total of 300 new individual products. Managing Director Nils Eckrodt has set his sights on landing Coeur de Lion

lines in more airports and cruise lines, as well as boosting its presence with inflight retailers. "It's a great, democratic, luxury range," he said. "People really like its 'precious' look – it's still designer jewellery, but with a lot of precious stones. Our colour combinations strike the eye

straight away, so you can easily identify a piece of Coeur de Lion jewellery." The brand's flagship geo-cube lines have been particularly successful in travel retail, he added, some of which are currently being revived with fresh colours. "All sectors are growing for us, and we're targeting them all."



# GINSPARATION ON SHOW

Butlers unveiled a brand new collaboration with Ireland's Shed Distiller – Drumshanbo Gunpowder Irish Gin flavoured chocolates, displayed – and tasted – for the first time by TFWA World Exhibition & Conference visitors. "It's a great fusion of two Irish brands," said Aisling Walsh, Marketing Director, Butlers. "We've made them in milk chocolate,

which carries the flavour of the gin really well." The range, which includes truffles and bars, is rolling out into Dublin Airport for the run up to Christmas. "For a long time we've made alcohol flavoured confectionery, and this is a natural extension," said Walsh. The brand also launched a new chocolate pack especially for airlines,

designed "like a make-up holder", according to Walsh, adding that it would "take the needs of airlines into account", as well as a third, larger pack for its Platinum Collection of chocolates. Meanwhile, expansion could be on the cards for Butlers. Walsh hinted at the potential opening of several new locations over the coming year.



# GROUP EXPANSION

The FF Group is celebrating growth in new markets for its Folli Follie brand, which is focusing heavily on social media, online sales and omnichannel, and has introduced its spinner unit to travel retail. For the Links of London brand, the group is

expanding into Hong Kong International Airport and is set to grow its inflight presence to 15 airlines by the end of 2018. "Folli Follie has seen growth in its local markets and travel retail, and is growing across South Africa, Australia and Lebanon," said

Johnnie Voutsas, Chief Global Travel Retail Officer, FF Group. "We are also focusing on social media, online sales and omnichannel, and launching our spinner unit in travel retail, which has been very popular here at TFWA World Exhibition & Conference."

# THE FUTURE OF TOBACCO

In a Brexit-themed meeting room complete with countdown, Union Jack and typical European traveller's purchase baskets, Jennifer Cords, Corporate Affairs Manager for Global Duty Free at Imperial Tobacco, commented: "Brexit is

the future we need to prepare for." The message is clear: they're aware of the risks and are getting ready. Cannes was also an opportunity for the company to present some of its latest products, such as the Davidoff Freeze line, which has been released in

Asia and is currently being rolled out in the Middle-East. Collecting feedback from its existing customers, Imperial Tobacco hosted visitors in its "living room" nicknamed space, a vast assortment of edgy design meeting rooms, cosy lounges and a sunny terrace.



# GROWTH IN UNITY

This year, Furla 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.

## 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.



## BEAUTIFUL PHILOSOPHY

Dr Irena Eris invited all women around the world to look better, feel better and achieve their goals this year in Cannes. The brand presented its unique L-ascorbic Power Treatment Instant Antiageing and Illuminating Treatment, which provides total skin rejuvenation, brightening and instant deep skin hydration.

"It is the second time for us participating at TFWA World Exhibition & Conference, and we must admit that we are satisfied with the meetings held this year," shared Dr Irena Eris, owner of the company. "We held a lot of meetings with high potential partners who performed a very professional business attitude, and we believe

will turn into Dr Irena Eris' further development on international markets." Eris added: "Having a chance to participate in the 70th anniversary of duty free, and the TFWA World Conference with the unique speakers, made our presence in Cannes even more valuable. We are already looking forward to next year."

## CLEAR VISION

Much was made of new technology at TFWA World Exhibition & Conference this year, but Marcolin Eyewear attributes its ongoing success to good old fashioned people power. The brand has invested heavily in training lately and that investment seems to be yielding results. "We have seen triple the

growth of the sunglasses category as a whole," said Nina Pam, Worldwide Head of Duty Free & Travel Retail, Marcolin Eyewear. "We have been dialling up the training and the sales service, because this is a technical category and not just aesthetic – and nothing can surpass human storytelling

and interaction." Interestingly, Marcolin believes the sunglasses sector has arrived at the point where it is no longer enough to offer exclusives to travel retail. "We need to tailor products to specific retailers now, which we have been doing," said Pam. "Retailers love that."



## 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 showcased 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.

## 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 during TFWA World Exhibition & Conference. "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."



## NEWLY UNIFIED STAND



Shiseido Travel Retail's expansion continued 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 showcased 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 included 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 were new brands Laura Mercier and IPSA, as well as Shiseido's new skincare range, Essential Energy, and make-up line. Other key launches included 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."

## HERE TO STAY

Moroccanoil continued its worldwide distribution strategy with the unveiling of its new shop concept 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 – Moroccanoil 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."



