



TFWA DAILY

THURSDAY 5 OCTOBER

TFWA WORLD EXHIBITION & CONFERENCE 2017

11

SPECIAL REPORT
CONFECTIONERY

So good you'll want to share

05

MEADFA
CONFERENCE

Bringing together industry
leaders from the Middle East
and Africa

08

TFWA
DIGITAL
VILLAGE

Reports on the latest
digital innovations

22

*EXHIBITION
NEWS*

Comprehensive coverage
from the show floor



Scan this code
to visit tfwa.com

SEND TFWA A
MESSAGE ON
 [@TFWAnews](https://twitter.com/TFWAnews)

FOLLOW US ON



Sponsored by:



Dubai Duty Free

WORTH FLYING FOR

SHOP AT DUBAI DUTY FREE

Over 38,000 sq. metres of spectacular shopping.
Thousands of limited editions and travel exclusives.
Hundreds of the world's most desirable brands.
But only one glorious destination: Dubai Duty Free.



www.dubaidutyfree.com



Full of surprises.

INTRODUCTION

THE HARD WORK THAT PAID OFF

This week there has been much talk of the 70th anniversary of duty free and travel retail. This is indeed a significant milestone, and one which we should be very proud to have reached.

It's fair to say, however, that these sorts of achievements don't happen by accident, and it has taken much hard work for us to get where we are today. Our industry is made up of many talented and industrious individuals, and together we are overcoming the difficulties we have faced over the years. We have all played a part in keeping our industry on its prosperous path. TFWA is an association of brands that have continuously developed products, collections, retail concepts and displays that engage and inspire. These brands have evolved, adapted, and raised their game when it comes to new lines that are perfect for the travel retail environment and new ways of displaying their ranges that make the product ever more desirable. Retailers have provided platforms for the industry that are some of the most spectacular spaces in retail. They have invested substantially and fruitfully in improving service and merchandising. Similarly, airport authorities have fully embraced

retail as an essential element in their commercial mix. We wish all a happy 70th anniversary! We are living in turbulent times. Uncertainty in the Middle East and certain parts of Asia are troubling, particularly as both regions have contributed significantly to our industry's growth in recent years. But we are also seeing some positive developments. Improvement in many economies in Europe has to be welcomed, and we should remember that Europe remains a very important market for our business. Our own association continues to grow and evolve as our industry shifts. In 2017, we welcomed 45 new companies. These included 11 each in fashion, accessories and leather goods, fragrances and cosmetics, and wine and spirits. Geographically our membership continues to expand, with new members from the Middle East, Asia and the Americas. Our research programme, which has always been an essential benefit for our members, is constantly being updated. The latest initiatives include a report examining the Asia Pacific outbound travel market, and a study called A Year After the Brexit Vote, which takes a closer look at UK inbound and outbound markets a year after Britain's decision to leave the

EU. Both research studies have been compiled by travel industry analyst ForwardKeys. It's gratifying that we continue to share our success with people across the world who are less fortunate. The charities that are chosen to receive aid from our TFWA Care programme are selected from causes nominated by our members, so we know that they are concerns that are dear to our members' hearts. TFWA is supporting four new charities this year. These are Folohaiti which works on disaster relief after Hurricane Matthew destroyed much of the island of Haiti, Kampuchea Balopp which provides free access to sports and group activities to children in Phnom Penh, LittleBigHelp which aims to improve the lives of slum children in Kolkata, and OneSight which has created a programme to equip local authorities in developing countries to establish 'vision centres' within their existing healthcare systems. We would like to thank all those who have taken part in fundraising activities this week or during the rest of the year for their continued support. As the week nears its end, we wish you the very best during the final days here in Cannes.

NOTES FOR YOUR DIARY:

- Don't forget to visit TFWA Digital Village for an update on the latest digital trends, innovative products, and high-tech services to help improve retail performance
- Thank you to all those who've shared their news and experience throughout the week here in Cannes on Twitter @TFWANews
- Follow us on LinkedIn and Facebook to find out more about what's going on this week, and during the rest of the duty free and travel retail year

The Vice-President Finance is responsible for defining strategy and monitoring the association's financial affairs. In collaboration with the Managing Director, he prepares the annual budget

and forecasts as requested by the management committee. He monitors the execution of the forecast budget throughout the financial year and prepares the financial report to be presented to the annual general meeting. Frédéric Garcia-Pelayo is Chief Operating Officer of Interparfums.

The Vice-President Corporate is responsible for all matters regarding the respect of the association's articles of association and the rules and regulations. She supervises the administrative matters of the association in collaboration with the Vice-President Finance, and is also responsible for the administration of the process required for new exhibitors and members. Alessandra Visconti is Managing Director of Reflecta.



Frédéric Garcia-Pelayo
Vice-President
Finance, TFWA



Alessandra Visconti
Vice-President
Corporate, TFWA



CONTROL FOR ACCESS TO THE EXHIBITION

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

TFWA DIGITAL VILLAGE

The TFWA Digital Village, located at Gare Maritime, was officially opened yesterday morning, and is open for a further two full days today and tomorrow. Portland Design will comperne an Ideas Lab in the TFWA Digital Village from 09:00-10:00 tomorrow. Learn more about the TFWA Digital Village on pages 8 and 9.

Digital Village
Opening Cocktail
sponsored by:



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



SODIP: NEW STAND LOCATION

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



AIRPORT
OFFERS

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

EXHIBITORS URGED TO HELP CARITAS

Suppliers of fragrances, cosmetics, confectionery and other gifts are invited to support the Caritas Secours Catholique charity. During the show today, members of the Caritas team will distribute special bags marked with their logo to all companies who would like to donate products to benefit disadvantaged people. The bags will be collected from stands on Friday morning. TFWA would like to thank all those who participate in this scheme for their generosity.

TFWA ANNUAL GENERAL MEETING, 09:00 TODAY

A reminder that the TFWA Annual General Meeting takes place this morning at 09:00 in Auditorium K on Level 4 of the Palais des Festivals. Attendance is for TFWA Members only.

THE MEADFA CONFERENCE

20-21 NOVEMBER 2017
PHOENICIA HOTEL
BEIRUT, LEBANON



Managed by

TFWA



جمعية الشرق الأوسط وأفريقيا للأسواق الحرة
MIDDLE EAST & AFRICA
DUTY FREE ASSOCIATION

LEBANESE PRESIDENT OF THE COUNCIL OF MINISTERS H.E. SAAD HARIRI TO HEADLINE AT MEADFA CONFERENCE

This year's MEADFA Conference, which is managed by TFWA on behalf of MEADFA, takes place at the historic Phoenicia Hotel, one of Beirut's landmark venues, on 20-21 November. Yesterday, Haitham A. M. Al-Majali, President of MEADFA, provided an update on the agenda.

The Lebanese capital, Beirut, will welcome leading players from across the duty free & travel retail industry at the annual MEADFA Conference 2017, organised by TFWA.

The event is being held under the patronage of H.E. Mr. Saad Hariri, Lebanon's President of the Council of Ministers, who will address delegates at the conference, to be held at the historic Phoenicia Hotel, one of

Beirut's landmark venues, on 20-21 November. The conference will offer in-depth analysis of a broad range of subjects pertinent to the travel industry in the Middle East and Africa. Topics to be debated will include the rapidly-changing, increasingly youthful consumer base in the Gulf and the Levant, and the future of duty free & travel retail in African airports. The MEADFA Conference will also be honoured by the presence of H.E. Avedis Guidanian, Lebanon's Minister of Tourism. Also speaking at the event will be one of the pioneers of the regional industry, Phoenicia Trading Company Chairman Mohamed Zeidan; the Secretary-General of ACI Africa Ali Tounsi; and South African business expert and broadcaster Victor Kgomoewana. Delegates will also hear an exclusive report on the business outlook in the Middle East from EMIR (Emerging Markets Intelligence & Research) founder & Chief Analyst Trevor McFarlane, plus a host of consumer insights from experts from within and beyond the industry.



Haitham A. M. Al-Majali, President of MEADFA: "We are honoured to have an esteemed roster of industry leaders speaking at our event and have no doubt our delegates will find their insight fascinating. We look forward to welcoming our guests to what I'm certain will be another successful conference."

