

**MONDAY 8 MAY**

TFWA ASIA PACIFIC EXHIBITION &amp; CONFERENCE 2017

08

**WELCOME  
COCKTAIL**

At Raffles Hotel

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**LEISURE  
ACTIVITIES**

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& WORKSHOPS**

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**NEW &  
RETURNING  
EXHIBITORS**

Debuting in Singapore

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## INTRODUCTION

# THE RIGHT THEME AT THE RIGHT TIME

**'Unique' is an over-used word, but it certainly applies to the TFWA Asia Pacific Exhibition & Conference.**

It offers an unrivalled opportunity to meet everyone up to the top management of the most significant companies in travel retail, and offers the perfect balance of a thought-provoking conference, an innovation-packed exhibition, a highly appealing location, and an impressive level of attendance by the main players in the region. Here anyone who has aspirations to grow their business in Asia will find all they need to set them on the right track.

I've been coming to this event for almost all of its history, and for me, it has always been an important part of my working year. I've found the contacts I've

made here invaluable, and I've also always found it personally very enjoyable.

Of course, like all successful events, it needs to evolve as the market it serves evolves. TFWA Asia Pacific Exhibition & Conference is here for the long term, and I and my fellow board members, along with our committee, will work to ensure that it remains as relevant tomorrow as it is today.

Today, our theme of 'Re-igniting our industry' could not be more relevant. During the opening plenary session, TFWA President Erik Juul-Mortensen and Jaya Singh (President, Asia Pacific Travel Retail Association), Anil Gupta (author, commentator and member of the World Economic Forum), and Tan Sri Rafidah Aziz (former Malaysian Minister of International Trade and Industry

and Chairman of AirAsiaX) will share their thoughts on the role of Asia and the future for regional and economic integration.

In the second session, Porter Erisman (former Vice President at Chinese e-commerce giant Alibaba Group) will share his thoughts on the lessons to be learned for brands and retailers from the meteoric rise of Alibaba, while Andrea Belardini (CEO, Asia, Middle East and Africa of Dufry) will address the steps our industry can take to restore durable growth in Asia Pacific and beyond.

Our afternoon workshops will provide further food for thought. Workshop A, 'Rediscovering Japan', will shine a spotlight on the role of Japan in the modern duty free and travel retail landscape. Running simultaneously, Workshop B, 'Re-engage:

driving customer loyalty', will focus on customer loyalty, and Workshop C, 'Re-assessing our industry: challenges today and tomorrow', will examine the regulatory and other challenges facing the industry, as well as outlining the latest data and insights on traffic trends and consumer behaviour.

Special thanks must go to our diamond sponsor Changi Airport Group for its continued support of this event.

**NOTES FOR YOUR DIARY:**

- A business networking lunch is open to all delegates on Level 5 from 13:15 to 14:30.
- There will be the chance for more networking over a drink at our hosted afternoon networking session between 16:00 and 17:00 in the foyer area, Level 5.

- Afterwards, do visit the TFWA Asia Pacific Bar to enjoy some post-conference relaxation on Level 4 between 17:00 and 19:30 this evening, and between 18:00 and 19:30 every other day of the exhibition. Thank you to all our sponsors.



**Francis Gros,**  
Vice-President  
Conferences &  
Research, TFWA

## TFWA PRESIDENT NAMED BEST BUSINESS EVENT CHAMPION AT SINGAPORE TOURISM AWARDS

Erik Juul-Mortensen, TFWA President, has been named Best Business Event Champion at this year's Singapore Tourism Awards, in recognition of his instrumental role at TFWA. The awards are organised by the Singapore Tourism Board

and recognise contributions made by both individuals and organisations to Singapore's tourism sector. The Best Business Event Champion award celebrates individuals from a trade or professional association whose

contributions have had a significant impact on the development of the business events industry in Singapore. "I am honoured to receive this accolade and am thrilled to see recognition that TFWA Asia Pacific Exhibition & Conference

is valued not only by our duty free & travel retail industry, but also by its host, Singapore," says Juul-Mortensen. "I would like to thank all the TFWA team that work so hard to ensure that standards are constantly high at our flagship

event in Asia, as well as our colleagues across the industry who support it year after year. As previously announced, the event will remain in Singapore until at least 2020, with the option to extend for a further two years."

**Please note that the Women in Travel Retail (WiTR) meeting takes place today, immediately after the TFWA Asia Pacific Conference.**

The meeting takes place in the TFWA Asia Pacific Bar on Level 4 of the Marina Bay Sands Expo & Convention Centre. All women working in the duty free and travel retail industry are very welcome.

## WiTR MEETING TODAY

Last year WiTR raised money to build two classrooms at the Sunrise Siem Reap Learning Centre in Cambodia. Members who met during MEADFA were very moved by Gerry Munday's account of her visit to the orphanage, which also



provides education for children from the local community. They voted unanimously to continue fund-raising to build further

classrooms at the Sunrise Siem Reap Learning Centre in Cambodia in 2017. Sunrise Siem Reap founder Geraldine Cox will be joining WiTR at today's meeting to share first-hand more about the work of Sunrise Cambodia. WiTR, which now has a 500-strong network, has some exciting expansion plans for 2017, and these will also be shared with the group at the meeting.

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

## TFWA ON SOCIAL MEDIA



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

SUPPORTED BY:



After only a few holes of the scenic Lake Course at Raffles Country Club yesterday, a storm forced organisers to briefly postpone the TFWA golf tournament, organised in partnership with Interparfums. Eventually the storm clouds parted and golfers returned to the course. The tournament was back on.

# SWINGING INTO ACTION

The wet conditions seemed to work well for some competitors. "I'm having one of my best games ever," said William Desouza, Managing Director, Bridge to Asia. His teammate, Florian Luthi, Director, Brand Courage, seemed less enthused. "It could be worse," he said. Others shared his frustration. "It's a bit up and down for me to be honest, but we're playing well as a team," said Mike Kearney, General Manager, Akay. The brief postponement meant golfers were under pressure to get around the course quickly, avoiding the water hazards and crocodiles as they went. "The marshal keeps pushing us along," said John Antenoracruz, President, Titan Imports. All competitors eventually completed the tournament, which was won by the team comprising:

James Goldstein, Samez Worldwide; Dominic Moon, Frontier Magazine; Michael Kho, EDF Management Services, and Vicente Pelagio Angala, Duty Free Philippines. Prizes were also given for nearest to the pin and longest drive, won by Richard Timmis, Director, Category Insights Ltd and Dominic Moon respectively. Moon was also the overall individual winner, though he did have an advantage over the other competitors – he is a former PGA golf professional. "I will be having some champagne in Raffles tonight," he said.



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Florian Luthi, Director, Brand Courage; Chandru Manghnani, Director, Headlines Marketing; and William Desouza, Managing Director, Bridge to Asia.



Mike Kearney, General Manager, Akay; Peter Dige, Director Travel Retail, Toms Group; Denz Vanderlist, Director of International Sales, Cabeau; and Loïc Vélazquez, International Sales Manager, Emile Chouriet.



Hugues Dusseaux, Executive VP, Dior; Jacques Gouallou, Regional Manager, Benefit; Alexandre Cardinal, Golf Coach, Golf Exclusive Academy; and Renaud Boisson, Managing Director, Interparfums.



Guiyong Cho, Korea Representative, TFWA; Pierre Lequeux, Korea Representative, TFWA; Frederik Lindh, owner, Generation Research; and John Antenoracruz, President, Titan Imports.

Dominic Moon, Publisher, Frontier Magazine; Michael Kho, EDF Management Services; Vicente Pelagio Angala, Duty Free Philippines; Renaud Boisson, Managing Director, Interparfums; and James Goldstein, owner, Samez Worldwide.



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Delegates relax before a busy week of TFWA meetings in the fabulous surroundings of the Marina Bay Sands SkyPark.



Stephan Kandler, Sales, Les Interchangeable: "This was my first time doing tai chi, and so far so good. It has been great. It is so interesting, because when you feel that you are very stiff it is good to go back to the basics. We'll see how well it benefits me later, but I would imagine it will help me and it's a good start to what will be a busy week."



# THE POWER OF CHI

**Yesterday morning, at the SkyPark, on Level 57 of the Marina Bay Sands Hotel, delegates welcomed the morning sun with an empowering session of tai chi.**

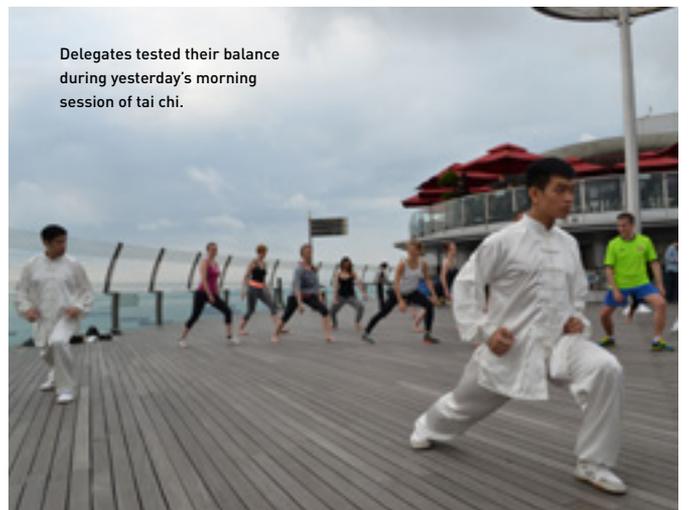
"It's a great reason to get up early," says Phillipe Marguerite, SVP Global Travel Retail, Coty. "I wanted to take part before, but this is the first time I've arrived early enough. I'm looking forward to the show and meeting up with the people we love."

The session focused on a combination of movements, which stimulated delegates to test their balance, as well as relax before a busy week ahead. Trainers Jessen and Kingston, who have both practised tai chi for more than 10 years now, demonstrated the power of chi to the enthusiastic delegates. "Chi is the life force, it is what makes the blood move faster," explains Jessen. While learning the tai chi walk, a popular combination of movements, Jacqueline Hernandez, Global Travel

Retail Manager, TOUS, comments: "This is my first experience of tai chi. I was very intrigued. It's a good sport and it's wonderful to try it in such a beautiful environment. It looks easy – but it's not easy at all." Some delegates found the session, indeed, a bit challenging, while, others were fascinated by this Chinese wisdom. "I am very impressed with the session, as it also gave us the story behind this amazing tradition," says Marjolein ten Berge, Director Asia, Secrid.



Annette Rosendahl, Travel Retail Senior Manager, Lego, does a lot of yoga, but yesterday was her first experience of tai chi.



Delegates tested their balance during yesterday's morning session of tai chi.



Phillipe Marguerite, SVP Global Travel Retail, Coty, gets advice on form from tai chi master Jessen.



Secrid's Marjolein ten Berge, Director Asia, and Aniek Brand, Global Business Development.



Dylan Mulder, Designer, Ariki, XYZ and Carmen Taylor, Marketing, Ariki, XYZ.



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# WELCOME *COCKTAIL*

Last night's Welcome Cocktail took place at the iconic Raffles Hotel. It was a memorable, stylish evening. Guests caught up with colleagues old and new over champagne, cocktails and a delicious buffet.



**01** Véronique Exposito, Export Area Coordinator, Millennium Fragrances; Andrea Belardini, CEO, Asia, Middle East and Africa, Dufry; and Priscilla Beautieu, VP Global Marketing & Sales Director, Millennium Fragrances.



**02** Erik Juul-Mortensen, TFWA President; Sarah Branquinho, External Affairs Director & Head of Communication Europe & Africa, Dufry; and Klaus R. Mellin, Managing Director, Tax Free Trade Klaus Mellin GmbH, Braun Travel Retail Sales Agency.

**03** Leo Liu, Overseas Market Regional Brand Manager, FIYTA; Jobs Wang, Overseas Market Deputy Manager, FIYTA; Alwyn Stephen, President & CEO, Beauty Contact; and Kamal J. Satwani, Headlines Marketing Group.