## INNOVATIVE SPIRIT

Patrón Spirits International focused on its aged marks lines, as well as its collaborations with film director Guillermo Del Toro and Lalique. "We are showcasing our entire portfolio, but we are particularly excited about our aged marks like our Resposado and Anejo, and some of the new

aged marks like Patrón and Lalique Series 2 and the ornate collaboration with Guillermo Del Toro the Mexican film director. It is two bottles upside down, the main bottle has the skeleton on it with the tequila and the bottle on the top is an aged orange liqueur," said Greg Cohen, Vice President, Corporate Communications,

Patrón Spirits. "There is a little drawer on the bottom and that pulls out and you can put the candles on there. It looks like a ritual and he envisaged it like a shrine, it's like nothing we have done before. If you know his work, he loves monsters and the supernatural, so this is really fitting," Cohen explained.

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## 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 Catherine Constant, Fragrance Project Manager, 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." "Each year, being at TFWA World Exhibition & Conference helps Courrèges to develop its network. We have met great people and had really interesting meetings," she added.



## 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," explained 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 were presented 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.

## SHERRY CASK EXCLUSIVE

Ian Macleod Distillers has launched the new Glengoyne Spirit of Oak, a collection specifically designed for travel retail. Oak trees grown in the north of Spain, or in America, are transformed into casks

and filled with sherry, which they hold for three years. They are then emptied before they can be filled once more, with whisky. As the maturation starts, the flavours, colour and tannins diffuse and give to the Spirit of Oak

whisky its characteristic look and taste. "We were very pleased with the number and quality of the visitors to our stand. It is always a bonus when you meet new potential customers and we met a

number of these this year, which bodes well for the future," said Andy Lane, Business Development Director (Travel Retail), Ian Macleod Distillers. "TFWA World Exhibition & Conference gave us the opportunity to showcase our new Glengoyne travel retail range and the Edinburgh Gin portfolio to a global audience, which no other show can."



## 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. Nestlé has started an innovation journey, which has seen the confectionery 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 trialled in Asia and South America with encouraging results. Nestlé has also launched a new Smarties Creatorbook, which

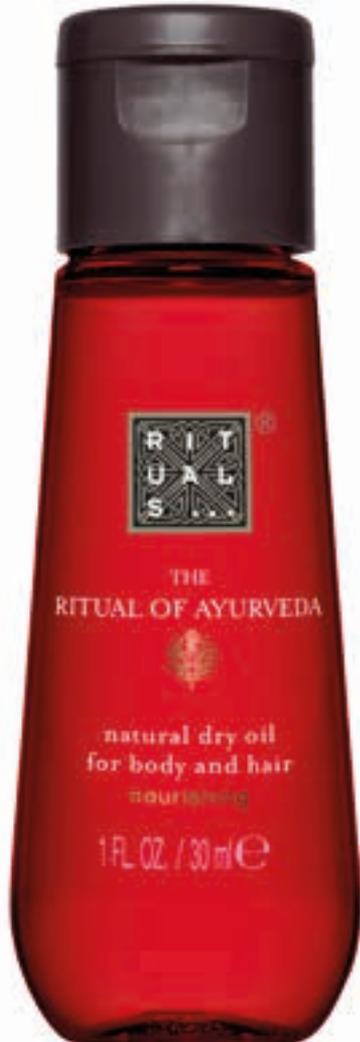
encourages children to write stories, play games and colour in pictures. "The quality of contacts and meetings at TFWA World Exhibition & Conference were excellent thanks to our new location in the Beach Village. Cannes is always a key moment in the business year with the plans for the following year presented to the key customers and distributors," said Stewart Dryburgh, General Manager, Nestlé International Travel Retail.

# THE RISE OF RITUALS

**A brand that is currently enjoying impressive growth in the channel is Rituals Cosmetics. Since last year's TFWA World Exhibition & Conference, the company has introduced a new range of exclusives and limited editions for travel retail, opened new shop-in-shop fixtures in more World Duty Free airport stores across Europe, and is supplying its onboard amenity products to yet more airlines.**

Its focus at this year's show was to highlight the refreshed ranges from some of the company's best sellers, such as The Ritual of Sakura and, in particular, the Ritual of Ayurveda, which is to be relaunched with three new products in the collection. Another push was on the latest travel retail exclusives. "We were busy from first to last every day and as long as you are well-organised you can meet with a lot of people," says Neil Ebbutt, Director Wholesale, Rituals Cosmetics. "This is the fourth year that we have exhibited in Cannes and we notice that the quality of contacts improves each year and it was certainly the case this year as well. There is no question about the quality of meetings as Cannes attracts the key decision-makers that we need to get in front of."

Indeed, Ebbutt reports that TFWA World Exhibition & Conference helps immeasurably with developing the brand's travel retail business. "I can think of a number of great customers of ours that first came to us through meetings at this show," he explains. "We come here to cement existing business relationships, to create new ones and to participate in the great sponsored social events. On



that last point, the yoga session that we sponsor at the Majestic Beach jetty is an excellent example and we are really pleased to be involved in helping make Cannes an enjoyable and inspirational, as well as a business-focused event."