Once again, there will be numerous opportunities to network over three days. Official host Beirut Duty Free will welcome delegates to a spectacular gala on 20 November and Dufry will host the Opening Cocktail at the Phoenicia Hotel on 19 November. "We are honoured to have an esteemed roster of industry leaders speaking at our event and have no doubt our delegates will find their insight fascinating. We look forward to welcoming our guests

to what I'm certain will be another successful conference," commented Haitham A. M. Al-Majali, President of MEADFA. Erik Juul-Mortensen, President of TFWA, said: "Lebanese hospitality is renowned, and we are delighted to be bringing this event to one of the region's most vibrant and cosmopolitan cities. There is a huge opportunity for growth in duty free & travel retail in the Middle East and Africa, and this event is a key point in the calendar for anyone with an interest in this market."

KraftHeinz

PLANTERS

NATURAL SOURCE OF PROTEIN AND FIBRE

DISCOVER OUR INNOVATIONS NOW



OFFER CONSUMERS THE DELICIOUSLY NUT-RITIOUS SNACKS THEY ARE LOOKING FOR



The Kraft Heinz Company
 Jacco Douma, Global Travel Retail Manager
 jacco.douma@kraftheinz.com
 Office Phone: +31 30 697 30 52, Mobile: +31 6 1020 8756
 Berend-Jan van Egmond, Global Sales Manager Travel Retail
 berendjan.vanegmond@kraftheinz.com
 Office Phone: +31 30 697 30 38, Mobile: +31 6 23 79 43 90

VISIT US AT HARBOUR VILLAGE - BOAT NAME: Getaway

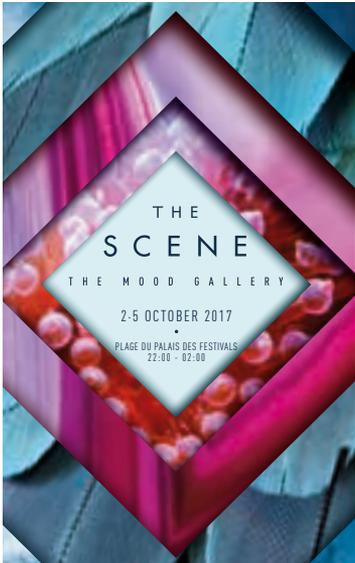


**VERONIC
DICAIRE
VOICES**

Tonight, 20:00, Port Canto

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

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



Tonight, 22:00-02:00

Plage du Palais des Festivals

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

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



AIRPORT OPERATOR OF THE YEAR: HEATHROW AIRPORT

2017 FRONTIER AWARDS WINNERS

Partnership Initiative of the Year

ARI & DIAGEO FOR THE GUINNESS EXPORT HOUSE

Speciality Concept of the Year

COINDRUM

Cruise & Ferry Line Retailer of the Year

HARDING RETAIL

Inflight Retailer of the Year

OMAN AIR/MUSCAT DUTY FREE INFLIGHT

Marketing Campaign of the Year by a Supplier

WILLIAM GRANT & SONS FOR WORLD CUCUMBER DAY WITH HENDRICK'S GIN

Marketing Campaign of the Year by a Retailer

DUFREY INTERNATIONAL FOR ROGUE ONE: A STAR WARS STORY WITH WORLD DUTY FREE AT GATWICK AIRPORT

Marketing Campaign of the Year by an Airport

HEATHROW AIRPORT FOR THE WHISKY EXPERIENCE

Technology Innovator of the Year

AOE/OM3 FOR FRANKFURT AIRPORT OMNICHANNEL PLATFORM

Star Product of the Year under \$100

ROYAL DRAGON VODKA FOR ROYAL DRAGON VODKA IMPERIAL 1 LITRE

Star Product of the Year over \$100

WILLIAM GRANT & SONS FOR GLENFIDDICH 21-YEAR-OLD SINGLE MALT SCOTCH WHISKY

Supplier of the Year

ACCOLADE WINES

Airport Operator of the Year

HEATHROW AIRPORT

Border, Downtown and Non-Airport Retailer of the Year

EVERRICH DUTY FREE

Airport Retailer of the Year

DUBAI DUTY FREE

Best Global Travel Retail Exclusive Packaging of the Year

ROYAL DRAGON VODKA FOR ROYAL DRAGON VODKA IMPERIAL 1LITRE

Best Food and Beverage Partnership of the Year

FINAVIA CORPORATION IN PARTNERSHIP WITH HELSINKI AIRPORT AND HMSHOST

Best Inflight Product of the Year

GATERETAIL FOR GATERETAIL MINIBARBOX

Charity Initiative

SUNRISE CAMBODIA

Outstanding Contribution to the Industry

MARTIN MOODIE

Lifetime Achievement Award

CLAUS & GUNNAR HEINEMANN

Buyers' Forum Awards

BUYERS' FORUM BRONZE AWARD: REBOUNDTAG - REBOUNDTAG

BUYERS' FORUM SILVER AWARD: GODIVA - COLLECTION ANNIVERSAIRE TRUFFLES

BUYERS' FORUM GOLD AWARD: CRYSTAL HEAD VODKA - CRYSTAL HEAD AURORA VODKA



AIRPORT RETAILER OF THE YEAR: DUBAI DUTY FREE



LIU·JO

MILANO

Mediterranean Village N3

Joan Smalls & Anna Mila Guyenz | #strongtogether

Vente en ligne liujo.com

TFWA DIGITAL VILLAGE

The TFWA Digital Village, located at Gare Maritime, was officially opened yesterday morning, and is open for a further two full days today and tomorrow.



DIGITAL VILLAGE

CREATIVE SOLUTIONS FOR TRAVEL RETAIL

DUTYBUDDY

DutyBuddy is a young start-up. “We aim to create a new business model, which we call a ‘symbiotic business model’, where we generate new value to whole eco-system of the marketplace that we enter.

In this case, the travel retail industry,” explains Cenk Akerson, founder, DutyBuddy. “We have a great team with multiple disciplines and hands-on international experience. We offer a whole new omnichannel and digital solution to the industry.” The new breed of shopper is looking for a shopping experience that is hyper-easy, with everything available wherever the consumer happens to be. “The only way to meet this

demand is via digital platforms,” says Akerson. “Our strategy is to partner up with travel retail players, both local and international, and to offer our solution to the travellers and non-travellers in their shops. How? We are working on our marketing funnel and events to reach the target audience. These will be revealed in time.” DutyBuddy is commencing its first pilot in North Cyprus, with its trusted partner in the country Universal Brands Group. It has a large portfolio of stores, allowing DutyBuddy to test a 360-degree omnichannel shopping experience. “Various studies, articles and interviews, and our contacts within the travel retail industry, confirm the need to enter the digital game,” Akerson



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

comments. “The question is how? In order to go viral, the first step is to find an existing habit and make it a social, risk-free and multifaceted experience. We have found habits that have not been

explored yet in the marketplace.” In the TFWA Digital Village, DutyBuddy will showcase its product to the travel retail community, with the aim of creating more partnerships.

“In the end, we plan to play a key role in leading the duty free industry into the digital age,” Akerson concludes.

Stand DB9



TFWA DIGITAL VILLAGE EXHIBITORS

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



IGNIS

Ignis is inviting delegates to do a fast lap in a Formula One car – via a virtual reality headset at its stand.

The tech company, which won an award for an immersive brand experience it did with Jameson,

is also showcasing a nifty piece of data-capture software. Dubbed Retailometry, the software extracts data from customer surveys and “intelligent flooring” (which is able to track people’s movements) to generate real-time information about how people are moving around airport shops. This data can then be used by retailers to tailor their offering for maximum potential.

Setting out his vision for travel retail in the new TFWA Digital Village, Nick Redmond, Group Account Director, Ignis, said: “The travel retail sector must be able to collect data, understand that data, and work with other stakeholders to use it to tailor their offering and provide more personalised experiences.”

Stand DB6



AIRFREE

airfree is the first global air duty free marketplace in cooperation with airlines.

“We allow airlines to unleash duty free shopping potential among international travellers, before and during flights, with an e-commerce platform presenting the offer of eligible ground duty free retailers,” explains Agnès Debains, co-founder, Marketing Leader, airfree. “Pick-up will be

done at departure, transfer or destination airport in a ‘Click & Collect’ mode.” The start-up, based in Paris, was founded in 2016 by three experts in duty free, technology, digital development, digital marketing, and e-commerce. “Our objective is to launch a proof of concept with a first airline by the end of 2017. We already have advanced contacts with multiple airlines, retailers, airports and brands all around the globe,” says Debains. “We would like to establish contacts with new airlines, duty free retailers and brands to demonstrate our product value proposition,”

Debains adds. “It has been a very good first day in the TFWA Digital Village. We have met lots of new contacts – it has been very fruitful.” airfree develops a white label marketplace operated under each airline’s name and colours. On top of the technology, airfree manages multiple duty free retailers’ and brands’ connection to the marketplace. airfree also provides consultancy and/or direct management of all strategic e-marketing topics: e-CRM, e-commerce platform management and animation, and customer service.