**04** Michelle Samukai, COO Monrovia Liquor Store, and Naree Barteo, Administrator, Monrovia Liquor Store.

**05** Francis Gros, Vice-President Conferences & Research, TFWA, and Stéphane Giraud, President, Travel Traders International.



**06** Barney Boo, Senior Vice President, J Brands, Duty Free Malaysia; Pan Har Ying, Corporate Affairs & Communications Manager Worldwide Duty Free Asia, Japan Tobacco International; Oliver Tan, Global Account Manager, Heineken; and Shigehiro Kondo, CEO Choya.

**07** Jean-Pierre Trouillet, Export & Duty Free Manager, Distilleries et Domaines de Provence, and Jean-Luc Lebault, Duty Free & Travel Retail Director, H. Mounier.



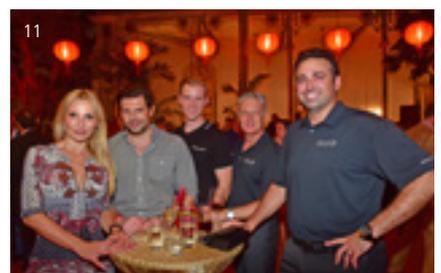
**08** Loukas Spiliotopoulos, Director, Genesis London; Tan Yi Xi, Business Development Manager, Kaimay Trading; Steven Candries, Sales Director, Guylian; Mahendra Motibhai-Patel, Chairman Emeritus, Motibhai Group; Pratima Patel, Motibhai Group; Tan Yi Sin, Procurement Manager, Kaimay Trading; and Philip Bogaert, Senior Export Manager, Guylian.

**09** Frank Levy, CEO Woollip; Patricia Levy, Marketing & Communications Manager, Woollip; Nadia Skouri Garcia-Pelayo, Managing Director, Buying the Sky; and Frédéric Garcia-Pelayo, Vice-President Finance, TFWA.



**10** Capella Industries' S. Jayabalan, Sales Development Asia; Carolina Castro, Key Account Manager; and Jonas Dahlgren, CEO.

**11** Nicole Mather, CEO; Theo Tanini, Head Designer; Michael Johnson, U.S. Account Executive; and Don Snider, International Account Executive, all House of Sillage.



# TODAY: CONFERENCE & WORKSHOPS

The theme of today's TFWA Asia Pacific Conference is 'Re-igniting our industry'. Delegates will hear from thought leaders both within and beyond the industry, exploring how businesses can drive growth amid a changeable political and economic climate. Three themed, simultaneous workshops take place after lunch.

## 09:00-11:00 PLENARY SESSION 1: RE-IGNITING OUR INDUSTRY

Main Ballroom, Marina Bay Sands Expo & Convention Centre, Level 5

 Translation available in Mandarin and Japanese

The Asia Pacific region continues to lead the global duty free & travel retail industry, both in terms of size and dynamism. Yet growth has slowed compared with recent years, and the political and economic climate would appear fragile. The free movement of people, and stable diplomatic relations between nations, cannot be considered givens. In these circumstances, how can our industry in Asia regain the growth levels enjoyed a few short years ago?

This year's TFWA Asia Pacific Conference is themed 'Re-igniting our industry', and will explore the implications of the current political and economic environment for travel, tourism and related markets. Delegates will hear from thought leaders from within and beyond the industry, with the opportunity to debate the issues that will shape the immediate future of duty free and travel retail.

The conference will feature two plenary sessions during the morning, followed by three themed, simultaneous workshops after lunch. At the close of the conference at 16:00, delegates are invited to attend an informal networking session and enjoy the refreshments provided.

**ERIK JUUL-MORTENSEN**, PRESIDENT, TAX FREE WORLD ASSOCIATION

At a time when established norms are being challenged as never before, the factors on which our industry depends – political and trading stability, free movement and consumer confidence – appear under threat. TFWA President Erik Juul-Mortensen will look at the implications for our industry in Asia Pacific, exploring recent developments in the market and assessing the prospects for growth.

**JAYA SINGH**, PRESIDENT, ASIA PACIFIC TRAVEL RETAIL ASSOCIATION

The Asia Pacific Travel Retail Association (APTRA) is active in defending the interests of the regional industry. President Jaya Singh will update delegates on the key issues facing the business in Asia Pacific, touching on efforts to define and communicate its economic value to the wider travel industry.

**ANIL GUPTA**, AUTHOR, COMMENTATOR AND MEMBER OF THE WORLD ECONOMIC FORUM

Professor Anil Gupta is widely regarded as one of the world's leading experts on strategy and globalisation. Author of several acclaimed books including *The Quest for Global Dominance*, *Getting China and India Right* and *The Silk Road Rediscovered*, he is one of the world's most influential management thinkers. He will explore the rise of Asia at a time of global flux, examining the economic and geopolitical factors that will affect the region's future growth. He will also address advances in technology, and their influence on tomorrow's consumer.

**TAN SRI RAFIDAH AZIZ**, CHAIRMAN OF AIRASIA X AND FORMER MALAYSIAN MINISTER OF INTERNATIONAL TRADE AND INDUSTRY

Tan Sri Rafidah Aziz served as Malaysian Minister of International Trade and Industry for 21 years from 1987 to 2008, and is regarded as an authority on regional and global trade. As the world enters a period of intense, delicate negotiations between nations and trading blocs, she will examine the future for regional economic integration, and assess the implications for trade and free movement.

**11:00-11:30**  
BUSINESS NETWORKING WITH COFFEE



**ANDREA BELARDINI**, CEO, Asia, Middle East and Africa, Dufry.



**HIDEKI HAYASHIDA**, Senior Vice President of leading airport group and retailer NAA.

## 11:30-13:15 PLENARY SESSION 2: RE-IGNITING OUR INDUSTRY

Main Ballroom, Marina Bay Sands Expo & Convention Centre, Level 5

 Translation available in Mandarin and Japanese

In this session of the TFWA Asia Pacific Conference, delegates will hear from senior retail executives on how the current economic climate is affecting consumption trends, and on how brands and operators can cooperate to deliver durable growth. The session will look at retail trends on domestic and travel markets, courtesy of a high-level line-up of distinguished speakers. Among speakers in this session will be **Porter Erisman**, former Vice President at Chinese e-commerce giant Alibaba Group. Having joined Alibaba in 2000 and going on to play a key role in the company's development, he has a unique insight into one of the retail world's greatest success stories. Delegates will also hear from **Andrea Belardini**, the CEO, Asia, Middle East and Africa of the world's biggest travel retailer, Dufry. Andrea will address

recent developments in the regional duty free market, outlining how his company is adapting its approach to cater to Asian customers' changing needs and expectations.

Both morning plenary sessions will be moderated by **John Rimmer**, Conference, Research and Corporate Affairs Director, Tax Free World Association.

**13:15-14:30**  
BUSINESS NETWORKING LUNCH  
Marina Bay Sands Expo & Convention Centre, Level 5



**TAN SRI RAFIDAH AZIZ**, Chairman of AirAsia X and former Malaysian Minister of International Trade and Industry.



**NICOLA WELLS**, Director Global Marketing & Strategy at multinational operator Aer Rianta International.

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## ACCESS THE TFWA ASIA PACIFIC CONFERENCE APP

Delegates at today's Conference & Workshops are encouraged to make use of the dedicated event app, with which they can make comments and put questions to our speakers. The app, created by Pigeonhole Live, can be accessed at [www.tfwaap.pigeonhole.at](http://www.tfwaap.pigeonhole.at) using the password **TFWA2017**

## 14:30-16:00 AFTERNOON WORKSHOPS

Please note: Workshops A, B & C run simultaneously

### WORKSHOP A: REDISCOVERING JAPAN

Main Ballroom, Marina Bay Sands Expo & Convention Centre, Level 5



Translation available in Mandarin and Japanese

The growth of the duty free & travel retail industry in Asia Pacific owes much to the Japanese market. It was the opening of outbound travel from Japan in the 1960s and 70s that drove the regional market's first wave of growth, with Japanese travellers central to the strategies of brands and retailers around the globe.

Since then, China and South Korea have emerged and overtaken Japan with regard to market size, and yet Japan remains a vital generator of revenue for the world's tourism, travel and related industries. The country's travel retail business has enjoyed significant growth in recent years thanks to new infrastructure, investment in tourism and the development of downtown duty free.

It is timely, then, to take a fresh look at Japan's duty free industry, and to assess how customer behaviour and preferences are evolving in this historically important, strategically vital market. The 'Rediscovering Japan' workshop will bring together leaders from the airport, retailer, brand and tour operator sectors, providing a detailed picture of the national business today. The high-level line-up of speakers in this session includes **Isao Takashiro**, Chairman & CEO of JATCO, Japan's biggest travel retailer and operator of Tokyo Haneda Airport; **Hideki Hayashida**, Senior Vice President of leading airport group and retailer NAA; **Nobuo Nabika**, President of The Ginza, the Shiseido-owned premium skincare and cosmetics brand; and **Tadashi Shimura**, President of the Japan Association of Travel Agents.

This workshop will be moderated by **Dermot Davitt**, President, *The Moodie Davitt Report*.

### WORKSHOP B: RE-ENGAGE: DRIVING CUSTOMER LOYALTY

Breakout Room 1, Marina Bay Sands Expo & Convention Centre, Level 5

Most in the duty free & travel retail industry would admit that not enough travellers enter retail outlets during their journey through the travel environment. But even fewer travellers could be described as loyal customers. The challenge to increase rates of penetration and conversion is, arguably, secondary to an even greater challenge: how to convert the increasing number of international travellers around the world into loyal, repeat customers for whom duty free & travel retail is part of their journey. The 'Re-engage: Driving customer loyalty' workshop will explore how our industry can increase repeat spend from travellers, at a time when sales growth is well behind increases in traffic. Topics for discussion will include ways to enhance the value proposition, marketing techniques, communication and the future role of technology in engaging passengers and encouraging spend. This session will hear from **CC Lee**, Chief Operating Officer at China's leading travel retailer China Duty Free Group; **Nicola Wells**, Director Global Marketing & Strategy at multinational operator Aer Rianta International; and **Kian Gould**, founder & CEO of innovative technology provider AOE, whose work at Frankfurt Airport in particular is setting new standards for customer engagement.

This workshop will be moderated by **Kapila Gohel**, Editor, *Duty-Free News International*

### WORKSHOP C: RE-ASSESSING OUR INDUSTRY: CHALLENGES TODAY AND TOMORROW

Breakout Room 2, Marina Bay Sands Expo & Convention Centre, Level 5

In Asia Pacific as elsewhere around the globe, the duty free & travel retail industry is subject to regulatory pressures that could potentially restrict its ability to trade. It is vital for all industry stakeholders – landlords, retailers and brands – to be aware of the challenges faced, and the action necessary to meet them. The TFWA Asia Pacific Conference & Workshops offer an opportunity for the regional industry to discuss these issues, and to assess their likely impact on the business. The 'Re-assessing our industry: Challenges today and tomorrow' workshop will update delegates in two areas: firstly, the regulatory and other challenges that the regional and global industry must address if it is to thrive; and secondly, the latest data and insights on traffic trends and consumer behaviour, and the likely impact on our industry. The latest data from TFWA Research will be presented as part of the session, including highlights of recent studies produced by travel analyst ForwardKeys and strategic insights specialist Portland Design. Among speakers in this session will be **Sarah Branquinho**, President, European Travel Retail Confederation; Imperial Brands Head of Corporate Affairs and Compliance (Global Travel Retail) and APTRA Board Member **Dr Jennifer Cords**; **Lewis Allen**, Director of Environments, Portland Design; **Terna Jibo**, Head of Strategic Insights, Portland Design; and **Olivier Jager**, co-founder & CEO, ForwardKeys.

This workshop will be moderated by **Charlotte Turner**, Managing Editor, *Travel Retail Business*.