## 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 had a new stand at this year's show and invited delegates to swing by for a drink. Bartender and brand ambassador Loïc Rakotomalala mixed various cocktails at the stand, which put a spring in the steps of weary delegates.

## TIME FOR CUSTOMISATION

"We express Italian style in the watch and jewellery business," said Massimo Carraro, President & CEO, Morellato Group. "This is our niche and tradition. Morellato is a company that began in the 1930s in Venice, so we have a long tradition and we always have the same mission – to express Italian style." Carraro explained: "We have the Morellato brand and then three other famous brands – Maserati, Furla and Trussardi." "We see that in Asia, they love Italian style and they are always talking about watches and jewellery, but now we're bringing this to the rest of Europe."

This was the first year Morellato had showcased the Furla range at the show. "The concept we are emphasising with Furla is personalisation and customisation. We sell these watches with two bezels or interchangeable straps," said Carraro.

For the Maserati brand, mechanics, functionality and accessibility are the USP. "Maserati has the best price for a mechanical automatic watch at €400. We are on airlines in Asia and now we are establishing our business around Europe," said Enrico Molin, General Manager Asia Pacific, Morellato & Sector Ltd.



## CLASSIC EXPERIENCE

“We presented the concept here last year, and now, we have delivered,” said Matthew Hodges, General Manager Global Travel Retail, at the Premium Belgian chocolatier Godiva. The results were shown at this year’s TFWA World Exhibition & Conference, where Godiva’s stand was a reproduction of its

new café design, mixing Belgian heritage and modernity. With a strong presence in the US, China, Europe and Japan, Godiva aims to reinforce its brand building in travel retail, which currently represents 10% of its overall sales. TFWA World Exhibition & Conference was also an opportunity to show the breadth

of the product range. Beyond chocolate, Hodges explained, the Belgian company also offers ice cream and coffee in its newly-launched cafés. And as far as the core business goes, the new Gold Gift and Gold Discovery ranges are up there with what the most demanding chocolate gourmets can expect.



## TIMELESS PRODUCTS

“3,651 perfumes have been created only last year, that is 10 each day!” stated Dario Belletti, President, Sirpea. “Therefore, we want to create something that will last through the years and the only way to create something different is to have a strong image and brand awareness.” This year Sirpea came to TFWA World Exhibition &

Conference to represent two timeless products – Masterpiece and Ars Mirabile. Masterpiece has asked the world’s best perfumers to create the best perfume of their lives. “What makes Masterpiece stand out from other perfumes in the market is that the product speaks for itself,” explained Belletti. By scanning a barcode on the packaging of the perfume with a

smartphone or tablet, the customer is directed straight to a YouTube video, where a famous Italian actor explains more about each of the six perfumes in the Masterpiece range. Inspired by Her Royal Majesty, Catherina de’Medici, Ars Mirabile perfume was also on display at Sirpea’s stand and it took visitors on a trip back in time.

## 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.



## BRAND REINVENTION

Misaki presented 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 also previewed 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.”

## VODKA VETERANS

During a vodka cocktail-infused gathering at Stoli's stand at TFWA World Exhibition & Conference, the brand unveiled its expanded portfolio, and also its expanded team. Having recently joined Stoli's creative team, vodka veterans Hugues Pietrini, CEO Stoli, and Frances Gaillard, International Marketing Director, presented the brand's latest products. Among the highlights

were the super-premium vodka Stoli Gold with new disruptive packaging and design; Cenote Tequila, which will be launched in 2018 and will initially comprise Blanco, Reposado and Añejo expressions; as well as Stoli 80th Anniversary Vodka, introduced to celebrate the brand's 80th anniversary. Pietrini commented: "To celebrate our 80th anniversary we set ourselves a challenge:

could we create a limited edition vodka that combines this unsurpassed smoothness with a little of the character of a 1938 vodka? After countless distillations, we arrived at a winning liquid and a major innovation." Jean-Philippe Aucher, Global Duty Free & Travel Retail Director, Stoli, also added: "We have been coming to Cannes for many years now, but we always introduce new innovations."



## IN DEMAND

Following a year of fast-paced retail growth, Lancaster was 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.

## GOLDEN PARTNERSHIP

Launching this year was the collaborative partnership between chocolatier Lindt with Italian sparkling wine company Bottega, taking advantage of both brands' iconic gold style and giftability. "The announced cross-category partnership with Bottega SPA, made public

during a small press event at our booth and two special evening events with our customers, created lots of interest," explained Peter J. Zehnder, Head of Global Duty Free & International Distributors, Lindt & Sprüngli. "As a consequence, the first initiative will be launched this year.

We were also very happy to welcome a broad range of customers and operators at our booth." He added: "As this is the most important travel retail event during the year, our expectations for Cannes are always high. We consider it an excellent show for Lindt & Sprüngli."



## BROAD EXPRESSIONS

William Grant & Sons revealed three new Glenfiddich whiskies at TFWA World Exhibition & Conference. 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.