Stand DA15

DEPACK

Depack provides brands with exclusive instore solutions. A tailor-made design that includes innovative technology can help brands leverage the enormous potential for the travel retail industry in embracing digital solutions.

Depack has been creating the latest Davidoff walk-in humidior in Paris CDG T2E, including virtual reality solutions dedicated to the brand universe together with a multi-sensorial approach. Depack is currently working on the airport store of the future. The first connected shopping capsule has been

created especially for VIP airport lounges. Called ‘stOrm’, this pop-up is a mix of convenience, engagement, value and customer service. Depack is presenting its ‘stOrm’ concept in the TFWA Digital Village, where it is looking to meet brands and duty free retailers in order to discuss opportunities to make things happen thanks to new technologies combined to instore solutions.

Stand DB2



ACDL (AU COEUR DE LUXE)

Au Coeur de Luxe is on hand touting the merits of data analysis and looking at trends for the future in the TFWA Digital Village this week.

“We want to get closer to our clients,” says Laurence Ouaknine, President, Au Coeur de Luxe. “We have been working in the travel retail environment for decades, so important for us to be customer-centric. I think the industry could use data better. It’s linked with the structure of the market, because

we have different independent agents and it’s quite complicated to connect everyone and get the best out of all the data.” As well as continually developing the way Au Coeur de Luxe analyses data, a big focus for the company going forward will be on incorporating virtual reality into e-learning and training, which will “not only engage customers, but frontline sales staff as well”, Ouaknine adds.

Stand DB12

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



TFWA INFLIGHT FOCUS WORKSHOP

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

TFWA Managing Director John Rimmer set the scene for the discussion with the latest inflight data. He highlighted Generation Research figures, which indicate a steady decline in inflight sales since 2009. Duty free & travel retail sales for Q1 2017 show inflight sales were down -0.7% to US\$676.2 million, while overall sales across all channels

were up +4.2%. Referring to a Counter Intelligence Retail study, Rimmer added that 3 in 5 passengers surveyed recalled seeing an inflight offer at some stage. "Some 40% of passengers don't recall seeing an inflight offer at all," he said. "However, passengers are open to purchasing once made aware of the offer's existence. More than 30% said they would have made a purchase if they knew it was there."

There were four different, but complementary perspectives on the panel, with Kensuke Nishimura, General Manager, In-Flight Sales Merchandising Dept, All Nippon Airways Trading Co. Ltd; John Baumgartner, Sales Director Inflight & Catering, Gebr. Heinemann; Cyril Coulaureau, Commercial Development Manager EMEA, L'Oréal Luxe Travel Retail; and

Jean-Marcel Rouff, Chairman & CEO, Inflight Sales Group. There was agreement that price is a key driver to purchase. "There are three main underlying drivers in airline retail: convenience, price and exclusives," said Baumgartner. "Value for money is important. There is no one-size-fits-all approach – every airline and every route is different. But we cannot ignore that price is the key driver." Nishimura explained that All Nippon Airways Trading Co. Ltd has experienced success with inflight exclusive products, including a collaboration with Starbucks on a limited edition stainless steel bottle named Sakura. "It is a very strong concept, with a very strong brand," he said. "We also have a license with Disney for Star Wars merchandise. Our Morgan & Oates Star Wars scarf is a big seller. Exclusive inflight offers, which are not available in airports, are a key differentiator." Rouff emphasised the challenge of competing with online retail, and stated that the traditional trolley service model will change. "We need to improve and make it easier



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

for passengers to be connected with inflight offers," he said. "My message to suppliers is don't think because sales are down today, that they'll continue declining forever. Airlines have to change their business models, and concessionaires have to deliver by creating sales and passenger satisfaction." Coulaureau explained that L'Oréal Luxe Travel Retail has

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

TFWA RESEARCH WORKSHOP

TFWA's provision of detailed, actionable research studies has long been one of the Association's key services to its members.

In yesterday's TFWA Research Workshop, delegates heard insights from a new Global Non-Shopper Study produced

by Counter Intelligence Retail (CiR), and a report on the fast-growing East Asian cruise retail market produced by Horizon Consumer Science. CiR completed a comprehensive Non-Shopper Study in 2013, the key findings of which showed that over half of regular international travellers weren't entering duty free stores. For 2017, the

principal aim was to gain an up-to-date understanding of why travellers are not visiting duty free stores, what the main barriers are, and how the reasons have changed in the last four years.

"In this study, we've discovered that 57% of respondents do not shop in airport duty free stores – a 10% rise in non-shoppers when compared to 2013," said Garry Stasiulevicius, President, Counter Intelligence Retail. "Non-shoppers are choosing to spend their dwell time looking for food & beverage options or engaging in digital activities." The Global Non-Shopper Study 2017 highlights four key areas of focus for driving increased footfall: value, differentiated product offerings, pre-order solutions, and gifting. "Value is a key aspect for driving future purchasing and travellers need to be aware of pricing, promotions and range prior to travel, through effective communication channels," said Stasiulevicius. "Differentiated product offerings, such as new, exclusive and location-specific items, have the potential to drive interest among non-shoppers. This is something our channel is famous for, so

we need to better communicate what we do."

Mike Feely, Vice President, Horizon Consumer Science, explained that the overall objective of the report on the fast-growing East Asian cruise retail market was to provide the duty free industry with a foundation through which to grow cruise traveller sales in the region. He highlighted that, in the past three years, the number of Asian cruise passengers has doubled. By 2020, Asia will most likely be the number two cruise region in the world, second only to the Caribbean.

"This research shows there is significant potential to grow sales on Asian cruises and there are opportunities for many TFWA members," said Feely.

For example, Chinese cruise passengers are only spending about one-third of what they do when they travel by air, and Japanese cruise passengers are spending less than half of what they do when they travel by air. "The time available onboard a cruise is unique compared to any other location where travellers are exposed to brands," Feely commented. "Currently, cruise retail does little to convince



Mike Feely, Vice President, Horizon Consumer Science.

passengers to spend more time instore, to consider new brands, or to revisit stores throughout the journey. But, the appetite for events and activities spread over multiple days is very strong among Chinese cruisers. There also appears to be significant unmet demand for children's products and giftable items at accessible prices on Asian cruises."



Garry Stasiulevicius, President, Counter Intelligence Retail.



CONFECTIONERY & CHOCOLATE FEATURE

TFWA WORLD EXHIBITION &
CONFERENCE 2017

Sponsored by:



UNLOCKING TOTAL CONFECTIONERY GROWTH

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

Lindt



MAÎTRE CHOCOLATIER SUISSE
DEPUIS 1845

TRAVEL
EXCLUSIVE



NEW

A new Masterpiece selection is born:

THE LINDT SWISS MASTERPIECES DIAMOND EDITION

The Swiss Masterpieces Pralines are the greatest pride of our LINDT Maître Chocolatiers who create them with unmatched passion, dedication and use of their full craftsmanship since 1845. Discover the new Diamond Edition with diamonds onpack and two new pralines inside.

www.chocolate.lindt.com/travel-retail

PLEASE VISIT US AT TFWC CANNES MARINE VILLAGE R7/R5 – AND DISCOVER ALL OUR LINDT NOVELTIES

Antho Berg's Chocolate Liqueurs - Drinks Time & Chocolate Cocktails - Cocktail Hours Dual Pack is a perfect premium gift or special treat for self-indulgence. The metallic black Chocolate Liqueurs box and the metallic pink Chocolate Cocktails box are wrapped together in a hot foil gold sleeve.



Chocolat Mathez is presenting the individual flow packed collections that respond perfectly to the meal trays accompanying coffee/tea, the Gold range for business class gifts, and its wide choice of premium ballots for duty free shops.

The term 'millennial' is so hot right now, with every marketer keen to find out what makes this group of 20-35 year-olds tick, and how to engage with them.

Creating experiences, positioning your brand as aspirational, or making bespoke products, are just some of the approaches companies take when trying to gain traction from this demographic. The best place to showcase success is on social media – the go-to place for many brands looking to get buy-in from this cohort.