16:00-17:00 AFTERNOON NETWORKING SESSION WITH REFRESHMENTS Foyer area, Marina Bay Sands Expo & Convention Centre, Level 5

17:00 TFWA ASIA PACIFIC BAR OPENS Marina Bay Sands Expo & Convention Centre, Level 4

# ‘ARE WE ASIA READY?’

Professor Anil Gupta, author, commentator and member of the World Economic Forum, is one of the world’s most influential management thinkers. Ahead of his address in this morning’s Plenary session 1, he shared some thoughts with Ross Falconer on the economic and geopolitical factors that will affect the Asia Pacific region’s future growth.



Anil Gupta, author, commentator and member of the World Economic Forum: “By 2025, Asia will – without any doubt – be the world’s economic centre. Even then, it’ll still be growing faster than any other region of the world. So, keep asking yourself again and again: Are we Asia ready?”

**There are four main features of Asia’s changing reality, according to Professor Anil Gupta, author, commentator and member of the World Economic Forum. “First, Asia is rapidly becoming the world’s economic centre. In all likelihood, by 2025, Asia’s GDP will be larger than that of the US and Europe combined,” he says.**

“Second, Asia’s economic strengths are becoming more broad-based. Over the next

20 years, we’ll see India, Indonesia, Vietnam and Philippines also become economic powerhouses, while China’s growth rate will continue to slow down. Third, Asia’s global centrality is becoming more multidimensional. It is not only the world’s fastest-growing region, it is also the world’s largest market, the world’s largest manufacturing base, the world’s fastest-growing hub for research and development, and the world’s largest source of new capital. Fourth, Asia is steadily becoming less

dependent on exports to the rest of the world.” In this morning’s conference, Gupta will examine key factors behind Asia’s rise at a time of global flux. The potential for growth in productivity, he explains, is massive. “China, India, and ASEAN – accounting for over 75% of Asia’s population – are still relatively poor economies,” says Gupta. “China’s per capita income is only one-seventh that of the US; Indonesia’s about one-twentieth; and India’s

only about one-thirtieth. All of these economies still have a lot more catching up to do.” Meanwhile, compared with other emerging economic regions, such as Latin America and Africa, Asia’s institutions are much stronger, and Asian societies place far greater importance on education. As a result, Asian children increase their skill levels faster. Gupta’s address will also highlight the advances in technology that will influence tomorrow’s consumer, including advances in life sciences that

will rapidly increase longevity; developments in hardware, software, and connectivity, which are already having a profound impact; developments in AI; and the impact of social media on brand loyalty. Gupta concludes: “By 2025, Asia will – without any doubt – be the world’s economic centre. Even then, it’ll still be growing faster than any other region of the world. So, keep asking yourself again and again: Are we Asia ready? And are our strategies for Asia evolving at least as rapidly as Asia itself is evolving?”

**In what promises to be an inspirational address in today’s conference, Porter Erisman will be sharing the inside story of his experience working at China’s Alibaba Group, as it grew from a small apartment into one of the world’s largest e-commerce companies.**

“Having worked alongside Alibaba founder Jack Ma for eight years, I’ll talk about his leadership style, discussing the successes and mistakes that Alibaba encountered,” says Erisman. “I’ll also be using Alibaba as a case study to help retailers better understand the e-commerce boom in emerging markets. My message will be that for businesses that approach this boom with an innovative spirit, this is a trend which offers more opportunities than risks.” An exciting retail trend is the emergence of international travel as the new luxury experience for middle class Chinese. There are more Chinese travelling abroad than ever, and their purchases represent an increasingly



large proportion of retailers’ sales. “At the same time, these travellers have adopted e-commerce at a faster rate than their Western counterparts,” Erisman explains. “So it is important for brands and retailers to not only understand the Chinese consumer, but also understand the Chinese e-commerce ecosystem. Understanding both will help retailers understand how to catch the Chinese consumer

Porter Erisman, former Vice President at Chinese e-commerce giant Alibaba Group: “We are living in a golden era of e-commerce, where consumers are using their mobile phones in innovative ways to shop online. Only the nimble retailers who embrace e-commerce, rather than fear it, will grow and thrive.”

at key touch points.” Indeed, Erisman’s presentation today will emphasise the opportunities that e-commerce can bring for businesses in travel retail. “There were many times when I was at Alibaba that it seemed like a new crisis might destroy the company,” he says. “But Jack Ma’s greatest leadership strength was in showing that change is something to be embraced, rather than feared. And retailers who embrace the age of e-commerce will be well positioned to grow their businesses.” So, how can brands and operators collaborate to deliver lasting growth? Erisman’s advice is to find ways to create a seamless experience for customers, by engaging with

potential customers prior to, during, and after their travels. “With mobile apps like WeChat and Tmall playing an increasingly important role in shopping, customers can be driven to travel retail outlets in innovative new ways,” he comments. “For example, when a customer books a flight, that data can be used to trigger a shopping promotion when the customer reaches the airport to help drive customer traffic to a retail outlet. At the retail outlet, different measures can be taken to create more engagement on social media. The seamless integration of online to offline is becoming increasingly important and I’ll be talking about how the two can merge.”

## EMBRACING THE AGE OF E-COMMERCE

Porter Erisman, former Vice President at Chinese e-commerce giant Alibaba Group, spoke to Ross Falconer ahead of his participation in today’s Plenary session 2: Re-igniting our industry.

# AFTER HOURS

The popular social programme at TFWA Asia Pacific Exhibition & Conference provides unrivalled opportunities to network and relax outside business hours. The TFWA Asia Pacific Bar opens today at 17:00, tomorrow evening's Chill-Out Party has a magical theme, and Wednesday's Singapore Swing Party promises high-energy thrills and spills.



## TFWA ASIA PACIFIC BAR

**Monday 8 May to Wednesday 10 May**

18:00-19:30 (except today, open from 17:00)

Level 4, Marina Bay Sands Expo & Convention Centre

The TFWA Asia Pacific Bar, at the heart of the Marina Bay Sands, is established as the ideal spot for early-evening drinks. Its superb terrace is an inviting place to unwind and take in the views of Marina Bay. All drinks courtesy of exhibiting companies.

## CHILL-OUT PARTY

**Tuesday 9 May, 19:30**

Mandarin Oriental Hotel

The Chill-Out Party is the perfect way to unwind after a busy opening two days of business. Taking place on the stunning Mandarin Oriental rooftop, with its 25m pool, the entertainment will feature a magical theme, while drinks and massages will likewise be conjured up.

**Entrance by invitation only  
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## Singapore THE BIG THRILL Swing Party

**Wednesday 10 May, 20:00**

Universal Studios, Sentosa Island

The 2017 Singapore Swing Party returns to Universal Studios by popular demand. A high-energy dose of thrills and spills is guaranteed, with four rides available for the exclusive use of guests. Live music, entertainment and a delicious array of dining options will ensure it is a night not to be missed.

**Entrance by invitation only  
(part of full delegate status)**

**Dress code: Casual**

**(comfortable shoes advised)**

**Shuttle service available from all major hotels**

# SERVICES

TFWA offers a wide range of services to assist visitors in advance of and during TFWA Asia Pacific Exhibition & Conference.

### SHUTTLE SERVICE

Getting to and from the Exhibition is made easy by our shuttle buses which call at all the official hotels.

### PRESS CENTRE

Location: Basement 2

The Press Centre provides all registered journalists with an area to unwind, conduct interviews and source information relating to the exhibition.

### INTERNET AREA

Location: Basement 2

The internet centre offers everyone the opportunity to get connected onsite.

### WIFI SERVICE

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

### INTERACTIVE DIRECTIONAL SCREENS

Interactive touch screens will help you to navigate your way around the exhibition halls.

### BARS

TFWA Asia Pacific Bar: Level 4

Asian Bar: Basement 2

Western Bar: Basement 2

Sushi Bar: Level 1

Ideally located, the bars offer several convenient onsite meeting points during exhibition hours and serve light meals throughout the day.

### BUSINESS CENTRE

Location: Basement 2

Dedicated staff will assist you with all your secretarial requirements.

### WELL-BEING LOUNGE

Location: Basement 2

The Well-Being Lounge offers relaxing massages designed to help you focus on the business ahead.

### REST AREAS

Location: Basement 2 & Level 1

### CLOAKROOM

Location: Basement 2 & Level 1

For your convenience, cloakroom facilities are available on entering the exhibition.

### TRAVEL & HOTEL DESK

Location: Basement 2

The Pacific World team will be pleased to assist you with your travel and hotel requests, including any queries.

The ONE2ONE pre-scheduled meeting service at TFWA Asia Pacific Exhibition & Conference provides a tailor-made opportunity for retailers, exhibiting brands, and service concessionaires to meet with senior executives from the region's airports and airlines, as well as those from cruise & ferry companies. Here, we preview Sydney Airport's participation.

# ONE2ONE MEETING SERVICE



Glyn Williams, General Manager Retail, Sydney Airport: "We've proactively sought out and secured the best of global and local concepts that deliver exciting shopping and dining experiences, while ensuring there's something to suit everyone's budget."

## ONE2ONE WITH: SYDNEY AIRPORT

**Sydney Airport has a robust retail strategy, aiming to establish strong relationships with its retail partners to deliver contemporary offerings that will stand the test of time.**

"We've proactively sought out and secured the best of global and local concepts that deliver

exciting shopping and dining experiences, while ensuring there's something to suit everyone's budget," says Glyn Williams, General Manager Retail, Sydney Airport. T1's new 1,900sqm fashion precinct is a stunning streetscape of 13 global designer brands housed within striking double-height façades with

bespoke designs. Brands include TUMI, Kate Spade New York, Max Mara, Hugo Boss, Emporio Armani, and Burberry. "First to Australian airport brands, Tiffany & Co., Hermès and Gucci, shine as anchor tenants within the precinct, wowing passengers with designer collections direct from the runway and evoking the Ginza strip," Williams enthuses. On-trend and contemporary food offerings at T1 International ensure passengers enjoy a premium dining experience, modern food hubs that cater to all budgets, and exciting food

concepts unique to Sydney Airport. The City View premium dining precinct boasts exclusive food & beverage offerings, including global first Benny Burger, by Australian chef Shannon Bennett of world-renowned restaurant Vue de Monde. This is complemented by The Bistro by Wolfgang Puck, and Kitchen by Mike from Australia's rising culinary star Mike McEneaney. Meanwhile, in the T2 Domestic Terminal, Sydney has recently introduced a number of airport and Australian firsts across food

& beverage by transforming the casual dining precinct to showcase a greater number of healthy and tasty brands. There are a number of strong performing retail categories across the airport, including the new, contemporary duty free offer via Heinemann Tax & Duty Free. "Passengers now enjoy a relaxed shopping experience within the world's largest standalone airport duty free store at over 9,000sqm, shopping over 28,000 products across 800 brands," Williams explains.