# THE KING OF WAFERS

Locker enjoyed unbelievably positive reactions from its clients at TFWA World Exhibition & Conference, according to Rene Ott-Kunold, Business Unit Director. For every TFWA show the brand presents at least one new SKU. At TFWA Asia Pacific Exhibition & Conference in May, Locker launched Pure Goodness, and in Cannes it unveiled its third

pouch pack – Locker Minis, due to popular demand. “Chocolate has the first priority in duty free & travel retail, but we are the king and the master of wafers! So we offer something different for the consumer,” Ott-Kunold commented. Indeed, Locker is a creative brand that wants to understand the needs of its clients. “We want to

show them that we can make tailor-made products to suit every location. When we work with our distributors, we see each of their points of sale with a different view. It is our approach to provide good service and quality all over. And, of course, our main ambition is to widen our distribution across the whole world,” said Ott-Kunold.



# MIRACULOUS MUD

AHAVA Dead Sea Laboratories uses scientifically-proven, mineral-rich, natural Dead Sea mud in its skincare products. It showcased these unique products at TFWA World Exhibition & Conference. “People come from all over the world for the Dead Sea mud, just to take it out of the water and spread

it on their skin,” said Idit Gangelman, Vice President Global Education & Retail Marketing, AHAVA. “It’s therapeutic, mineral-based mud that we have. Mud has restorative, calming and soothing properties. No bacteria can live in the mud, so it is a natural antiseptic, anti-bacterial and a natural detoxifier. We wanted to

start bringing some of our expertise to travel retail and talk about the benefits – we have more than 15 products with registered patents.” Known as Mineral Muds, AHAVA’s new facial treatment masks (50ml) moisturise, hydrate, clarify and brighten skin tone, restoring the natural radiance of young skin.

# EXPRESS YOURSELF

At this year’s TFWA World Exhibition & Conference, Thomas Sabo was targeting the Asian, European and South American markets with its core collection on display. Reflecting on the event, Lars Schmidt, Sales Director – Asia Pacific, Thomas Sabo, said: “We were constantly busy at the Thomas Sabo booth throughout the entire event, and had excellent-quality meetings

with existing and potential partners from all continents and regions who are looking for strong and unique brands for their portfolio.” This autumn, Thomas Sabo has added new designs suitable particularly for travel retail. Thomas Sabo is all about expressing emotions and individuality, which the brand believes will fit perfectly with the Asian market.

“As always TFWA World Exhibition & Conference provides a great networking platform, especially also with all the forums and social events, and offers a great opportunity to meet, talk to and catch-up with all industry stakeholders,” Schmidt commented. “All in all, it was another impressive event in a great environment with good organisation and a fantastic outcome for us.”



# PLAYFUL PUPS

Radley has integrated new key items into its collection for next year that are set to appeal to millennials, while not compromising its core demographic. “We have the Spring/Summer 2018 travel retail exclusive collection, which is a combination of leather, non-leather, uniquely designed travel-oriented prints across 47 SKUs in total,” said Hayley Lyttel,

International Travel Retail Manager, Radley London. “TFWA World Exhibition & Conference gives us the chance to put our Travel Retail Collection & GTR unit on a global platform and really highlight how focused we are on the travel retail industry. When it comes to our Airline Exclusive products in particular, which for FY18 has seen a growth of 212%,

mainly from items selected at the shows, our dedicated retail space at the show enables us to meet and sell to partners in a convenient, relaxing space which only helps to make the whole buying process a seamless and enjoyable experience.” Lyttel added: “Every meeting was as progressive and successful for the business as we would hope. This year saw record interest and we’re very excited for the business and opportunities to come from these meetings.”

# JET SET NUXE

Nuxe introduced a range of new travel retail exclusive kits, making its products both relevant and available for consumers who are on-the-go or looking for gifts for loved ones. "We are the bridge between natural cosmetic brands, luxury cosmetic brands and scientific

cosmetic brands, and now we have brand new travel retail exclusivity," said Cécile Gicquel, Marketing Travel Retail, Groupe Nuxe. "We have four brand new kits and these are now part of the 'Travel with Nuxe' franchise. With these kits, we are looking at triggering people's

interest to collect all of them. There is the 'best of' collection with all of the popular products and the anti-jetlag collection. There is a kit for every day and the items are full retail size and the others are for gifting. We are trying to add value to the offer."



# DIVING IN

Orlebar Brown made its travel retail debut at TFWA World Exhibition & Conference 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. Alessandro Petrelli, Head of Sales, Orlebar Brown, commented: "As

this year was our first showcase, we did not know what to expect beyond the meetings we had pre-booked. Eventually, we have been overwhelmed with very qualitative and high profile leads, either existing Orlebar Brown customers who happen to also be in key positions in travel retail or individuals attracted by the high impactful back-wall full of photographic swim-shorts."

# 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 exhibited at TFWA World Exhibition & Conference for the first time. It arrived in 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."



# SUNGLASSES VISION 2020 SUNGLASSES WORKSHOP & AWARDS 2017

The ninth Sunglasses Workshop and seventh Sunglasses Awards took place at this year's TFWA World Exhibition & Conference in Cannes.