Godiva (Yellow Village F33) is targeting this group, which represents 52% of travellers and 50% of buyers, looking for experimentation. Top of their wish list is experiences – whether

SO GOOD YOU'LL WANT TO SHARE

The world's confectioners have grown ever-more sophisticated in their quest to attract consumers. Drawing millennials into the fold by using social media to record high-impact in-airport promotions that mean buyers can't resist snapping a pic and sharing it on social media has proved fruitful in 2017. Wrapped up in shareable formats, and with packaging specially themed around destinations, shoppers are reaching for their wallets. Report by Gemma McKenna

Ricola is offering a travel retail exclusive of 75g tin boxes in three flavour options, perfect for beside the checkout.



through travel, exploration, activities, local culture, unusual food, and so on. With this in mind, it has given its chefs a free hand to create new taste sensations combining new flavour and texture combinations – from floral to fruity to vegetal. Ferrero Travel Market's (Bay Village Bay 8) General Manager Frédéric Thil agrees about bringing experiences to consumers, citing research from m1nd-set

which shows 70% of shoppers seek memorable experiences. Its Kinder Travel Retail concept 'World above the Clouds' plays into this, "it has the power to become a game changer, helping the brand to establish a sense of place in an entertaining way, by creating a world that encourages kids and adults to step into and enjoy it, while staying true to the brand DNA". One way manufacturers are

reaching out this year is with travel-specific souvenirs. This one may seem obvious, but confectioners are looking with renewed vigour to forge indelible links with their locations, and enhance the 'souvenir' side of confectionery gifting. Patons Macadamia (Green Village L73) is relaunching its Royals Chocolate Macadamia range in a 'collectable' 130g or 150g box, which features 'My Country',

GUYLIAN®

The World's Favourite
Belgian Chocolates

Master's Selection

NEW
Travel
exclusive



50
Years
CREATIONS IN BELGIAN CHOCOLATE

Tradition and creativity in every single bite

Chocolaterie Guylian celebrates its 50th anniversary with a collection of the finest Belgian chocolates. Mini pralines made with the expertise and creativity of Guylian's Master Chocolatiers by using carefully selected ingredients, crafted to delicious recipes. Surprise your senses and enjoy this Master's Selection.

Visit us at P13 Mediterranean Village



© 2017 Chocolaterie Guylian N.V., Belgium

www.guylian.com



Godiva is showcasing its Gold Discovery at TFWA World Exhibition & Conference, a reimagining of its popular Gold collection, with a more modern and youthful interpretation of the classic box.

a piece of Aboriginal art designed by Anna Price Petyarre. The firm is looking to position itself "as the quintessential gift from Australia", through creating "destination memories". International Business Manager Tim Jarman says it has produced "a whole new range of souvenir/destination imagery and provided consumers with a gift built around the picture you wish you could have taken yourself". It now selects bespoke images for packs for each location.

For 2018 Godiva is launching 'Wonderful City Dreams', a campaign focused on the five cities around the world where its chefs-chocolatiers are based. Its Global Travel Retail General Manager Matthew Hodges says inspiration will be drawn from "seasonal fashion collections, the stunning art deco architecture of Brussels, local folklore and culture, culinary trends, artwork and even music". Cavendish & Harvey (Blue Village H27) has created new drops for the travel retail market with a 200g golden tin with two colourful lid designs to choose from, which pay tribute to the world of travel. These will launch in February 2018, but will be showcased at TFWA World



The Traveller's Trove Health-iX range includes Dental Drops and Wake Up Gummies, in an effort to steal a march for confectioners in the multi-billion dollar nutraceutical market.

Exhibition & Conference. Scandinavian chocolatier Anthon Berg (Blue Village B7) is also being inspired by travel, but from a promotional perspective – it will run a 'spin the bottle' competition in Copenhagen Airport, inviting travellers to physically spin its trademark chocolate liqueur bottle and win plane tickets to a destination of their choice. Winning plane tickets reinforces an aspirational message, one which is key to attracting the lusted-after millennial market.



Leonidas has noted a growing demand for high-quality children's and family gifting items, spurring its Asterix partnership.



TFWA WORLD EXHIBITION & CONFERENCE

VISIT US AT AUDITORIUM I LEVEL 4

TREAT YOURSELF WONDERFUL



GODIVA
Belgium 1926

Ferrero's 'Hello World' concept features the 'Say it with NUTELLA' gift box.



THE NEXT GENERATION

Appealing to kids and younger adults has long been part of confectioners' marketing strategy, with 2017 proving no different. Ferrero's Thil says: "Our Kinder travel retail concept gives the opportunity to everyone to step into a magic playground

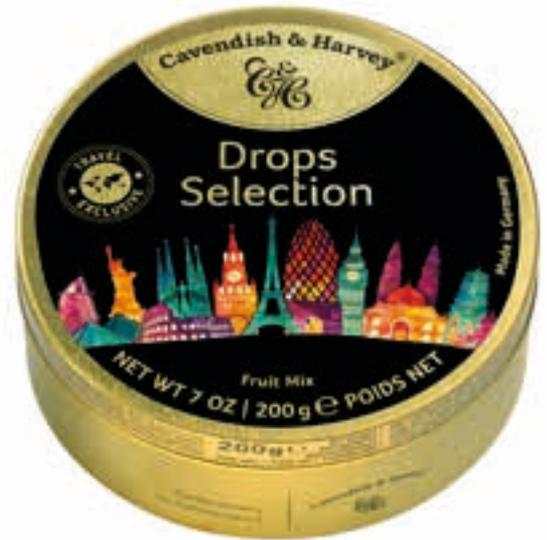
where Kinder elements are objects created to play with – and, of course, buy. From simple spectators, our shoppers, young and old, become actors involved in a memorable moment – after all we're all #kidsatheart. After the successful roll-out during last year's Cannes fair, we have



For the upcoming festive season, Mondelez World Travel Retail is unveiling Toblerone Happy Holidays Tiny Mixed Bag 272g and Milk Bar 360g, featuring a limited-edition packaging design with global appeal to cover various holiday celebrations.

been able to refurbish already many airport locations in less than one year, registering significant double-digit growth where the concept has been implemented." Smarties is playing into children's and parents hands with the launch of 'CreatorBook' a 'giant tube' activity book for children that is customisable and comes with colouring pens, looking to tap into the inflight entertainment market, as well as gifting. Stewart Dryburgh, General Manager, Nestlé International Travel Retail (Beach Village Beach 07), singles out millennials and emerging middle class travellers as key to NITR's success. "Exclusive products and limited-editions are very attractive to these audiences," Dryburgh said. As Leonidas' (Blue Village D24) Travel Retail Manager Nelly Sannwald tells us, it has noted a "growing demand for high-quality children's and family gifting items in both domestic and travel retail markets", so that hot on the heels of its successful Disney promotion, it is launching a travel retail exclusive Leonidas Asterix Collection comprised of three SKUs to suit all price points: an Asterix & Obelix tin money-box in a travel-related design filled with gold foil-wrapped Asterix chocolate coins; an Asterix comic strip-style gift box with 48 individually wrapped Napolitains and a jigsaw; and for the impulse shopper, a slim Reglette box offering a selection of 12 individually wrapped

The new Drops Selection from Cavendish & Harvey is described as a perfect souvenir for travellers who want to share a special gift. The 200g golden travel tin will be available in two colourful lid designs.



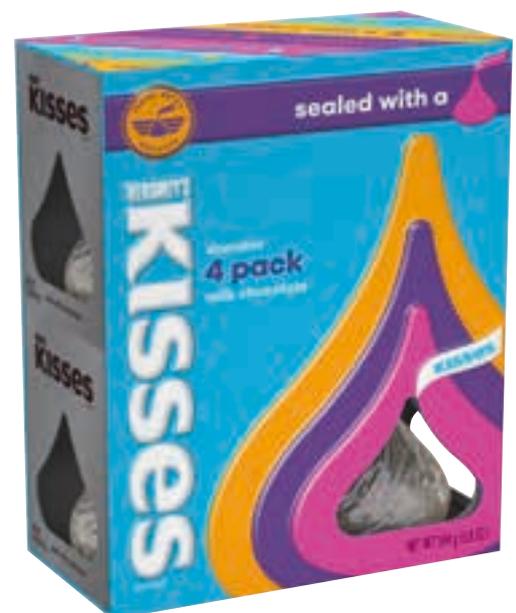
Asterix & Obelix Napolitains. Loacker's (Green Village L57) Renè Ott-Kunold, Business Director for the Far & Middle East, says its "kids' items are performing over expectation". The same is true for the sugar confectioners. Haribo's (Bay Village Bay 11B) Elisa Fontana, Marketing Manager for GTR, says "sugar confectionery fights for shelf space in a pool of chocolatiers who have turned premium gifting into an art form". One of Haribo's main ways to get itself noticed is to "add fun", she says. Its "lovable" Gold Bear is at the heart of this strategy, with life-size versions featuring in-store where possible. According to Perfetti Van Melle (Mediterranean Village P17), there is a major opportunity for

sugar confectioners within the snacking segment, especially with young adults. At the minute sales across confectionery break down into 55% chocolate and 45% sugar; while within travel retail, it is 87% chocolate and 13% sugar. PVM thinks it can deliver change through suggesting a top 10 sugar and gum 'must-have assortments' for retailers, as well as the 'must-have cash register' products – 55% of travellers look to find gum at the till point. The firm's Mentos brand is launching a travel retail exclusive Connecting Tin, decorated with multilingual greetings and landmarks – designed as a fun and educational tool for young language learners. It will support the launch using a holobox activation in airports. It will also have a



With the limited Swiss Masterpieces Diamond Edition, the Lindt Master Chocolatiers have created a statement piece of timeless beauty, containing 15 of the finest Lindt pralines.