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**18:00-19:15**  
 Begonia Ballroom  
 3001A-3002  
 Marina Bay Sands Convention Centre

**18:00** - Drinks Reception  
**18:30** - Awards Ceremony  
**19:15** - Ceremony Closes  
**Dress code:** Business Attire

All exhibitors and delegates invited

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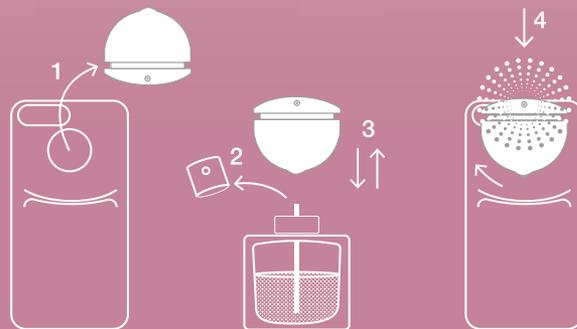
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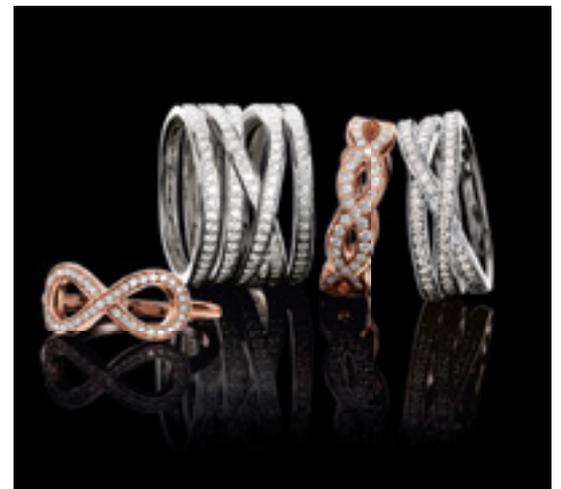
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the THOMAS SABO

# w rld of TRAVEL RETAIL

.....  
*THOMAS SABO, founded in 1984 by Thomas Sabo, is a leading international provider in the jewelry, watches and beauty segment.*

*The lifestyle company operates on all five continents. The list of major cities with shops ranges from Paris, London, New York, Singapore, Seoul, Shanghai, Bangkok, and Hong Kong all the way through to Sydney. Globally, THOMAS SABO also cooperates with approximately 2,600 trade partners, leading airlines, cruise operators and airport destinations such as Heinemann, DFS, Harding, Aer Rianta, Sunrise, Lufthansa, and Singapore Airlines.*



*Glam & Soul – offers irresistibly feminine designs and always provides a splash of elegance and glamour.*

Since restructuring its travel retail business in 2015, THOMAS SABO has been constantly increasing its business operations and is proud to operate with leading airlines, cruise operators and airport destinations worldwide. The brand has been further analysing its growth opportunities within the segment and is looking forward to intensifying its relationship with operators in the Asia Pacific region at TFWA Asia Pacific 2017.

excellent platform for perfectly showcasing popular collections such as Sterling Silver, Charm Club and Watches in a customised manner. Amongst the innovations that the brand will be showing in Singapore, operators can look forward to new product concepts such as Glam & Soul Diamonds, Little Secrets and Power Bracelets, as well as new designs from the popular Karma Beads-inspired watch series.

THOMAS SABO has optimised all product concepts that it is presenting to the travel retail segment to serve customers' needs in the best possible manner. As the items of jewellery are essentially presented in line with the 'ready to wear' principle, they are inspiring and customer-friendly for both travel retail partners at airport destinations and in-flight partners. Self-service units and special modular systems ensure a totally positive and efficient shopping experience and offer travel retail partners an

Jordi Valls, Travel Retail Director of THOMAS SABO: "We have recently seen great progress in our focus markets of China, Hong Kong and South Korea and are thankful to our partners and customers who are spreading the THOMAS SABO philosophy worldwide: Express your own personality with jewellery and watches! Travel retail has become an extremely important business segment and we are very much looking forward to further strengthening our presence across the Asia Pacific region."



*Karma Beads - every bead is a filigree masterpiece with individual significance.*



*Watches – time to enjoy those exceptional moments.*

.....  
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*Thomas Sabo*

JEWELLERY & WATCHES

THOMASSABO.COM

Is the impact of influencers on the fragrance category giving traditional star collaborations a run for their money? Suppliers share their views on working with personalities to sell scents. Report by Faye Bartle.

# FRAGRANCES TO FOLLOW

**Perfume brands have long enlisted the power of A-list celebrities to market their scents, but the unstoppable rise of social media has transformed the way that some brands – and consumers – view collaborations and endorsements.**

An increasing number of companies are discovering influencers and investing in building relationships with them in order to engage with fans. From flying in high-profile vloggers to press launches to paying for posts and recruiting social media stars as ambassadors, the traditional ‘celebrity’ marketing model is in a state of evolution.

It’s a shift in working that cannot be ignored. Brand channels on YouTube, for instance, are facing steep competition from vloggers and influencers for the attention of the audience, according to a recent L2 Insight report. In essence, there is a compelling case for the need for beauty brands to consider joining forces with vloggers to improve visibility on YouTube – and that’s just the tip of the iceberg. Conversely, the appetite for social media has meant that even the most admired celebrities are breaking down barriers by revealing more of their personal lives to a mass audience, which is prompting brands to think carefully before signing a new face. “Leveraging the power of

celebrity is nothing new in the fragrance industry. Celebrities can add a lot of value to your brand if the partnership is right,” says Elisabeth Jouguelet, Vice-President Marketing, Shiseido Travel Retail (Basement 2 B20). “It is still a very effective form of marketing but, as celebrities develop increasingly public personas thanks to social media, companies have had to be more selective in who they choose to represent their brands. Today’s consumers expect authenticity, as the popularity of celebrities hinges on more than just their craft. With social media, it is becoming easier to determine a celebrity’s reach and influence. Each brand has its own specific selection criteria and it is important to select



Shiseido Travel Retail is showcasing Dolce&Gabbana Light Blue Eau Intense and Light Blue Eau Intense Pour Homme, renewed with unique accents to evoke the intense blues of the Mediterranean Sea.



ANGELINA JOLIE HAS DONATED HER ENTIRE SALARY FROM MON GUERLAIN TO CHARITY.



Mon Guerlain pays homage to contemporary femininity.



## POP DELIGHTS IS THE NEW PRIVATE SCENT COLLECTION BY SCHERRER, EXHIBITED BY DESIGNER PARFUMS.

a celebrity who matches your brand DNA. The right match can do wonders for your brand, as the partnership will be palpable and authentic to consumers, making it easier for brands to influence their purchase behaviour and create a positive perception." Designer Parfums (Basement 2 L24) agrees that the process is becoming more selective. "At the end of the day the A-listers will represent the brand, so there needs to be a certain image in mind that works

for the brand," says Sarah Mohiuddin, International Trade Marketing Manager, Designer Parfums. "How 'hot' are they in the press is also important, as well as their following, platform and, of course, whether they are a perfect fit for the brand's vision and ethos. Companies look at these points, so it is getting more selective rather than becoming a more popular approach." An example of a brand that gets it right is Guerlain (Level 1 HS01),

which has recently launched its new feminine fragrance Mon Guerlain inspired by Angelina Jolie – a celebrated actress, filmmaker, director and Special Envoy of the UN High Commissioner for Refugees. "We always create for a woman we admire," says Jacques Guerlain, a third generation of the French perfume house. It was a wise choice for the brand, which has links to Jolie that span decades. The connection originates with Jolie's memory of her mother's love for a Guerlain powder scented with iris and violet. This link was renewed when Guerlain met Jolie in Cambodia, where she was directing her fourth feature film, *First They Killed My Father*, about a child's memory of war and loss. From there the partnership began to create a new fragrance bringing together Guerlain's craftsmanship, quality and expertise with the values,

ideals and aspirations of modern femininity. The advertising film, which Jolie stars in, is set in Provence where the Carla lavender found in Mon Guerlain grows and is harvested. Described as an "invisible tattoo", the fresh oriental fragrance also contains sambac jasmine from India, album sandalwood from Australia, and vanilla tahitensis from Papua New Guinea. In a move set to touch the hearts of people the world over, Jolie has donated her entire salary from Guerlain to charity.

### AMBASSADOR STATUS

When it comes to choosing an ambassador – whether it's an Oscar-winning actress or a Snapchat sensation – brands consider several aspects, including the credibility and attractiveness to the target audience, compatibility with the brand in terms of identity, values and positioning, as well as global reach.

"The more recognisable a celebrity is worldwide, the higher their potential for recruiting new consumers to the brand," says Jouguelet. "This is especially true in the global travel retail environment, where consumers come across brands that they may not have heard of or be familiar with back in their home countries. The use of a globally recognisable celebrity face and name could open the brand to entire new markets." Analysing the attributes of a potential spokesperson has many layers.

"Brands look for social media following, engagement, content and reviews, how often they are in the press, credibility, image and style – this is a very important factor as this represents the brand and the final product as a whole. They also look for influence within the media and press, the target market and target consumer," says Mohiuddin. Striking the right balance between aspiration and authenticity is paramount. "These celebrity tie-ups put a face to the brands, bringing consumers closer to the brands, thereby increasing awareness, trust and familiarity," says Jouguelet. "Consumers may subscribe to the belief that buying a brand that their celebrity idols endorse could help them emulate

their positive traits and lifestyle. To be aspirational, this partnership between the brand and the celebrity needs to be sincere. The celebrity won't play a role when she is speaking about the fragrance, for instance. "The business model is, however, evolving to include partnerships with 'real people', non-celebrities such as bloggers and social media influencers, who have a different type of connection with consumers," she continues. "Influencers tend to be more relatable on a real-life basis, with consumers seeing them more as 'peers', compared to celebrities who they place on a pedestal and aspire toward." According to research by Mintel, up to 70% of social media, blog and vlog users access beauty content online but, of this group, less than one in 10 (8%) are interested in seeing pictures of celebrities using beauty products. On the flipside, one in six (17%) of those who use beauty blogs or vlogs have bought beauty products based on a blogger's or vlogger's opinion or recommendation, rising to 35% of women aged 16-24. Despite the statistics, not everyone is entirely convinced. "We believe vloggers, more so than bloggers, are a big corporation game, as it is now rare



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# SNOW ALGAE

Glacial Snow Algae & Hyaluronic Acid Bio Cellulose Mask

that the reviews are spontaneous testimonies, but rather the result of a money-driven indirect advertising industry. The flow of information is yet to be categorised and any initiative on our part would be drowned between toothpaste and shampoos,” says Olivier Mariotti, Managing Partner – International Markets, Etat Libre

d’Orange (Basement 2 B11). “The sincerity of bloggers and vloggers is inversely proportional to the segment of industry concerned. Luckily in our small segment of the niche perfume, we still have some doing reports out of passion. Identifying those who have a more commercial approach is easy. The passionate people are the ones

trolling our webpage and using our contact addresses to get information, sampling and interviews – we, therefore, always offer them a warm welcome.”

**THE SOCIAL NETWORK**

Looking at marketing in the digital world in general, while demonstrating a skincare or cosmetic product has

become cult viewing for some, achieving the same for fragrances presents more of a challenge due to the nature of the product. “Unlike make-up and skincare, you can’t see the effects of a fragrance, so it has less traction on a visual medium like YouTube,” says Jouguelet. “For fragrance brands, Search Engine Optimisation (SEO) is crucial for

their digital strategy: they need to utilise the most relevant key words on their website and social networks to garner the best search results. With influencers, brands have a certain degree of control over what they say. The objective is to develop your relationship with them, and give them the information they need to talk about your brand in the best possible way. “When it comes to a paid partnership, brands are able to collaborate very closely with influencers to create specific and highly targeted content that meets the desired audience’s needs,” she continues. “However, when you work with an influencer, it is important to keep in mind that their credibility and authenticity to their audience rests on them being the creator of the entire message, with their own thoughts and creative processes. Unlike celebrity endorsers who are simply the face of the brand message, influencers have an ongoing dialogue with their carefully established communities where they are regarded as ‘experts’, with their own distinct

styles of content creation.” Drawing on expert support can help identify the most appropriate opportunities for the product in question. “We use an external agency who deal with our brand’s social media and PR calendars,” says Mohiuddin. “Our in-house marketing team ensures the brand’s calendar is fully updated in terms of new product launch news, in-store activities and promotional online news and press launches. Today, society has a certain stigma against ‘celebrity’ endorsements. Take Kate Moss, for example, for Charlotte Tilbury’s new fragrance. An ideal consumer would want to buy this because Kate Moss is the face behind it and she is beautiful, the media and storytelling script was well thought out. However, I believe you can also create the same amount of buzz with bloggers and vloggers, as social media is taking over the world. With the likes of new social media apps, such as Instagram stories and Snapchat, it is today’s craze and is live feed so you get honest and credible reviews if the



FOR HER FLEUR MUSC BY NARCISO RODRIGUEZ WAS INSPIRED BY WOMEN WHO PROJECT AN AIR OF INDEPENDENCE AND GRACE.

**Exotic journey. Niche fragrance specialist Perfumer’s Workshop International (Level 1 U12) is showcasing its newly released Amouroud scent, Silk Route.**

“The interest and development of the ‘niche’ perfume category has been increasing in the travel retail channel over the last few years. We have established a strong portfolio with Amouroud and this newest addition accentuates this,” says PWI founder Donald Bauchner. “We think it’s very important to offer our customers a range of different scents and blends to ensure that we cater for every taste. Having a broad range of Amouroud fragrances means we will have something for everyone.”