**The Winners**

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

harman/kardon  
by HARMAN



JBL  
by HARMAN



UNDER ARMOUR | JBL



⌘  
EARNSHAW  
- 1805 -



ROSEFIELD  
AMS | NYC



AVI-8



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[www.brands4travelretail.com](http://www.brands4travelretail.com)

**SCHÄFER**  
TRAVEL RETAIL GMBH

# SCHÄFER TRAVEL RETAIL: YOUR GATEWAY PARTNER TO EXPLORE YOUR BRAND AND BUSINESS

As your full-service partner for inflight and airport business with over 10 years' experience, we will provide you with professional support to establish the products across your chosen markets. We will manage the shops, guide the partner, do staff or crew training and support you with specific promotion plans to drive sales. The headquarter of the company is located in Daufenbach, Germany and one office in Manchester. We also have branches in Beijing, Hainan, Shanghai, Hong Kong and Singapore to be focused to the Middle East.

Our range includes different categories: In electronics we offer a wide range of international favourite brands, such as Harman Kardon, JBL, Urbanista and Fresh'n Rebel. There are modern headphones, speakers, luggage scales, travel adapters and power-banks for different price ranges included. The travel retail exclusive Harman Kardon Traveler is the ultimate travel companion designed for the on-the-go professional. It is equipped with Bluetooth streaming, a dual-microphone conferencing system with echo and noise cancellation, and a power bank that allows you to charge



Earnshaw are classic heritage inspired watches, with modern day functionality and reliability.



One of our new brands is Rosefield. This modern brand is based on minimalist design and New York aesthetics.

your devices throughout your travels. The Bluetooth streaming means you can wirelessly connect your favourite devices with ease, and listen to music in expertly-designed stereo sound. The Harman Kardon Traveler is crafted with premium materials in a sleek, unibody aluminium design, sparing no attention to detail. It is accented with leather and a diamond-cut edge to create an elegant and durable travel companion.

Take your listening experience to the next level with the JBL Pulse 3, the portable, waterproof Bluetooth speaker that combines 360-degree sound with a 360-degree lightshow. Bring your music to life with glowing LEDs wherever you are. With a built-in rechargeable battery that delivers up to 12 hours of playtime and an IPX7 waterproof housing, Pulse 3 is perfect for worry-free listening by the beach or pool – or even in it. With JBL Connect+ technology, you can wirelessly link more than 100 JBL Connect+ enabled speakers to amplify the party. Pulse 3 also features a noise and echo-cancelling speakerphone for crystal clear calls. Simply shake the Pulse 3 to create a synchronised lightshow with other Pulse 3 devices.

Customise your lightshow experience at the tip of your fingers with the JBL Connect app.

Furthermore, we provide watches for men, women and kids. We are proud to have 'made in Germany' brands in our product range like Dufa and Abeler & Söhne, which are traditional manufacturers of high quality watches. Avi-8 and Aeronautica Militare are brands of the aircraft branches which combine aircraft, technology and elegance. One of our new brands is Rosefield. This modern brand is based on minimalist design and New York aesthetics. A new generation of watches, Rosefield combines affordable luxury with a fashion and lifestyle focus, making it fun to wear watches.

Each of the Rosefield collections is inspired by New York neighbourhoods with Dutch origin. Watches in the West Village Collection have a slender case and velvety nubuck leather strap. Special details stand out, like the delicate metal rings decorating the strap. Chic and sophisticated, watches in the Upper East Side Collection have a glossy stainless steel link bracelet and speak of refined quality. Paying tribute to an exciting street in one of NYC's