The Hershey Company is offering a number of different message options, such as this one, across its new 1.5oz Kisses product packed into individual gift boxes.



HARIBO



Please
visit our booth in
Bay Village 11B at
TFWA WE&C!



Candy Tin
new collectable item in the iconic Goldbear shape

Perfetti Van Melle's Mentos brand is launching a travel retail exclusive Connecting Tin, decorated with multilingual greetings and landmarks – designed as a fun and educational tool for young language learners.



themed selfie wall – encouraging visitors to stand in front of a world map holding one of the speech bubbles featured on its distinctive packaging. To bring in the teen market, it is launching the Chupa Chups 'Do You Love Me?' concept, which emblazons emoticons across its packaging. "It's our way of increasing the millennials interest and enthusiasm in the brand by supplying them a product in line with their daily habit and way of communicating," says Femke van Veen, PVM's Travel Retail Brand Manager. It will have a resealable bag filled with 25 fruit flavour Chupa Chups, each one answering the question posed on the wrapper with an emoji printed on the lollipop inside.

GETTING PERSONAL

Appealing to customers with targeted 'personal' messages is an ongoing theme in the sector. Steve Bentz, Director of World Travel Retail, The Hershey Company (Green Village M53) said its new Kisses product will feature 1.5oz large sizes packed into individual gift boxes, complete with a variety of messages for customers to choose from. Lindt (Marine

Village R7) will release Lindor Emotional Gifts, featuring an assortment of its Lindor chocolates with messages to make the perfect gift for loved ones. Meanwhile, Ferrero will roll out a new travel exclusive Nutella platform entitled 'Hello World', in stores from February 2018. It has three items available under this banner featuring hoodies, placemats and its 'Say it with NUTELLA' gift boxes, which have a 350g jar of spread with an 'I love you' or 'For you' printed label.

INDIVIDUAL APPEAL

Whether it's for reasons of sharing, portion control or freshness, this year, many producers are looking to individually wrapped items or making smaller sizes available. Chocolat Mathez's (Blue Village F17) Marie Leclerc describes this as the major trend for 2017. She says Mathez's ability to quickly cater for customers' bespoke needs has boosted growth. "This year, we have been asked for flow packs for business meals, for corporate presents, for hotels, for coffee or tea time." Portion control is also on the agenda at Haribo, where Fontana says it has addressed the issue by offering more products featuring mini bags of jellies. Ricola's (Mediterranean Village N9) Head of Travel Retail and Middle East Andreas Reckart believes impulse is a strong driver in the current climate, which ties in with smaller sizes. It is offering pocket-size packaging "perfect for impulse buy purchases and offering excellent retail margins". These include a 75g tin box designed to be located at the checkout – it will have three different designs and flavours – Original Herb, Lemon Mint and Cranberry. Patons Macadamia has been adapting its packaging "to ensure that we



Haribo is catering for those looking to control their portion sizes with greater availability of its pocket-sized pouches of jellies.

are making the gift purchase choice for our travellers as easy as possible". "With flexible materials and smaller box sizes we are able to ensure we are not cumbersome for those taking onboard with them," says Tim Jarman. Starbrook Airlines (Mediterranean Village N19) is also looking to smaller portions, with its trademark "consumer-friendly packaging" by artist Jaak De Koninck. TFWA World Exhibition & Conference sees it launch small 28g "high end culinary bars" including flavours such as crème brûlée, as well as boxes

Milk, Whole Nut or Caramel bars, packaged as 12 bars in a 540g selection. Milka brings 22 pieces of wrapped alpine chocolate to market in a 101g canister that also functions as a novelty moving toy.

TOTALLY TROPICAL TASTE

Chocolatiers are adding mango to the mix in 2017, with Lindt & Sprüngli's Head of Global Duty Free Peter Zehnder describing its "on-trend" Lindor Mango & Cream flavour variant as one of its most successful launches of 2017. It is especially popular

Steve Bentz of Hershey says this sales stream, used to complement airport sales, is growing with customers browsing online in advance of their trip, and many retailers now allowing "for purchase in advance for gate delivery". It makes sure retailers have all the information and images required, so that while "it is difficult to replicate an in-store shopping experience, allowing the consumer to review our assortment, learn about our brands, or drive trial is the key objective".

FRESH NEW PASTURES

Health and wellbeing have been buzzwords in the last couple of years, but the confectionery category has so far done little to capture its share of the market. Traveller's Trove (Red Village J23) Managing Director Gerry Murray has created "a new sub-category of confections which we believe will be one of the biggest incremental revenue opportunities in the channel for many years". It wants to tap into the \$200 billion food supplement and nutraceuticals market with its Health-iX range of healthy gummies, pastilles, lozenges and instant powder sticks to tackle some travellers' common health concerns relating to immunity, digestion and oral care. This year, confectioners are leaving no stone unturned when it comes to bringing in the lusted-after millennials market, tapping into healthier options, smaller sizes, with personalised messages to share, or new flavours to indulge in. Take a moment to drink in the latest experiences at this year's show.



Patons Macadamia wants to be seen as the quintessential Australian gift, hence the Aboriginal art on its packaging.

of individually-wrapped Belgian chocolates, aimed at prolonging freshness. Managing Director Patrick Gilis said: "We believe in this concept of keeping products as fresh as possible. Also the customer is not forced to eat the whole box in one time and it is much more interesting to share and much more hygienic." Andreas Fehr, Managing Director, Mondelez World Travel Retail (Riviera Village RG5) says that as the demand for individually wrapped products grows, it is launching a Toblerone Happy Holidays 272g mixed bag, with 34 wrapped mini 8g bars. It has also introduced smaller serve options across its Toblerone portfolio, as well as the Cadbury Countline box in either Dairy

in Asia and Latin America, "has seen double-digit growth and it has exceeded its budget targets". Patons Macadamia has redesigned its Chocolate Fruits range, adding Milk Chocolate Mango, while keeping stalwarts Milk Chocolate Blueberries, Dark Chocolate Cranberries and Dark Chocolate Cherries.

ONE TO WATCH

A new avenue is opening up to global duty free retailers, which is the growth of online shopping.



Starbrook Airlines placed this airplane at Brussels Airport to encourage sharing on social media.

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





Wherever you go,
take pure goodness
with you!

visit us at
Green Village Level -1 L 57



Pure Goodness!

Che bontă!

loader.com

Loader

STARBROOK Airlines
THE BELGIAN CHOCOLATE WITH A STORY

Visit us at Mediterranean Village N 19

Butlers
PURVEYORS OF HAPPINESS



MILK CHOCOLATE
40%



WHITE CHOCOLATE
Raspberry



DARK CHOCOLATE
70%



DARK CHOCOLATE
Orange & Almond



MILK CHOCOLATE
Salted Caramel Crunch



WHITE CHOCOLATE
Coconut & Almond

MINI BARS

.....
VISIT US AT
GREEN VILLAGE L56

Together GETHER

Live for the moment.



The Charm Club Collection sets trends and loves life: each new Charm design is elegantly crafted and continues the success story of an ageless collection.



THOMAS SABO celebrates 10 years of its signature collection Rebel at heart: the collection enchants with iconic details and the masculine aesthetic.



THOMAS SABO Spirit watches – the sleek steel timepieces with milanese bracelets appeal to all ages, as they donate a touch of understated elegance to any look.