**MORE NEW PRODUCTS TO SEE IN SINGAPORE**



Crystal clear. Zylangia - Parfums Princesse Marina de Bourbon (Basement 2 B10) is presenting a new novelty, Cristal Royal Rose. The bottle is inspired by the tradition of French craftsmanship of fine crystal and the vibrant and sophisticated scent is dominated by lemon, pear and rose.

# C H A N T E C A I L L E



Visit us on Basement 2, B3.

loggers and bloggers are used as an endorsement benefit for a brand."

## SCENTS WE LIKE

As highlighted, a major reason why influencer-generated content and endorsements are well received is due to the perception of trust and authenticity associated with it. "Working with influencers allows brands to enter the personal universe of consumers. In contrast to celebrities, influencers are more accessible for consumers, who consider them as peers and have more trust in their endorsement," says Jouguelet. "For us it is very important to work with influencers. Our Dolce&Gabbana fragrance brand, for example, has been able to leverage the positive ripple effect of the brand's fashion label, which has been actively courting the millennials. It was the first major label to put bloggers in the front row of its fashion shows, and it has also run ad campaigns

starring millennial influencers, even casting them to walk their Fall 2017 shows. That said, it is still important to have that aspirational element. We recently announced actors Kit Harington and Emilia Clarke as the new faces of Dolce&Gabbana's The One fragrance. They're rising A-listers with growing influence and perfectly aligned with the brand." When a rising star is discovered, it can lead to huge investment. Just like actors, leading bloggers and vloggers are represented by agents and are even being paid huge sums by brands to mention specific products in videos or posts. "Some vloggers do end up becoming an ambassador for a brand, so this of course becomes a long-term engagement with the vlogger's followers," says Mohiuddin. "Vlogging has become the 'it thing to do' in today's social media industry. There are so many vloggers

with different platforms, and huge followings. It all comes down to how credible the viewer finds the vlogger and how big their following is. In the end this is what will influence the viewer's purchase." Further to social media stars, brands are increasingly drawing on experts in their field to reinforce the message. Looking again at Guerlain, it is interesting to see how the brand leverages the magnetic appeal of its in-house perfumer. Indeed, for Mon Guerlain, fragrance aficionados are treated to a glimpse into the work of Thierry Wasser, Guerlain Master Perfumer, who has created more than 1,100 fragrances and has "questioned the rules, ignored conventions and revolutionised modern perfumery" along the way. "I am always filled with an imperious thirst for distant lands, the desire to go ever farther in search of new scents," says Wasser. "Like my predecessors before me, my work is guided by a passion for fine

craftsmanship, an admiration for the know-how of artisans, the authenticity of encounters and the sincerity of emotions. We know every last detail about our jasmine, our sandalwood, our lavender and our vanilla, because we buy our raw materials from men and women we have met and whom I have come to know closely over time." He continues: "Guerlain is a concentration of real human relationships with people who make our creations genuine. All of the shared and experienced emotions – from the field to the laboratory – become the notes of Mon Guerlain, a fragrance created for an extraordinary, sincere and authentic woman."

It speaks of a preference for quality over quantity – something the most effective collaborations have in common. "It has been found that some 'micro-influencers' could have a better engagement rate with their communities, compared to influencers with much larger followings," says Jouguelet. "There is a growing fragrance community online that reviews fragrances on social media, comprising a mix of amateur reviewers and more serious enthusiasts who really know their stuff. Their passion for fragrances is apparent and it is these micro-influencers with small,

targeted audiences that are inspiring new fragrance lovers. "While top influencers can help brands reach out to a big pool of followers worldwide quickly, micro-influencers can drive higher engagement with a more tailored audience, allowing brands to reach exactly their desired target" she adds. "It is important, therefore, for brands to develop a long-term engagement strategy with both types of influencers. This requires two different but complementary strategies." As the savviest scents navigate the best of both worlds, all eyes are on how consumers will respond.

Learn more about the fragrances innovations being presented at TFWA Asia Pacific Exhibition & Conference by visiting the TFWA Product Showcase ([www.tfwaproductshowcase.com](http://www.tfwaproductshowcase.com)).

Scan this code to visit the TFWA Product Showcase



**The number of people travelling for wellness reasons is rapidly on the rise, presenting a prime opportunity for brands to engage with destination hopping health and beauty enthusiasts who want to look and feel their best.**

The global wellness industry has grown to US\$3.72 trillion, according to Global Wellness Institute, and wellness tourism is one of its fastest-growing sectors, with 691 million wellness trips worth US\$563.2 billion taking place in 2015. Further to this, the global wellness travel market is expected to grow another 7.5% each year to reach US\$808 billion by 2020.

From appreciating the treatments and local ingredients used during a pampering spa break in Thailand to being inspired by the skincare regimes of Korean women, the curiosity of wellness travellers is being noted by leading brands the world over.

Laboratoires Filorga has been specialising in scientific medical solutions to combat skin ageing for more than 30 years. There are three main pillars to the brand: Filorga Medical aesthetic medicine, created in 1978, providing scientific solutions, such as injectables, for doctors and surgeons; Filorga Medi-Cosmetics anti-ageing skincare, created 10 years ago, which is sold in perfumeries and pharmacies in 63 countries around the world; and Filorga Perfusion professional skincare for spas, born four years ago. The company has been approaching the travel retail market with Filorga Medi-Cosmetics since mid-2016.

"When travelling, people like to experience local beauty rituals, such as ayurvedic treatments in India and Bali, and bring some of the experience back home with them by investing in the equivalent products," says Jean-Michel Bostroem, Travel Retail Director, Filorga (Basement 2 J10). "It is a natural desire for tourists to relax and unwind in a spa and often the services are less expensive than they can find in their home country. This is a good thing, as the wellness tourism trend helps grow the beauty category as a whole." The Filorga Optim-Eyes Patch is especially relevant for travel retail. The triple-action treatment comes in an innovative black textured algae patch to revitalise



Chantecaille is well geared to the wellness tourism trend.

As the value of wellness tourism accelerates, suppliers are capitalising on destination-driven beauty know-how and spa-inspired experiences. Report by Faye Bartle.

the eye area in 15 minutes by tackling dark circles, puffiness and wrinkles in one. "This is very interesting for traveller," says Bostroem. "It usually comes in a box with 16 patches, but we also sell them by pairs for those who want to try it once. It is great to use inflight and we are retailing them at the cashier to trigger impulse buys as they are easy to pick up. As a brand, we are very successful with our products geared to the eye area, our number one best seller in volume in all countries is Optim-Eyes." Discovering the world's best-kept health and beauty secrets while globetrotting is an exciting part of the journey for wellness travellers. "Beauty suppliers can capitalise on wellness tourism by creating products inspired by spa

treatments – like how some of our Moroccanil Body products have come out of our resort and spa channels," says John W. Gates, VP of Retail and Travel Retail Sales, Moroccanil (Level 1 T8). "They provide customers with the opportunity to create an at-home wellness experience. Beauty suppliers should take the same concept and create 'travel essentials' kits featuring these spa treatment products for at-home or in-room use. Plus, within the travel retail environment, vendors can collaborate with travel retail partners to provide express spa-like services and events in key airports where passengers may stop in to receive a wellness experience." Moroccanil is widely recognised

as an exotic destination brand, offering products that are evocative of the Mediterranean, allowing the customer to bring home a slice of their getaway. The company carries out express events on the local markets and is currently working on implementing them in key airport locations. The Buff & Go Station, for instance, polishes away dead skin cells and instantly hydrates with Dry Body Oil and protects with a high factor sun lotion.

Filorga Optim-Eyes Eye Contour<sup>3</sup> is a unique complex that reduces dark circles, combats swelling in the lower eyelid, and smoothes the eye contour for a fresher appearance.



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Alternatively, the Bohemian Bun Station gives guests a tousled hairstyle in a flash. Both have a total appointment time of 45 minutes. "Argan oil, the universal ingredient in all of our products, is created from the argan nut that thrives in arid climates," explains Gates. "Therefore, our hero ingredient is intrinsically linked to the exotic Mediterranean destination evoked by Moroccan products. Internally, we are continuing to look for ways to incorporate Mediterranean ingredients in our products, specifically those sourced from Morocco."

**BEAUTY AND THE BEACH**

From the Korean skincare brands that have garnered a cult following to cutting-edge spa potions, consumers have a thirst for newness. "Caudalie is an expression of the French way to look after your beauty needs," says Christophe Delorme, Head of Global Travel Retail, Caudalie Paris (Level 1 T12). Having joined the company just six months ago, Delorme, who is based in Paris, is tasked with coordinating the brand's

HERO PRODUCTS BY MOROCCANOIL INCLUDE THE TREATMENT TRAVELER FOR ALL HAIR TYPES AND DRY BODY OIL FOR INSTANT NOURISHMENT.

travel retail on a worldwide basis. "The common experience is to seek beauty advice from a pharmacist or doctor – it is a very formal process – and to use a respected brand as part of an effective skincare regime. French women consider looking after their looks as a way of life – they don't want to overcomplicate it or put too many layers onto the skin. As well as educating people about the benefits of grape polyphenols, our spas make it easy for women to incorporate the power of grapes into their lifestyle." For those who aren't familiar, Caudalie was founded in 1995 when Mathilde and Bertrand Thomas met Dr. Vercauteren, a world-leading expert on grape polyphenols. While visiting the

vineyards of Château Smith Haut Lafitte in Bordeaux, he noticed the leftover skins and seeds of the grapes from the harvest and explained to the couple that they had extraordinary antioxidant powers – hence the idea for a skincare brand came about. It became a best seller in pharmacies in France and, with a view to expansion, the company opened its first Vinotherapie Spa, Les Sources de Caudalie, located at the Château, which offers a range of luxurious and results-driven facial and body treatments. The concept has now spread around the world to premier locations including Marques de Riscal in Spain and the Shangri-la in Toronto. Further to the success of its spas and pharmacies in France,



Caudalie prides itself on using every aspect of the grape, from the seeds to the vine, to create products that heal, refresh and renew the skin.

founder Mathilde Thomas is considered something of an authority on French beauty. She has authored a book entitled 'The French Beauty Solution: Time-Tested Secrets to Look and Feel Beautiful Inside and Out' – something the brand can leverage to its advantage. "Currently, we are concentrating on how we express our French heritage, utilising the great location of the spa and the image of the brand," says Delorme. Consumers will no doubt also be pleased to learn that all Caudalie products follow the brand's 'cosm-ethics', meaning formulations are free from parabens, phenoxyethanol, mineral oils, sodium laureth sulfate, synthetic colouring and animal ingredients. The company is also against animal testing. Another brand on the scene, When Mask, is also taking the needs of those looking for destination specific products into consideration. "There are a few ways to tap into the desire of travellers," says June Lee, Associate, International Sales & Marketing – Americas/EU/ME for When Mask / J.C People Co., Ltd (Level 1 P15). "It may seem difficult to include the destination's native

ingredients into the product, but there are many manufacturers that can provide and supply this. We can ask our manufacturer to procure this and integrate it into the product for placement in relevant destination airports. Another way is to form a collaboration with a beauty product manufacturer in the destination. This way, we can both emphasise the brand name and the destination's ingredient." A similar approach is being considered by Altimetre. "With our infusion technology, we can infuse in our body buffer any skincare ingredient and fragrances that relate to the destination or any skin type," says Arnaud de Volontat, owner of Altimetre LLC (Basement 2 M27), a distribution company that specialises in worldwide travel retail and the domestic markets in the Americas region. In Singapore, the company is exhibiting its brand Spongellé, for which it has the exclusive distribution for travel retail worldwide. A hero buy is the Body Contouring Buffer with Built-In Cleanser, a dual sided buffer that cleanses, exfoliates, massages and detoxifies in one. "The DNA of Spongellé is coming from the spa experience," says

# T E D B A K E R

## L O N D O N

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de Volontat. "Spongellé brings a totally new experience to the consumer – it is a very innovative product with a patented technology that is incomparable to any other product in the industry, at a very affordable price. It is an 'all in one' product with natural soap and natural oils. It is a fragrance and skincare treatment in one sponge that cleanses, exfoliates, hydrates and massages and can be used multiple times. Spongellé replaces the everyday body wash with a luxurious body buffer infused with the skincare ingredients."