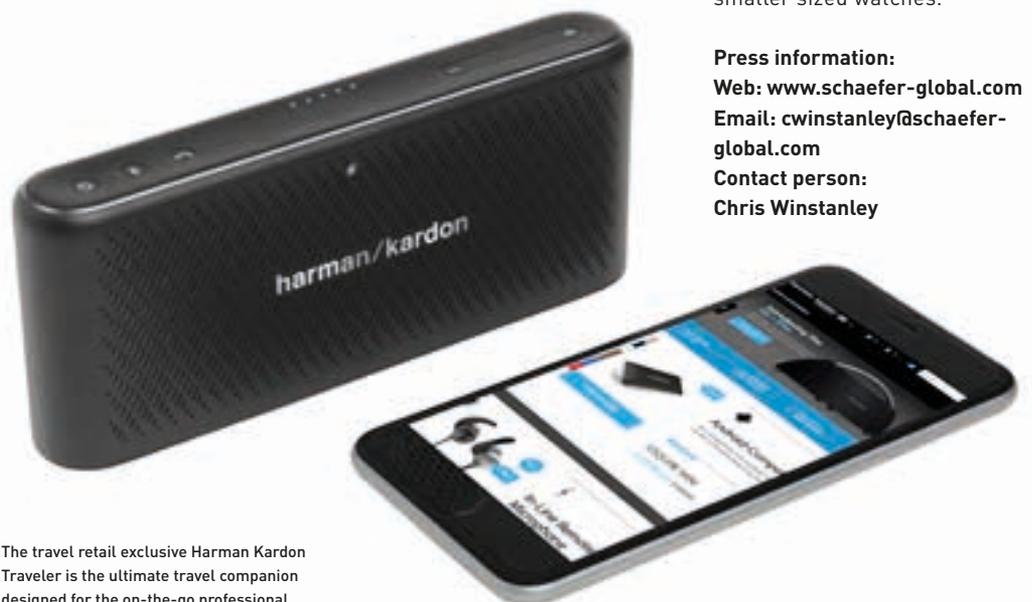


Take your listening experience to the next level with the JBL Pulse 3, the portable, waterproof Bluetooth speaker that combines 360-degree sound with a 360-degree lightshow.

signature shopping destinations, the Mercer Collection features stainless steel mesh straps for an exquisite look that suits this fashionable neighbourhood. The Bowery Collection is inspired by an iconic NYC neighbourhood and caught between boho-chic and classic, combining a minimalist, ultra-thin watch case with elegantly stitched leather straps. Named after a prime location in Manhattan, home to fashion

designers from all over the world, the Gramercy Collection combines a clean watch face with clean-cut leather straps to create a modern and alluring fashion accessory. Finally, the Tribeca Collection combines your favourite styles from our existing collections into a series of smaller sized watches. Featuring a perfectly formed 33mm watch case, we stay true to minimal design for the more delicate wrist. Tribeca is the ultimate fashion piece for all who prefer to wear smaller sized watches.

**Press information:**  
**Web:** [www.schaefer-global.com](http://www.schaefer-global.com)  
**Email:** [cwinstanley@schaefer-global.com](mailto:cwinstanley@schaefer-global.com)  
**Contact person:**  
**Chris Winstanley**



The travel retail exclusive Harman Kardon Traveler is the ultimate travel companion designed for the on-the-go professional.

## SMOOTH AND BALANCED

Bacardi 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.



## LUXURY MADE IN GERMANY

Luxury, trends and fashion zeitgeist define Aigner's new Fall/Winter 2017 collection, Reset, exhibited at TFWA World Exhibition & Conference. For travel retail, the brand also presented some new gimmicks, such as mirrors, keyrings and bracelets.

Laura Schwehm, Head of Marketing/PR International, commented: "We will be happy to introduce more leather products specifically for travel retail, because leather is our competence." Aigner has been present in travel retail for more than 30 years, in locations all the

way from Munich to Shanghai. "We have new projects with Jakarta Airport T3, for example, and we are already present in Hamad International Airport, as well as Dubai International Airport, so we are doing great in this market and we just want to continue this," said Schwehm. "We want people to see the variety and also the quality of our products. We are a German-based brand and our main focus is quality, and also to show our tradition."

## DARING COLLECTION

For its 65th anniversary, Italian luxury luggage company Bric's launched, ahead of Christmas, a daring Spring-Summer 2018 collection featuring pink colours and Mustang leather-like fabric. "These new colours are designed to match our

existing product range," explained Bric's Communication & PR Manager Luisa Puggioni. Based at the very centre of Milan, at a stone's throw from the world's most prestigious brands, Bric's headquarters last year received visitors from

125 nationalities. With the US, Italy, Germany, UK and Korea topping the list of domestic market sales, Bric's now intends to reinforce its already well-established presence in the travel retail business. As a part of this endeavour, the luggage brand has recently closed a deal with Qatar Airways, which now gifts its first and business class passengers with amenity bags they produce.



## TASTE OF HISTORY

Brown-Forman launched a new Jack Daniel's whiskey, which celebrates the history of the Tennessee distiller, at TFWA World Exhibition & Conference. The Bottled in Bond expression was unveiled by Master Taster, Lynne Tolley, who is the great, great niece of Jack Daniel. "This is a recreation of the

whiskey Jack Daniel was making in the 1890s when the Bottled in Bond act came into force," she said. The act was introduced by the US Government in 1897 to guarantee the quality of distilled beverages. To be labelled Bottled in Bond, whiskey had to be the product of one season and be made by one distiller;

it also had to be aged in a bonded warehouse for at least four years and be bottled at 100% proof. "Bartenders are going to love this because it's got so much flavour," said Tolley. "It will be great in cocktails." The product is the first Jack Daniel's travel retail exclusive from the core line.

# ARI MIDDLE EAST: GREAT RESILIENCE IN DRIVING CONTINUED GROWTH



Despite a number of external challenges, ARI Middle East (ARIME) is demonstrating great resilience in driving continued growth. This is underpinned by a clear focus on strategic goals to improve profitability and expand the retail estate by winning and seamlessly implementing new contracts.

ARIME currently has airport retail outlets in Bahrain, Lebanon, Cyprus and Oman, and is now set to enter the next phase of its development. Significant new businesses are due to open in Abu Dhabi's new Midfield Terminal and at King Khaled International Airport in Riyadh, Saudi Arabia.