In 1984, Thomas Sabo gave silver jewellery a name. Today the company is a leader in the premium sector for jewellery and watches and is present on all five continents, with over 300 THOMAS SABO shops and shop-in-shops and the online shop at www.thomassabo.com. THOMAS SABO also co-operates with around 2,800 trade partners, airlines, duty free partners at airports and cruise operators and is expanding globally. As part of the further expansion, the Asia-Pacific region is playing a major role: particularly with the implementation of a completely new shop design concept, as seen for the first time in the first THOMAS SABO Flagship Store in Asia – at the Ocean Terminal in Hong Kong. Our vision is to create jewellery items and watches for men and women that

go with the zeitgeist and capture all the emotions that shape our lives. THOMAS SABO designs are energy carriers that symbolically connect people, and energy sources that help us to grow beyond ourselves – completely in line with our “Together” motto. Our portfolio is inspired by the variety of life. Our designs value openness towards cultures, religions and traditions and awaken passion through freedom to try something new. The love of small details, elegance and always a touch of coolness and joie de vivre give our handcrafted creations their special charisma and connect with the personality of the wearer. For the uniqueness of any item begins where the heart is touched. Discover the new Travel Retail and Inflight range from THOMAS SABO.



Showcase the expressive THOMAS SABO design language: every Karma Bead is a filigree masterpiece with individual significance.

We look forward to seeing you – BLUE VILLAGE | BOOTH: C14



TOGETHER
BY

Thomas Sabo

#togetherbyTS

WITR RAISES €18,100 FOR CAMBODIAN SCHOOL

Tuesday's annual Women in Travel Retail (WITR) meeting at TFWA World Exhibition & Conference raised a grand total of €18,100 from the raffle, auction and donations. Exhibitor prizes are being delivered to their stands. Visitors can check if they won at the TFWA

Registration Pavilion, where prizes are awaiting collection. The money raised is being donated to Sunrise, a charity operating in Cambodia, to build and equip further classrooms on the upper level at Sunrise's Siem Reap Learning Centre. Sunrise Learning Centre opens the door to

the poorest sectors of the community by providing them with the opportunity of gaining the valuable skill of learning a foreign language. Poor children are given free classes in English. These skills empower disadvantaged and vulnerable people to find good jobs in this burgeoning tourist city.



LUXURY MADE IN GERMANY

Luxury, trends and fashion zeitgeist define Aigner's new Fall/Winter 2017 collection, Reset, exhibited this week in Cannes. For travel retail, the brand is also presenting some new gimmicks, such as mirrors, keyrings and bracelets. Laura Schwehm, Head of Marketing/PR International,

comments: "We will be happy to introduce more leather products specifically for travel retail, because leather is our competence." Aigner has been present in travel retail for more than 30 years, in locations all the way from Munich to Shanghai. "We have new projects with Jakarta Airport

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

Yellow Village H35

DIAMONDS ARE FOREVER

Chow Tai Fook is exhibiting for the first time at TFWA World Exhibition & Conference to challenge the jewellery market with its latest cutting-edge innovation. T Mark, launched last year, uses Chow Tai Fook's patented nanotechnology, to place a set of very tiny serial numbers with a 'T' mark on each stone to ensure its uniqueness. From the moment it

is sourced, each T Mark diamond is inscribed with a traceable code that records the important details, such as the cutting, polishing, marking, authentication and setting processes. Every step of the journey is archived like the chapters of a book, offering the owners a clear picture of the incredible story of the diamond. "We want to step forward in jewellery-making, which is

why we came up with T Mark," comments Kelvin Chiu, Senior Manager, Overseas Business Development. "We are providing our customers with the confidence that they are purchasing real diamonds." In terms of travel retail, Chow Tai Fook is ready to expand.

Green Village K56



THE KING OF WAFERS

Loacker is enjoying unbelievably positive reactions from its clients here in Cannes, according to René Ott-Kunold, Business Unit Director. For every TFWA show the brand presents at least one new SKU. At TFWA Asia Pacific Exhibition & Conference in May, Loacker launched Pure Goodness, and here in Cannes it is unveiling its third pouch pack – Loacker Minis, due

to popular demand. "Chocolate has the first priority in duty free & travel retail, but we are the king and the master of wafers! So we offer something different for the consumer," Ott-Kunold comments. Indeed, Loacker is a creative brand that wants to understand the needs of its clients. "We want to show them that we can make tailor-made products to suit

every location. When we work with our distributors, we see each of their points of sale with a different view. It is our approach to provide good service and quality all over. And, of course, our main ambition is to widen our distribution across the whole world," says Ott-Kunold.

Green Village L57

ENVIRONMENTAL COMMITMENT

Valrhona has come to TFWA World Exhibition & Conference with a new manifesto for reducing its impact on the environment. The French chocolate manufacturer has strict targets for reducing waste and energy. "By 2025, we want to reduce the energy we use by 50%," said Geneviève Opraseuth,

Trade Marketing Manager, Valrhona. "We also want to reduce the waste we send to landfill by 100%." As part of the new corporate social responsibility programme – Live Long Valrhona – the company has unveiled new "eco designs" for its Ballotin chocolate boxes, which are 40%

lighter than the old style packaging. "We want to communicate that Valrhona is a company that cares about humans and cares about the environment," said Opraseuth.

Riviera Village RH16



MASSAGE MOVEMENT

Be Relax has a range of ergonomically-designed travel neck pillows, eye masks and sleep cocoons, which include features such as tension massagers, warming or cooling gel inserts and extra padding, all to help with the traveller's wellbeing. "Be Relax started in 2004 at Paris Charles de Gaulle in a small booth with a few massage chairs, and now we have 46 stores around

the world, mainly in Europe, North America, the Middle East, and more recently Singapore," says Alexandre Antuszewicz, Head of Marketing & Sales – Partner at Be Relax. "Along with our first offer, over the years, we developed a full range of massage accessories and travel accessories." In the past two years, Be Relax has begun distribution activity, which means it is now selling products outside its

own stores, and distributing them and wholesaling them to retail partners. "Be Relax wanted to do more than create a convenience product, but offer a product that gave additional wellness for passengers," Antuszewicz adds. "This is what is in our DNA – providing people with massages to relax their tensions."

Blue Village C8



MAVALA

SWITZERLAND



Your
Beauty
in good hands

www.mavala.com

Riviera RG 16

NEW VISION

The Italian fashion house Etro has come to TFWA World Exhibition & Conference sporting a vibrant new look. The brand, which celebrates its 50th anniversary next year, has hired a new team of designers to help Etro appeal to a younger

demographic. "We want to be a key player in the luxury world for the next 50 years," said Silvia Santin, Travel Retail Manager, Etro. "We have new designers working for us; the image is still very colourful, but a bit younger." Etro believes the

brand's Italian heritage gives it an opportunity to stand out in a competitive marketplace. "We are one of the 100% Italian fashion companies," said Santin. "Lots of companies are moving production abroad, but we are sticking to our roots."

**Riviera Village
RJ16**



BUSINESS SCENTS

Cartier has revealed its new olfactory concept and is looking at trends for bespoke service and customisation, and making them sensory. "This year we are showcasing a totally new set of Cartier Parfums. We are going to have what we call the

'Precious Laboratory' which is a department store, but also in travel retail," said Sadia Zaher, Travel Retail Manager, Cartier. Zaher added: "It is to give people the feeling that they are with the creator of the perfume and they can choose à la carte what

they want. It's a tailor-made new concept and we want to implement it for all our clients across all regions, such as the US, the Middle East and Europe."

**Harbour
Village
LATITUDE**

COGNAC WITH CHARACTER

Deau Cognac is introducing its exquisite range of Cognacs in beautiful decanters which have been developed in one-litre sizes for travel retail, as well as launching a range of tasting sets and a Cognac for millennials. "The decanter line is a focus, but so are our small

tasting boxes, containing six Cognacs," explains Thibault Feniou, Export Manager, Deau Cognac. "We also have a smaller tasting box with just three Cognacs within it. We are also focusing on something very modern, which is the perfect gift – an extra young Cognac named Urb'n.

Because XO means 'extra old,' we have called this an XY meaning 'extra young' – this also means male and female," showing it's for a mixed demographic. "We want to grow in travel retail," Feniou adds.

**Yellow Village
D40**



CONSUMER-CENTRIC RETAIL

It is L'Oréal Travel Retail's 40th anniversary and the company sees travel retail as the "sixth continent" – large, promising, and diverse. The cosmetics giant started the morning yesterday with an overview, in which it outlined some of the latest trends in travel retail. As Vincent Boinay, Managing Director, L'Oréal

Travel Retail, explained, it is essential to take into consideration the latest megatrends in travel retail, in order for the business to be successful. The trends he highlighted, include the Chinese shoppers, the millennials, the emergence of the growing middle class, as well as the growth of low-cost carriers.