**PASSPORT TO WELLNESS**

As well as offering destination-specific products, suppliers are seeking new ways to appeal to travellers looking for convenience. "There are growing numbers of travellers that look for beauty products that they can use while on the move," says Lee. "We want to offer 'mini' or 'handy' spa experience to travellers at the airports and inflight channels. We would like to offer our sheet mask products, which are like having a 'mini spa' experience, especially to travellers for short-haul and long-haul flights."

According to Lee, the major trending themes in the beauty sector are for anti-ageing and anti-pollution products. "These types of products will catch the attention of travellers, but it is important to bear in mind that lightweight and handy beauty products are preferred due to the limitations of luggage space and travel hours," says Lee. "If these needs and demands are met, beauty suppliers can capitalise on wellness tourism within the travel retail setting." As a point of differentiation, Moroccanil is always looking for new ways to drive home the green message. "Internally, we are constantly looking at ways to be more environmentally-conscious with regards to packaging and ingredients for our customers," says Gates. "One of our brand objectives is to inspire women and build up their confidence every day with our easy-to-use products. Results-driven products, ease of use and meaningful customer engagement are all ways to attract and maintain a loyal brand following. Additionally, social and digital platforms are ways to continue to engage the customer, thus building trustworthiness and traction."

When Mask uses gentle and proven ingredients, plant extracts, and effective patented ingredients and technology.



Caudalie is finding solid success in Asia. The company opened its first boutique and spa in central Hong Kong in 2013 and has since enjoyed fast expansion across China and Korea, with a goal to achieve more than 30 boutiques and spas globally by the end of 2017. "We are a brand that speaks well to consumers in Asia," says Delorme. "Consumers in the region particularly like the Grape Water – a plant mist that soothes, refreshes and moisturises the skin." The company's latest travel retail concept can be seen at Lotte Duty Free's main downtown store in Seoul and T Galleria by DFS, City of Dreams, in Macau. There are high hopes to build on this in the near future. "Our founders are very aware of the potential of travel retail, so they wanted to cement the presence on the local market before approaching it," says Delorme. "Our preference is to have a classic way to tell the story that's exciting and relevant for a high traffic area. We are considering promotions with certain operators and clearly we are going to have a great presence inflight, including on the major Chinese airlines. Price is always a concern, so we try to have balanced prices

**A brand that is particularly relevant for wellness travellers is Chantecaille (Basement 2 B3), which is known for its high quality skincare products, containing a high concentration – at least 80% – of botanicals. Through its extensively researched and technologically innovative products, the brand focuses its attention on targeting inflammation to conquer skin ageing.**

"Getting in touch with nature is a major driver for wellness tourism and Chantecaille perfectly fits with this," says Sylvie Mong de Verchere, General Manager Asia Pacific, Chantecaille. "Wellness travellers are in search of



Popular Chantecaille products include the Jasmine and Lily Healing Mask.

**THE WORD FROM CHANTECAILLE**

indulgence, yet in a healthy and environmentally-friendly sphere. Massages, beauty treatments, environmental beauty, fitness and yoga are their core interests when travelling. For beauty suppliers, there is a huge opportunity to innovate with wellness-oriented products that offer detoxifying, purifying, anti-pollution, anti-stress and mindfulness properties and this can be executed in special travel sets.

Offering products that can soothe the mind and aid a better sleep in the plane would definitely target wellness travellers." To bring the concept to life, Mong de Verchere suggests offering a de-stressing facial treatment or facial massage to prepare customers for a long-haul flight along with green juices and healthy snacks. "Brands could also expand their offer with video tutorials that can be downloaded before take-off about how to relax and take care of the skin with those special travel sets," she adds. Chantecaille is currently working on different kits, such as 'multi-masking' sets to detox, purify and hydrate the skin, as well as travel essentials sets of miniature-sized products that customers can take onto the aeroplane. Its Gold Energizing Eye Recovery Mask, a natural seaweed based mask infused with a luxurious 24-karat gold serum, is also popular inflight.

Altimetre is exhibiting its brand Spongellé – an 'all in one' product with natural soap and oils.



and to keep the proposition simple. We are very humble and have a short amount of experience in travel retail, but we are looking forward to leveraging our pharmaceutical expertise and giving it a glamorous touch." As for Filorga, the eyes have it. "We are not in a hurry to be present everywhere in travel retail," explains Bostroem. "We are already listed at Charles de Gaulle International Airport, and with DFS in its downtown T Galleria in Hong Kong at Hysan and Chinachem. Airlines are a very strong growth area for us. As of 1 April we are onboard Air France with two products: Time-Filler Absolute wrinkle correction cream and Optim-Eyes Eye Contour<sup>3</sup>. We also have these two products onboard Luxair and are ranking number one in value with Time-Filler and number one in volume with Optim-Eyes. Very soon, we are going to be listed on all major Chinese airlines, with three products on each carrier."

#### FUTURE BEAUTY

In terms of future trends, Lee highlights algae, moringa, kale, avocado and coconut as the next big ingredients that will be trending. "Ecklonia cava – brown alga – from Jeju Island will be the skincare

ingredient trend of 2017," says Lee. "It has been claimed to remarkably improve skin elasticity." "The most important brand attributes when it comes to consumer engagement and generating consumer loyalty, however, are high product quality satisfaction and quick response to consumer needs," Lee continues. "Consumers want high quality products and satisfying these needs will naturally generate consumer engagement. Listening to consumers is also very important. By providing quick responses to consumer enquiries, the brand will naturally gather a loyal following." Altimetre is focusing on appealing to price sensitive travellers. "The increase in traffic will be filled mainly by a population with lower and lower income," comments de Volontat. "We need to capitalise on offering a good value, lower price range, very innovative and luxurious, but affordable product proposal." Drilling down on what makes a brand successful can be further simplified. "Brands are successful in travel retail when they offer a product that everyone desires," says Bostroem. "We offer products that are beautifully presented and yet affordable with formulations that are truly effective

with proven results. Filorga has experienced a steady growth of +40% year-on-year only based on word of mouth and no advertising. In the Marionnaud 512 store perfumery chain in France, we are now number two in the skincare segment behind Clarins. We are visible, but we have decided to be more visible now. That's why, in 2016, we invested in advertising pages in major women's magazines, in 20-second spot television campaigns and radio, as well as with JCDcaux for bus shelters. This was to make the brand known outside of its core fan base and we are doubling the investment in advertising in 2017." As for Caudalie, its success story in the channel is only just beginning. "We are now ready to explore a long-term approach, step-by-step," says Delorme. "We are targeting the high-end consumer who travels a lot. We have built a presence in the Middle East, Asia and the Americas, bolstered by e-commerce and it is a great time to expand into the duty free business. We don't pretend to have all the answers right now, but will be disclosing our new travel retail furniture concept and travel exclusive collection in Singapore."

**Beauty brand Serge Louis Alvarez (SLA) Paris (Basement 2 E22) is showcasing star products including its Lip Crush #BE AUDACIOUS liquid matte lipstick and the #XXLEYES Collection in Singapore.**

Export Manager Assistant Carolina Montes shares her views on working with high profile personalities in the digital sphere. "When signing up an ambassador, every brand is aiming to create awareness, popularity and engagement from the community," says Montes. "There are several benefits of this. On social media, the brand will be backed up by a big community of followers and fans of the star in question, which is going to boost sales. The star will help to bring attention to the brand and make it more recognisable." It is important to remain vigilant, however, when

## THE ART OF THE HASHTAG

SLA Paris Oversize Fiber eye catcher mascara.



it comes to celebrity collaborations. "There can be drawbacks – not only for the brands, but for the celebrities too," says Montes. "Consumers can grow tired when the brand becomes too exposed or the celebrity accepts too many partnerships."

SLA Paris has established partnerships with well-known influencers and has started sending samples for opinion reviews. "The benefits of working with bloggers and vloggers are very similar to those of working with an A-listener," says Montes.

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Despite the ever-evolving nature of travel retail, some trends in the children's items category remain evergreen. Here, Marta Dimitrova emphasises a few of the leading names in the sector, who bring into play the perfect mixture of trends and traditions such as innovative board games, plush toys, augmented reality stickers and many more.

# GAME-CHANGING TRENDS

## EDUCATIONAL FUN FOR ALL AGES

**For Dandy Nomad (Basement 2 N01) travel is about emotion, sharing and enjoying, that is why the brand has recently added travel games to its range of products with the objective of making every young nomad's journey as entertaining and unforgettable as it should be.**

"We believe we differentiate from other brands in the way that we have decided to modernise vintage board games and bring a travel dimension to the games in order for them to be entertaining and educational at the same time, just like travels are for kids," explains Emmanuelle Coppinger, CEO/founder, Dandy Nomad. In this highly-digital world, Dandy Nomad is proposing a way to reconnect children with the surrounding world and share unforgettable moments with the people they are travelling with. Dandy Nomad targets everyone from kids aged six-years-old to 99+ year-olds. "We meet both kids' needs by proposing two games in one that you can play from two players up to five players, but also the parent's needs as our games are fun but also educational by teaching kids various things (history, geography, food culture, traditions) about different cultures around the world," says Coppinger. "At Dandy Nomad, we believe that making people sit around a table and play board games is an innovative concept in a world where everything is more and more connected, and people spend less and less time just enjoying a simple moment together."

## PERSONALISED DESTINATION CONCEPTS

The children's market now covers a very broad range of

product types to meet genders, age ranges, and individual preferences. Whatever the trends may be, Aurora World (Basement 2 K33) recognises the demand for plush – which appeals to children (and adults) of all ages and genders. Aurora World is a plush toy specialist, recognised globally for its high quality, soft, huggable toy designs. "Aurora offers a comprehensive collection of delightful products that suit the everyday purchase, plus we can offer selections designed specifically to maximise sales at key times of the year, such as Christmas, Valentine's Day, Easter, Mother's Day and many more," comments Garry Stoner, Global Travel Retail Director. "In addition, our license portfolio continues to gain momentum, we are very excited about the recent signing of the Tokidoki license." The brand is best-known for characters including: The Gruffalo, Peanuts, Garfield, and now the Japanese lifestyle brand, Tokidoki. "In terms of what customers are looking for in travel retail, souvenir items are always very popular and this is an area where we can be very flexible with our new personalisation programme, where we can personalise products from every range to any given country." Aurora World makes its debut



at this year's TFWA Asia Pacific Exhibition & Conference with its popular character Yoohoo, which features on kids TV around the world, and latest addition Tokidoki – a designer plush range which is perfectly suited to the Asia Pacific region.

Whatever the trends may be, Aurora recognises the demand for plush – which appeals to children (and adults) of all ages and genders.

## ENCOURAGING IMAGINATION THROUGH 3D PLAY

"We combine physical traditional play with 21st century technology," says Garry Maxwell, Sales & Purchasing Director, Premier Portfolio (Basement 2 M02). "We create innovative products that are fun for kids and safe for parents." With toys such as the Fun Plane, developed for travel retail 18 years ago, and the Engine Inventor set, Premier Portfolio leads the way in innovation and

In this highly-digital world, Dandy Nomad is proposing a way to reconnect children with the surrounding world and share unforgettable moments with the people they are travelling with.

product development. The new Mardles Augmented Reality stickers are unlike any other kids travel product. The free app works with Apple, Google Play, Amazon devices and is 100% parent-friendly. Maxwell explains: "We aim our augmented reality stickers



The new Mardles Augmented Reality stickers are unlike any other kids travel product.

at boys and girls aged from three to nine-years-old, although older siblings and grown-ups enjoy having a play too! We've worked with over 500 families within our target group to develop characters and animation that kids can relate to and want to play with." The Mardles Augmented Reality and play scene combination pack includes three different sets of stickers that come to life, plus a double-sided play scene. Kids

can bring their own stickers to life simply by pointing their free app at the character on the sticker. The sticker comes to life in 3D on their screen with unique animation and sound effects. Users can control the characters with arrows and keep memories and selfies with on-screen icons. "We're encouraging children to be creative, they can stick our stickers onto play scenes and create imaginative stories," Maxwell concludes.