## BAHRAIN

- Bahrain Duty-Free Complex has undergone an extensive refurbishment project last year.
- In the Perfumes & Cosmetics area, some high-profile houses such as MAC, Jo Malone, and Kilian were introduced.
- Other houses, including Bulgari, Hermès and Dolce & Gabbana have taken a bigger space to showcase their brands.

- In the Liquor category, this refurbishment also introduced the first House of Walker concept in the Middle East.
- 2017 also saw the opening of a new Luxury Watches boutique earlier in the year.
- Bahrain Duty-Free announced a 7.5% growth in net profits for the first half of 2017, recording net profits of US\$9.5 million.

## MUSCAT

- ARIME will triple its retail space in Muscat Airport when its new terminal opens later this year with over 5,000sqm of retail space covering all duty free categories.
- A strong sense of place which will be supported by investment in leading-edge technology, which will transform the customer experience.
- Premium branded fashion such as Ralph Lauren, Mont Blanc, Michael Kors, Porsche Design, TUMI, and premium watches such as Rolex, Hublot and IWC will be introduced in Muscat Duty Free. We plan to add to this assortment as the contract progresses and matures.
- Muscat Duty Free in

partnership with Oman Air won Inflight Retailer of the Year at the Frontier Awards 2017.

## BEIRUT

- Beirut Duty-Free has had a very solid passenger and spend growth over the last 12 months.
- Earlier this year Phoenicia Aer Rianta Company was successful in retaining the duty free contract for an additional four years at Beirut Rafic Hariri International Airport.
- The strategy for the new concession is to further raise the bar to deliver the best customer experience to the discerning Lebanese customer.



Earlier this year Phoenicia Aer Rianta Company was successful in retaining the duty free contract for an additional four years at Beirut Rafic Hariri International Airport.

## CTC-ARI (CYPRUS AIRPORTS DUTY FREE)

- Year to date sales for Cyprus are up on last year, assisted by strong passenger growth.
- Sales growth is across all the major categories, but especially in P&C due to the introduction of high profile houses such as Jo Malone, Kilian and Giorgio Armani Cosmetics, all exclusive to Cyprus Duty-Free as currently not available in downtown Cyprus.



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ARI Middle East reports that year to date sales for CTC-ARI (Cyprus Airports Duty Free) are up on last year, assisted by strong passenger growth.

The new terminal at Fès-Saïs Airport opened in May 2017 with IDFS' shop now measuring 153sqm versus the old shop at 69sqm.



Due to its effectiveness, IDFS recently extended its Perfumes & Cosmetics promotion, World of Beauty, which features discounts of up to 20% on regular-priced merchandise. The promotion included animations in Casablanca, Marrakech, and Agadir.

**Morocco's International Duty Free Shops (IDFS) posted an 8% increase in total sales in the first nine months of 2017, with the Tobacco and Fashion & Accessories categories driving growth through double-digit increases. Other categories, such as Perfumes & Cosmetics, Wines & Spirits, and Confectionery, have remained relatively flat.**

At the end of 2016, IDFS opened the first phase of its semi-walkthrough store in the new terminal at Marrakech Menara International Airport. The 996sqm shop was recently completed in June. However, due to several design and airport challenges, IDFS has not yet seen the shop's full potential, as it is still going through some operational fine-tuning with the store orientation and customer experience. With the significant increase of selling space in the new Marrakech shop from 406sqm to 996sqm, IDFS was able to improve its Fashion assortment. Longchamp opened a corner in September, while Lacoste is set to open its new boutique before the end of the year. Other popular brands, including Coccinelle, Liu Jo and Guess, have also helped expand the IDFS offering to cater to different types of passengers. Meanwhile, a new Lacoste boutique opened at Rabat-Salé Airport in September, and the new terminal at Fès-Saïs Airport opened in May 2017 with IDFS' shop now measuring 153sqm versus the old shop at 69sqm.

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# IDFS EXPERIENCING STRENGTH IN SYNERGY

IDFS engage with the customer and allow them to experience the wide array of Perfumes & Cosmetics available. Initially, the promotion was intended to run from September to October, but due to its success, it has been extended until December through IDFS' 'Holiday Promotion'. In the summer, the Spin & Win promotion in Marrakech helped drive traffic to IDFS' shop, rewarding high-value customers with an excellent gift with purchase and a chance to win two tickets to the winner's dream destination. Up next for IDFS is the opening of Terminal 1 at Casablanca Mohammed V International Airport, which is scheduled for Q1 2018. IDFS will open two additional shops with different formats. On Level 1 will be a 300sqm store. As IDFS will only have a short time to attract passengers

on this level, an open walkthrough market concept is being applied, allowing customers to 'grab & go'. Meanwhile, on Level 2 IDFS will have a 600sqm space, encouraging shoppers to browse and spend time shopping. Located at the centre of each category's space is a feature experience – a humidified hand rolled cigar cave doubles as a men's lounge in one, a makeover consultation zone located at the centre of cosmetics, and a chocolate bar tasting station in another. "IDFS has always been pushed to do better. This year we saw the resiliency of the team and how strong we can be when we are synergised. I am excited for 2018 and what the future holds," says Christopher James Tantoco, President & General Manager.