"The penetration of the beauty channel is around 15-20%, so we see the immense potential of our industry," said Boinay. "All of the fundamentals are extremely positive – retail expansion, international traffic, the connection with customers via digital tools. All of these fundamentals are now here. What is important now is to increase instore penetration and to give the customers what they need."

**Niveau 5
W1**

Hello
World!



It's a Brand new day!

All over the world people start their day with NUTELLA®, the favourite chocolate hazelnut spread! Today travellers too can enjoy a NUTELLA® moment with a travel-exclusive gift from the new Hello World collection.

The exciting new NUTELLA® range, supported by stand-out merchandising and promotions, is sure to generate incremental sales. We know it will. We asked the shoppers!

nutella[®]
FERRERO



EXPRESS YOURSELF

Thomas Sabo is targeting the Asian, European and South American market with its core collections on display at this year's TFWA World Exhibition & Conference. In terms of the domestic market, Thomas Sabo is slowly entering its desired markets. For instance, the brand has already opened a flagship store in Hong Kong. "We are also investing in

the travel market, and we are expanding," says Lucille Dubos, Travel Retail Sales Executive, Thomas Sabo. "For our company, it is a priority to develop the local market, and then continue into travel retail." Dubos also explained that the brand is inspired by different styles and different cultures, which makes it suitable for everybody. This

autumn, Thomas Sabo is going to be adding new designs to its collection of charms, with some designs suitable particularly for travel retail. Thomas Sabo is all about expressing emotions and individuality, which Dubos believes will fit perfectly with the Asian market.

Blue Village C14

TIME FOR CUSTOMISATION

"We express Italian style in the watch and jewellery business," said Massimo Carraro, President & CEO, Morellato Group. "This is our niche and tradition. Morellato is a company that began in the 1930s in Venice, so we have a long tradition and we always have the same mission – to

express Italian style." Carraro explained: "We have the Morellato brand and then three other famous brands – Maserati, Furla and Trussardi." "We see that in Asia, they love Italian style and they are always talking about watches and jewellery, but now

we're bringing this to the rest of Europe." This is the first year Morellato has showcased the Furla range at the show. "The concept we are emphasising with Furla is personalisation and customisation. We sell these watches with two bezels or interchangeable straps,"

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

Blue Village F15



GOLDEN WISH

Australia-based Wellington Global is showcasing the latest editions to Pica LéLa's bestselling Dynasty Collection, Golden Wishes, at TFWA World Exhibition & Conference. Dynasty is distinctive through its winning combination of elegance, style and creativity.

Dynasty has proven very successful since its inception in 2015 among a number of airlines, including Singapore Airlines, Etihad Airways, Eva Air, Hong Kong Express and most recently the brand has been confirmed to launch onboard both China Airlines and

Asiana Airlines. For Wellington Global, 2017 has been very successful with notable additions to its client portfolio, such as the Turkish inflight duty free operator Iris Ekspres, and Alpha Flight Services in its home market in Australia. Already featuring

onboard Qantas Airways for many years, both Wellington Jeweller and Pica LéLa's jewellery brands launched onboard Virgin Airways in July this year. "We are happy to be meeting with our existing partners and welcoming new partners." The brand's 'golden wish' for the future is to keep expanding into new horizons.

Blue Village B4

COSMETIC COMMUNICATION

Revlon and Elizabeth Arden are showcasing their brands together at TFWA World Exhibition & Conference, and all products can be perused in showroom format with business meetings being held on the top deck of the yacht, PRINCESS, in the Harbour Village. "We created a showroom on

our boat so we could show all our customers the brands and the new communication, and also our brand focuses from Elizabeth Arden and Revlon," said Mary Beth Mazzotta, VP, Brand Marketing, Global Travel Retail, Revlon/Elizabeth Arden. "We set it up as a way to talk about our offers for

travel retail, with travel retail exclusives and unique sizes, and we are introducing a new design for our Revlon travel retail exclusive programme. We are presenting it to customers with incredible feedback," she explained. "We are also launching new displays and showing those to our customers. We are also launching some experiential activities using flat screen TVs."

Harbour Village PRINCESS



ROSEFIELD

AMS|NYC



ASIAN APPEAL

Anthon Berg has extended its 'Deluxe' range with two new travel retail exclusive SKUs, in White Nougat and Sweet Caramel flavours. They're designed to help grow the brand into Asian, Middle Eastern and North American markets, where marzipan-based sweets are less common and as a

result, trickier to market. "People always like the product when they taste it, but marzipan has a bit of a difficult reputation in Asia, the Middle East and the US," said Peter Dige, Travel Retail Director, Anthon Berg. "So we have introduced the new SKUs without alcohol or

marzipan, and we're going to target all regions." Anthon Berg could also soon be extending its 21-strong range of chocolate liqueur bottles. "They are the way a lot of customers come to the brand," said Dige. "We work with a lot of the big brands and are in dialogue with new ones who are interested."

**Blue Village
B7**



BEAUTIFUL PHILOSOPHY

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

The treatment is based on using skin care products that contain an increasing concentration of L-ascorbic acid, which is the most active and effective form of vitamin C. For the brand, the travel retail business truly is "a window to the world", shared Dr Irena Eris, owner of the company. "We want our products to be available all over the

world, but we are looking for distributors who have experience in the luxury and selective segments." Wiktoria Brzozowska, Director of Marketing & International Markets, added: "Geographically, we are interested in establishing relationships with partners from western Europe. We are also looking to develop further into travel retail, as well as specialist perfumers."

**Red Village
L20**

GROUP EXPANSION

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

International Airport and is set to grow its inflight presence to 15 airlines by the end of 2018. "Folli Follie has seen growth in its local markets and travel retail, and is growing across South Africa, Australia and Lebanon," said Johnnie Voutsas, Chief Global Travel Retail Officer, FF

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

**Ambassadeurs
Village
V2**



ICONIC GIFTS

Leonidas has upped its focus on travel retail and introduced new packaging to appeal in terms of giftability, as well as introducing a new Asterix line which has iconic appeal and is recognised globally. "We have a lot of new products and a lot of new packaging, because

gifting is a really big point within travel retail," said Philippe de Selliers, CEO Leonidas. Plus, noted Selliers, "the Asterix range, which we have launched in agreement with the brand, has also been a huge success in our home market in France, so we plan to

start selling this internationally from January." Selliers added: "We really want to have a key focus on this because we want to double the business in three years, so we have decided to have three people working on travel retail – one in Asia, one in Europe and one in the Middle East."

**Blue Village
D24**

SHEER INDULGENCE

"It's pure luxury," smiled Aquilha Stephen, Vice President, Beauty Contact, pointing at her company's latest launch: the opulent, crystal-bottled Le Bijou scent, which is soon to launch into travel retail for an exclusive 999 product run under its Pierre Précieuse brand. The enticing scent

comes packaged in a smart black box with inbuilt LED lights that highlight the contours of the perfume's vessel. The company is also showcasing products from its equally lavish Diamond Collection, whose concept is based on the legend of Ibn Ali, who stumbled upon a

diamond in the desert and mistook it for a smooth rock. Beauty Contact also offers a range of travel retail exclusive sets, which feature two 20ml bottles of its fragrances, as well as treasure chests and presentation sets.

Yellow Village F58



STRATEGIES FOR GROWTH

Leading confectionery brand Mars International Travel Retail yesterday officially launched the next stage of its 'Power of a Smile' Category Vision to customers. Mars Wrigley Confectionery is globally leading the total confectionery category with more than 100 years' experience of selling chocolate, gum and

confections. Mars is confident that its suite of brands, experience and thought leadership will allow it to be the partner of choice and take the category in travel retail to further growth to be proud of. "The changing nature of travel retail is a hot topic," says Gary Clarke, General Manager, Mars International Travel Retail. "Key

trends include rapidly-changing demographics, as travel becomes more affordable, the increasingly value conscious traveller, and the fight for attention in an increasingly digitalised world." Within this context, Mars has a clear message for retailers. Confectionery is a huge growth opportunity but, to unlock this, changes are needed. Strategies for change in 2018 include meeting the needs of travellers, convenience and innovation.

Bay Village Bay 9

THE CONFECTION CONNECTION

Cavendish & Harvey is boosting its portfolio of exclusive travel retail SKUs with the launch of new drop tins, containing a delectable mix of the brand's fruit drops. They come in two different designs with different colour codes, and are being presented this week for the first time. "We're working on

establishing a full travel retail portfolio, for which we introduce new products every year that cater to different consumption needs," said Mona Mieske, Product Manager, Cavendish & Harvey. "The new product focuses on travel, but we think it's perfect as a gift to bring back for your loved ones also, and a nice memory for yourself

when you're abroad." Response has so far been very positive. "It's premium quality with a superior design, and the feedback has been that our customers are happy and they think there will be a positive response," Mieske added.