Mosquitno presents a range of different items to protect the whole family from mosquitoes – from a soft format like the citronella products, to a family spray and even a non-skin solution with textile spray and washing softener, which can be sprayed on clothing and bed linen to avoid body contact.

**KEEPING KIDS PROTECTED**

"Children are very vulnerable towards mosquitos, so depending on where you are, we have the perfect solution to protect your whole family," says Etienne Hendrickx, Director, Mosquitno (Basement 2 G01). Mosquitno presents a range of different items to protect the whole family from mosquitoes – from a soft format like the

citronella products, to a family spray and even a non-skin solution with textile spray and washing softener, which can be sprayed on clothing and bed linen to avoid body contact. The brand has a very child-friendly programme, with a range of products specifically targeted to children from six months upwards, such as the kid's bracelets and stickers.

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During TFWA Asia Pacific Exhibition & Conference, Mosquitoo is showcasing its full line of products, as well as a new presentation stand specifically made for travel retail. "We are a young company, so every step forward is a success story," Hendrickx adds.

**COMFORTING COMPANION TO KIDS**

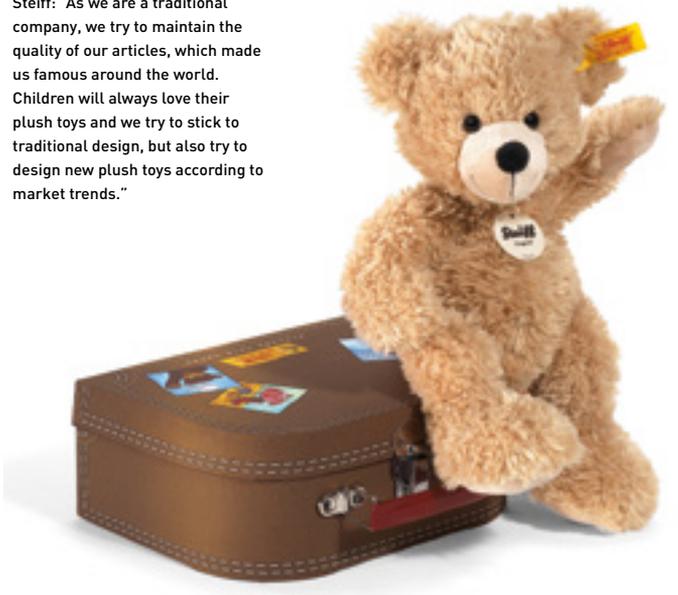
Go Travel's (Level 1 R7) heritage is firmly centred on the creation of innovative travel goods. Go Travel is more than just a collection, it's a concept providing a tailored range of kids' accessories on easy-to-navigate displays. "The Go Travel Kids range features child-sized travel versions of essentials, such as pillows, headphones, and even an emergency poncho, bringing together all our product know-how from the traditional range and combining it with our personal experience as parents who also travel," comments David Lomas, Managing Director, Design Go.

The Go Travel Kids target consumer group is wide-ranging. "Parents from all sectors of society will find our collection



A COMBINATION OF PRACTICALITY, GOOD QUALITY DESIGN AND INNOVATION APPEAL IS WHAT HELPS GO TRAVEL KIDS STAND OUT.

Ken Wakatsuki, Area Sales Manager, Asia-Pacific, Middle East, Steiff: "As we are a traditional company, we try to maintain the quality of our articles, which made us famous around the world. Children will always love their plush toys and we try to stick to traditional design, but also try to design new plush toys according to market trends."



**WHEN TRENDS MEET TRADITIONS**

Children will always love plush toys and Steiff (Level 1 Q12) tries to stick to traditional design, while also designing new plush toys according to the market. With its 100 years' experience in the plush toy industry, Steiff is undoubtedly a worldwide leader in toy manufacturing. "As the inventor of the teddy bear in 1902, we are unique already and this is something special," comments Ken Wakatsuki, Area Sales Manager, Asia-Pacific, Middle East, Steiff. "I would say that our tradition is our biggest asset, as well as the continuous high quality of products over the long period of time."

Steiff's target audience ranges from 0 years to any age group, since plush toys are a companion for life. Steiff believes that children like to cuddle and sleep with their favourite plush toy during their travels. "We always make sure that we provide kids with a cuddly toy, which is handmade and of the highest quality," explains Wakatsuki.

During this year's show, Steiff is displaying its well-known item, the teddy bears, and also its other plush toy animals, including the travel retail exclusive plush toys in a suitcase. Wakatsuki recognises the ever-changing nature of travel retail, but he is positive that a traditional plush toy will always have a place in the market.

**FROM COLOURING TREND TO CREATIVE LIFESTYLE**

Staedtler (Level 1 P9) has a wide product range to address a lot of different target groups within the children's sector. Apart from the drawing and colouring products, the moulding and tinkering items complete the product range. Unicorns, rainbows or fire trucks: no other activity offers children as much creative opportunity as drawing. Whether in school, playroom, or on the plane the Staedtler drawing and colouring pencils are the perfect partner for each child. Staedtler's pencils and colouring pencils are made of wood from certified, sustainably managed forests.

FIMO kids is the famous modelling clay by Staedtler, especially designed for children. Making their own toy stimulates children to let their creativity run free. However, there is more to FIMO kids than just kneading. With the oven-hardened modelling clay, children can discover the world imaginatively, while training their motor skills by using their hands to model their own favourite toys. The colourful modelling clay is easy to knead thanks to its soft texture, and it encourages the imagination and creativity of children thanks to its varied design possibilities. "Nowadays speed and efficiency define our life," says Claudia Hecker, International Sales Manager Fine Writing Instruments, Staedtler. "It is important for children and adults to relax and be creative again. Our aim is to establish a new lifestyle category that covers all aspects of the popular adult colouring trend."



an invaluable resource for their travels. A combination of practicality, good quality design and innovation appeals to quite a diverse consumer group that all have their child's welfare as a priority," says Lomas. Go Travel's products are impulse purchases, so the brand's appeal lies in designing innovative products in eye-catching packaging. Constantly updating the range with bright attractive designs captures both the parents' and the child's attention in-store. At TFWA Asia Pacific Exhibition & Conference, it is showcasing two new animal designs in the Go Travel Kids Pillow Collection. A Giraffe Neck Pillow will stand alongside its jungle buddy, the Lion Neck Pillow, adding fun new characters to Go Travel's much-loved animal tribe. They are constructed from an exceptionally-cosy outer fabric that feels soft to the touch and is gentle next to a child's delicate skin.

Claudia Hecker, International Sales Manager Fine Writing Instruments, Staedtler: "Nowadays speed and efficiency define our life. It is important for children and adults to relax and be creative again."

# COLLECTIBLE POP ART

Gwen Stefani's Harajuku Lovers Pop Electric Travel Retail Set contains five unique 15ml fragrances. The fragrance collection was created with "LOVE" by pop singer and fashion icon, Gwen Stefani. Each

fragrance has a unique scent and is packaged in a one-of-a-kind collectible bottle. Pop Electric chrome drips over each Harajuku Girl cap and stands atop a white porcelain-like pedestal.

Perfect for travel size fragrance, collectible pop art inspired bottles make a fun and beautiful display on any dresser or vanity.

**Basement 2 E14**



# SCENTED WATERS

Millennium Fragrances, specialist in perfumery for kids and adults, is presenting new Kaloo scented waters, which are described as the ideal set for a birth or birthday. They are clinically tested and without alcohol to respect the baby's safety.

A night light in the shape of a star creates a sweet

and reassuring atmosphere. Perfect for the baby's room, the night light can be put close to the bed or on a shelf to diffuse an exclusive universe. Blue, pink and white stars from Kaloo Parfums will help baby to fall asleep.

There are three sets: Kaloo Blue EDS 50ml Star Night Light Set, Kaloo Lilirose EDS 50ml Star

Night Light Set, and Kaloo Dragee EDS 50ml Star Night Light Set.

As a bedtime ritual, perfume the curtains and pillows in baby's room to reassure them, while the star night light will guarantee a peaceful atmosphere throughout the night.

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# DEBUTING IN SINGAPORE

TFWA Asia Pacific Exhibition & Conference continues to grow exponentially. This year, there are a record 316 exhibiting companies, of which 76 are either debuting or returning after a short absence. Here, we highlight a selection. Further instalments of our focus on new & returning exhibitors will follow in subsequent issues of the TFWA Daily.

01



02



## WHYTE & MACKAY 01

BASEMENT 2 C5

### WHO ARE YOU?

Whyte & Mackay was founded on the docks of Glasgow in 1881 by James Whyte and Charles Mackay, who laid the foundations for the company which has since gone on to produce some of the most highly-awarded and respected whisky brands in the world. It is the fifth-largest Scotch whisky manufacturer in the world, with its products distributed in over 50 countries, as well as a strong foothold in global travel retail.

### WHO BUYS YOUR PRODUCTS?

Each brand in our portfolio is unique, with its own story to tell and place in its respective category, so, of course, each is designed with a particular consumer in mind. The Dalmore is the definitive luxury single malt, steeped in history, and craftsmanship and renowned for maturing a collection of the world's oldest and rarest whiskies. With renowned Master Distiller Richard Paterson as the creative force behind the brand, The Dalmore attracts whisky connoisseurs and those with an appreciation for the finer things in life.

### WHY EXHIBIT NOW?

Whyte & Mackay has been operating in the travel retail market in Asia for several years now, but has experienced significant growth in the last three years, especially with our luxury single malt brand, The Dalmore. We expect this to intensify even further in the coming years, and this was a big driver behind our decision to participate in TFWA Asia Pacific Exhibition & Conference for the first time.

### WHAT ARE YOUR OBJECTIVES?

A key objective for us is to showcase our new product releases from The Dalmore – a rare 35-year-old expression, and a timeless 40-year-old, as well as presenting our principal collection and exquisite Constellation Collection.

### WHAT IS YOUR UNIQUE SELLING POINT (USP)?

Our rich and varied portfolio of brands offers our customers in travel retail a wide range of solutions to cater to many customer and consumer needs.

## NANYANG BROTHERS TOBACCO 02

BASEMENT 2 K36

### WHO ARE YOU?

Nanyang Brothers Tobacco was founded in Hong Kong in 1905 by two brothers, Jian Zhaonan and Jian Yujie, two famous entrepreneurs from NanHai, Guangdong province. Nanyang Brothers Tobacco is the cradle of the famous century-old Chinese cigarette brand Double Happiness. All Double Happiness products are made in Hong Kong, giving customers the premium quality guarantee.

### WHO BUYS YOUR PRODUCTS?

Double Happiness is a well-established cigarette brand lasting for 108 years, with Chinese consumers making up the majority of buyers. In terms of markets, our products target both local consumers and international travellers. In terms of flavour, our products range from the Virginia cigarette to the American-blended cigarette, satisfying the various demands of customers from different countries.

### WHY EXHIBIT NOW?

TFWA Asia Pacific Exhibition & Conference is an important occasion to keep up-to-date with

trends in the travel retail industry, as well as to showcase our brand to the world's travel retail players. We would like to, through exhibiting our brands at the event, increase a larger-scale exposure for our brands, especially for our travel retail collections and newly-launched items.

### WHAT ARE YOUR OBJECTIVES?

Alongside achieving more brand exposure, we would like to get in touch with more and more duty free operators to increase future cooperation possibilities. Besides, TFWA Asia Pacific Exhibition & Conference also provides us with many social events to help enhance the relationship with our current co-operators.