Mazaya are pleased to announce that they will be serving shisha during lunch on both days of the MEADFA Conference – November 20 and 21.



## TAX FREE WORLD ASSOCIATION

23-25, rue de Berri  
75008 Paris France

Tel : +33 1 40 74 09 86  
Fax : +33 1 40 74 09 85

**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

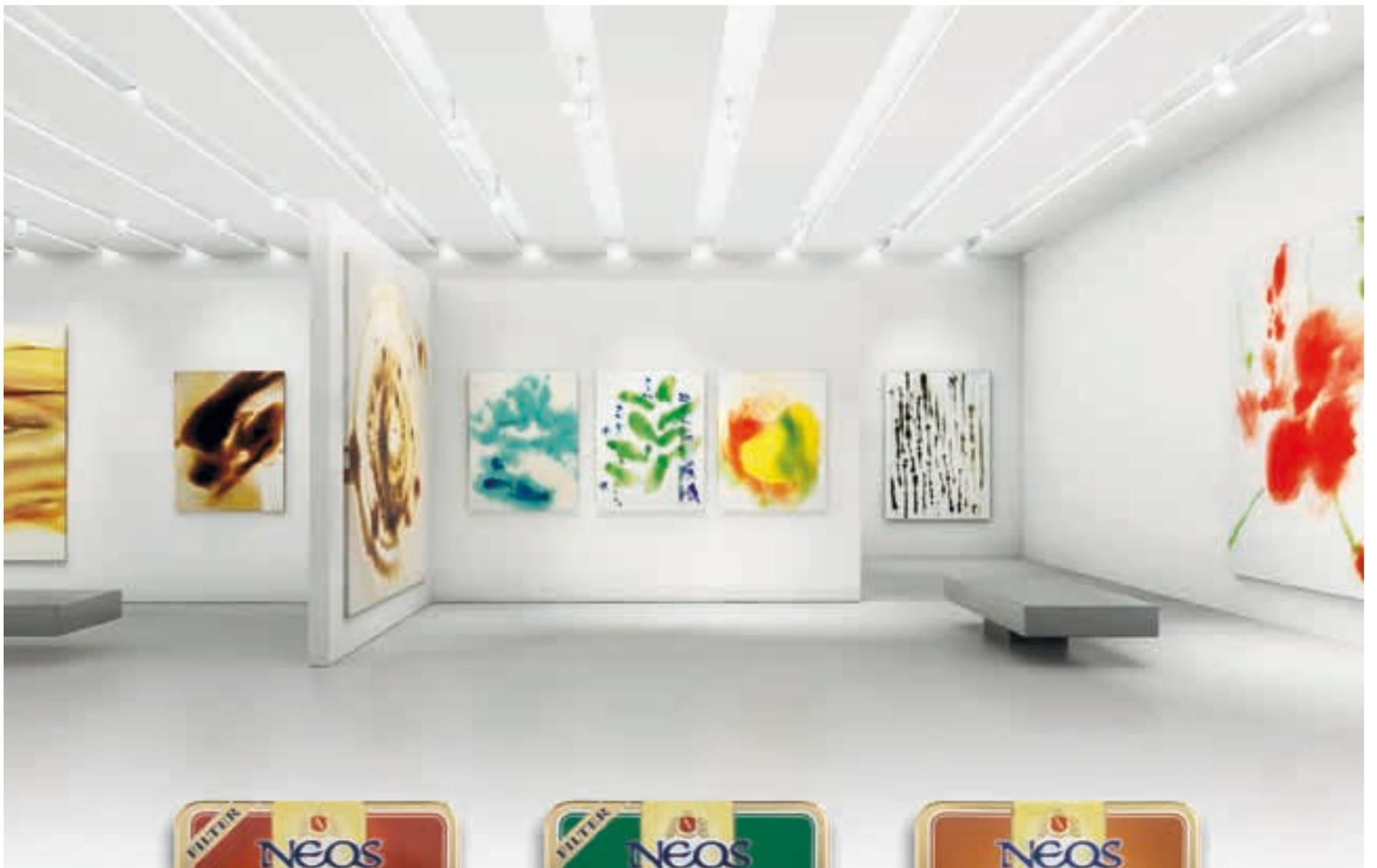
**PPS PUBLICATIONS LTD**  
3a Gatwick Metro Centre  
Balcombe Road, Horley, Surrey  
RH6 9GA, United Kingdom

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

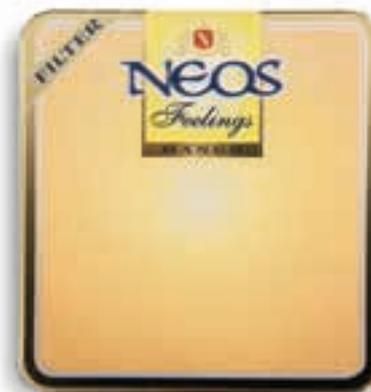
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6 - 10 MAY 2018 – SINGAPORE

The Duty Free  
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