### WHAT IS YOUR USP?

Double Happiness Tin collections is one of the most recognised USPs of Nanyang Brothers Tobacco. Being the pioneer of the tin pack cigarettes in China, Nanyang Brothers Tobacco has developed various tin collections, each of which is designed with a certain theme catering to different target markets.

## MOSHI 03

BASEMENT 2 F24

### WHO ARE YOU?

Moshi started making accessories back in 2005, long before electronics were fashionable. Our first product was a microfiber pouch that gave users an elegant way to carry, protect and clean their glossy iPod. Next, we expanded our product range and applied our engineering background to produce premium aluminium accessories for Mac. Then Apple released the iPhone in 2007 and iPad in 2010. As luck would have it, we were in the right place at the right time to become one of the industry pioneers as mobile devices proliferated around the world. This brings us to where we are today. Using our vast knowledge of materials and a keen understanding of what design-minded professionals are looking for, we've grown our product assortment to include premium travel and business accessories.

### WHO BUYS YOUR PRODUCTS?

Design-minded professionals (such as business travellers and digital creatives) have always been core users of Moshi products. Now we are

starting to target premium lifestyle and travel consumers, since there's a lot of crossover with our current user base.

### WHY EXHIBIT NOW?

As we design more travel-oriented bags and accessories, we're looking forward to TFWA Asia Pacific Exhibition & Conference and see its potential in meeting more partners in the duty free and travel retail industry. We're investing a lot more in marketing these days and feel that our premium brand position is a good fit for airport stores and other travel retail locations.

### WHAT ARE YOUR OBJECTIVES?

We'd like to meet like-minded retailers/distributors who are seeking out quality products for their stores. Getting in contact with key travel industry media is also an objective.

### WHAT IS YOUR USP?

A modern design aesthetic with smart functionality.

03



04



05



## DESIGN GO 04

LEVEL 1 R7

### WHO ARE YOU?

Established in 1978, Go Travel is the global leader in travel accessories. Still a UK family business, it is just as committed to bringing innovative products to market as it was when it began almost 40 years ago. Go Travel pioneered the concept of a coordinated range of travel accessories and its success has spawned an entire global industry, which it dominates today. In the beginning there were just 10 products. Today, Go Travel offers over 300 accessories designed in-house at its London headquarters. With millions of units sold each year, it has an outstanding reputation for quality, innovation and reliability.

### WHO BUYS YOUR PRODUCTS?

Travel retail buyers choose Go Travel because we take the complexity out of travel accessory ranging. We've become the 'go-to guys' thanks to our expertise. The quality and innovation of our extensive product portfolio combined with the strength in our logistics operation across the globe

have enabled our customers to dramatically grow their accessories business with relative ease. From a consumer perspective, the target is incredibly wide-reaching and really encompasses any passenger travelling.

### WHY EXHIBIT NOW?

Until recently, Go Travel has not intensively focused on the region. Our approach to market is very much infrastructure led. Typically, we target a geographic location when all the key elements are in place; regional warehousing and back office, a dedicated sales force and the manufacturing flexibility to support a just-in-time inventory. With all of this now available, we are ready to show buyers across Asia Pacific how we can help to expand their accessory business.

### WHAT ARE YOUR OBJECTIVES?

Our primary objective is to speak to a wide variety of buyers at the show. Go Travel is fast becoming a dominant player in parts of the region and the rate of growth is exceeding expectations. We would like to continue this momentum and push

forward to penetrate as deep as possible.

### WHAT IS YOUR USP?

More than a collection of products, Go Travel offers a concept, combining industry-leading product innovation and excellent service provision to maximise sales and revenue. We work tirelessly to simplify the route to market for each product, so that our customers can benefit in terms of service, product quality and pricing. At the same time, Go Travel creates a continuous stream of revolutionary designs that excite the consumer. Our global infrastructure also provides the flexibility to introduce regional variations to cater for the specific needs of each market.

## CHANTECAILLE 05

BASEMENT 2 B3

### WHO ARE YOU?

Chantecaille is the preeminent luxury brand for serious skincare and beautifying cosmetics known for its uniquely high concentration of natural botanicals. The line stands out for the extensive research and technological innovation invested in each groundbreaking formula. It is also distinguished by the exceptional purity of its ingredients, which are endowed with a potent life force capable of nourishing and revitalising the skin, the body and the spirit.

### WHO BUYS YOUR PRODUCTS?

Women who want high quality with high performance results for the skin, whether it is skincare or make-up products. Women who have concerns about chemicals that some brands can use nowadays and can impact on health. Women or men who share Sylvie Chantecaille's philanthropy philosophy, and want to be the voice of change and raise awareness to help endangered species or environmental concerns.

### WHY EXHIBIT NOW?

Chantecaille has reached a reasonable awareness among the Chinese community and it is the perfect time to reach out to more Chinese customers through the duty free channels. Being part of TFWA Asia Pacific Exhibition & Conference is a fantastic opportunity for Chantecaille to raise brand awareness among duty free operators.

### WHAT ARE YOUR OBJECTIVES?

Our objectives are as follows:

- Raise awareness of Chantecaille among the duty free industry.
- Gain more exposure in Asia Pacific.
- Find new business partners to develop Chantecaille in Asia Pacific and the other regions.

### WHAT IS YOUR USP?

Chantecaille focuses its attention on inflammation, which is scientifically recognised as the main cause of aging and responsible for the appearance of deep wrinkles, hyper

pigmentation and loss of visible firmness. The powerful properties of Chantecaille's plant-based ingredients work to visibly reduce the look of these signs. Chantecaille is not just a brand, it is a legacy. Born from one generation to be passed on to the next. Their goal is to set a standard in the world of cosmetics, while spreading awareness on global issues. These aspirations make Chantecaille a modern day icon.

TFWA

7-11 MAY 2017  
SINGAPORE

# ASIA PACIFIC EXHIBITION & CONFERENCE

THE DUTY FREE & TRAVEL RETAIL ASIA PACIFIC SUMMIT

## VIEW THE TFWA PRODUCT SHOWCASE

Innovations and new launches in Singapore this year

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

Look for specific brands via a list or use the search function

Access press releases or external websites



Select a product category from the easy-to-use tile interface

Find outline details, maker's name, stand location and contact data on a summary screen

7  
YEARS  
OF  
DUTY  
FREE  
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## ICONIC SCENTS

Shiseido Travel Retail is showcasing new fragrances from Dolce&Gabbana, Narciso Rodriguez and Issey Miyake. Dolce&Gabbana Beauty

has reinvented its two cult fragrances with the introduction of Light Blue Eau Intense and Light Blue Eau Intense Pour Homme, renewed with unique accents to evoke



the intense blues of the Mediterranean Sea. Meanwhile, Narciso Rodriguez has extended the 'For Her' fragrance collection with For Her Fleur Musc, which features a heart of musk surrounded by warm, rich pink flowers, creating a unique rose. Following the successful introduction of L'Eau d'Issey Pure Eau de Parfum for women in 2016, Issey Miyake has launched the new Eau de Toilette in travel retail. Available in 50ml and 90ml, L'Eau d'Issey Pure Eau de Toilette sheds a new light on L'Eau d'Issey Pure. For the first time, the fragrance's aquatic accords are brightened by citrusy top notes of mandarin. Neroli essence combines with floral notes of rose and lily-of-the-valley at the heart, while the base is a salty, musky blend of ambergris and cashmeran.

**Basement 2 B20**

## SMOOTH SCOTCH

The Borders Distillery, the first whisky distillery in the Scottish Borders to be built in over 180 years – is now very close to opening in Hawick, a town with a strong industrial heritage and pre-eminence as a global centre for high quality Cashmere. The Three Stills Company Limited (TTSC), owner of The Borders Distillery, expects to begin distilling in August 2017. This year is the company's first foray into exhibiting at TFWA Asia Pacific Exhibition & Conference, where it will present Lower East Side, a new smooth accessible and versatile Scotch whisky, a brand that can be enjoyed as you like it – neat, on the rocks, long, or in a cocktail. It seeks to provide increased accessibility to the fast-growing malt whisky category, recruiting new consumers



to the category. The brand is perfectly positioned to attract younger adult Asian travelling consumers keen to explore and experiment,

in turn helping to fuel significant growth in the blended malt segment over the next 10 years.

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# HR TRENDS IN ASIA PACIFIC TRAVEL RETAIL

BeThe1 has conducted its second survey on HR trends in Asia Pacific travel retail, three years after its first. Olivier Hui-Bon-Hoa, BeThe1 – General Manager Asia (Hong Kong, Shanghai, Singapore), briefs Ross Falconer on the key findings.

**BeThe1 is a high-quality recruitment consulting firm specialising in middle and senior management in fashion, beauty and retail. It has 15 years of experience recruiting in travel retail (TR) and in 2016, 16% of recruitment missions worldwide were for TR-related roles.**

The new study reviewed the profiles of around 200 TR professionals currently located in Hong Kong, Singapore or Shanghai, whose profiles were updated over the last 30 months from BeThe1's in-house database, as well as from recruitment missions conducted over the same period. Olivier Hui-Bon-Hoa, BeThe1 – General Manager Asia (Hong Kong, Shanghai, Singapore), conducted the research. He explains that 92% of TR professionals looking after Asian markets are based in Hong Kong and Singapore, with the remaining 8% in Shanghai. "Hong Kong seems to remain the biggest TR hub with 59% of TR professionals," he notes. Interestingly, 51% of professionals have been working in the TR industry for more than half of their career, including 23% who have spent over 90% of their career in TR. "This may reflect the strong sense of community in TR, and the possible correlation between the more you know the TR sector, the more you are connected, and the more you can leverage your network and knowledge to jumpstart or grow a business faster," says Hui-Bon-Hoa. "It seems that the TR industry is also able to create a career path for talented professionals to rise from a junior role to becoming a director or GM of a TR business unit. Also, when looking in more detail at CVs, TR seems to be a launch pad for some professionals who left TR after a few years when moving to other business endeavours because of the very fast pace, international exposure, and analytical and negotiation-driven business approach." In terms of category split, 77% of TR professionals studied work in the beauty and fashion accessories sector – exactly the same proportion as three years ago. This is followed by wine and spirits (12%) and confectionery (8%). "This may be a relatively accurate picture of which are the big product categories in terms of



## BeThe1

OLIVIER HUI-BON-HOA, BETHE1 – GENERAL MANAGER ASIA (HONG KONG, SHANGHAI, SINGAPORE): "IT SEEMS THAT THE TR INDUSTRY IS ABLE TO CREATE A CAREER PATH FOR TALENTED PROFESSIONALS TO RISE FROM A JUNIOR ROLE TO BECOMING A DIRECTOR OR GM OF A TR BUSINESS UNIT."

employers," Hui-Bon-Hoa comments. "A possible factor that could influence the data is the proportion of missions that BeThe1 carries out by product sector, as the more we recruit in one sector the bigger the pool of talent registering in our system." The study shows that 79% of the TR professionals based in PRC and 41% based in Hong Kong are looking after Greater China or China against only 2% based in Singapore. TR professionals looking after Asia Pacific are located in a more balanced manner between Hong Kong (54%) and Singapore (69%). A key characteristic of the TR professionals' community based in Asia is a real diversity of talents coming from both within and outside Asia. Hui-Bon-Hoa suggests this is possibly linked to the very international nature of the core mission of

travel retail. However, the level of cultural diversity has fallen compared to the first study three years ago. There remains a significant proportion of international talent, but it has reduced from 38% three years ago to 25% today. "Two possible reasons may have influenced such trends," Hui-Bon-Hoa explains. "Firstly, Asia with time is building and grooming its own pool of talent. Secondly, proficiency in Mandarin for roles requiring frequent in-depth business interactions with China-based TR operators, and at China-based retail locations, may be a factor as 37% Asian native against 17% non-Asian native are looking after GC." BeThe1 is the recruitment partner of TFWA and will be present at TFWA Asia Pacific Exhibition & Conference. "The event is very networking driven, and recruitment is all about networking," Hui-Bon-Hoa concludes.



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