Blue Village H27



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





diverseflavours
SUPPLYING DIVERSITY

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



Visit the Diverse Flavours stand:

Stand L34 Red Village

1-6 October
TFWA 2017
Cannes



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

diverseflavours.com

DESIGN, ERGONOMICS AND INNOVATION

Top suitcase brand Delsey prides itself on being all things to all men – or women. “We are multi-specialists, meaning we are not only addressing businessmen, but families, mothers and young people,” said

Albert Engler, Brand & Design Director, Delsey. “We are in 110 countries and we are addressing the consumer in a global way. We want to be there for every moment of the day, from when they go into the office in the morning,

to when they go to the gym after work, and when they go on holiday.” The company is currently developing a range of ‘connected’ suitcases, with an eye to launching them in January next year. It’s

putting ergonomics and security at the heart of its innovation. “It will have many functions,” added Engler. “From tracking, to a Bluetooth lock with alerts, fingerprint scanning, phone charging, every kind of consumer will find a way to connect, and it will abate all the worries the consumer has.”

Blue Village F13



CRAFTED TO PERFECTION

Paris Chocolat is making its debut in Cannes this year. “It has been very interesting,” said Eric Monterrat, the brand’s founder. Paris Chocolat prides itself on producing only the highest quality confectionery, with a range of

different chocolates and macarons, including a stand-out crème brûlée flavoured macaron, highlighted by Monterrat as a standout product. “Our process of chocolate-making is very artisanal. The almonds we use to make pralines come from the south – a little

cooperative in the south of Spain – the ingredients are fantastic. Nobody makes chocolate like this – it’s very, very different,” said Monterrat. Marking its ambition to grow further into travel retail, Paris Chocolat has also launched a new presentation exclusively for the sector, designed to neatly showcase a swathe of its treats on the shop floor.

Yellow Village C27

SPIRIT OF SCOTLAND

Distell is shining a spotlight on the newest addition to its range of travel retail exclusive whiskies, Bunnahabhain An Cladach, a superbly-crafted, 46.3% abv tippie. “The first two travel retail exclusive whiskies

have been extremely successful,” said Luke J Maga, Managing Director Travel Retail, Distell. “Malt whisky is a very important part of our business and our strategy going forward, and we’ve seen

a large success in it. This newest whisky is designed around the shores of Bunnahabhain and the sea, and how it’s an integral part of life there. Having a story like this helps people connect with the brand.” He also hinted at “a couple of little secrets” underway for Amarula, Distell’s cream liqueur brand, which has benefited from “great momentum” in the wake

of its well-publicised ‘Name Them Save Them’ campaign. The campaign was launched to raise awareness of ivory poaching in Africa, and saw the brand encourage customers to name and colour their own elephants online, which were then printed onto a limited 400,000-bottle run of the drink.

Green Village M64



EYE ON THE SKY

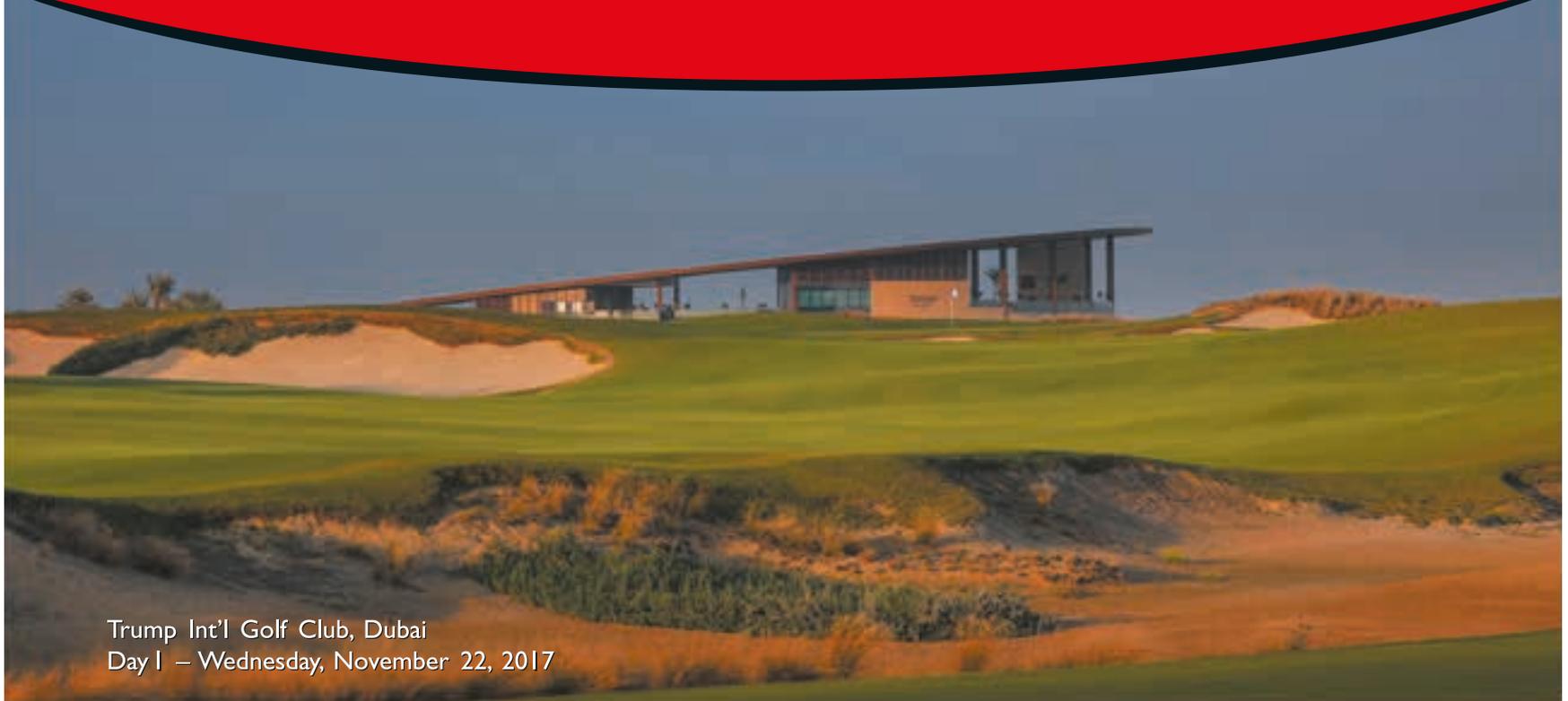
Buying The Sky is keen to show off its travel pillows, which launched earlier this year to a resoundingly positive response from customers. “Since March, we’ve been listed on about 30 airlines, including Singapore Airlines and Cathay Pacific,” said Nadia Skouri Garcia-Pelayo, CEO Buying The Sky.

The pillow can be utilised either for sleep or to rest on while watching inflight entertainment. “They’re doing very well and we’re very happy – there was a real gap in the market and it’s getting results onboard,” Garcia-Pelayo added. It’s also looking to boost the presence of Valrhona chocolates, which has launched a

new variety pack inspired by French pastry desserts, and includes treats in Mille-feuille, Fondant Chocolat, Crème Caramel and Tart Tatin flavours. “Those desserts are very well known all over the world,” said Garcia-Pelayo.

Ambassadeurs Village U4

Dubai Duty Free



Trump Int'l Golf Club, Dubai
Day 1 – Wednesday, November 22, 2017



World Class Courses, World Class Entertainment.
25th Dubai Duty Free Golf World Cup



Dubai Creek Golf & Yacht Club
Day 2 – Thursday, November 23, 2017

Two eagerly awaited days on the golfing calendar are here. On the 22nd and 23rd of November, the 25th Dubai Duty Free Golf World Cup is teeing off at the spectacular Trump Int'l. Golf Club and the Dubai Creek Golf & Yacht Club. Feel the agony and ecstasy, experience the triumph and tribulation, take the rough with the smooth. Be there to enjoy many exciting golfing moments and you may even walk away with some of the fabulous prizes. For more information, contact marketing@ddf.ae

Participation is by invitation only

www.dubaidutyfree.com



Full of surprises.

ELEGANT MESH

Daniel Wellington is focusing on its collections, fronted by Kendall Jenner. Here at TFWA World Exhibition & Conference, it is previewing new items, as well as introducing additions to its current collections. "With the petite release, we had variations and additional launches,"

said Brianna Amoroso, Regional Sales Manager Travel Retail, Daniel Wellington. "We started with mesh and sterling in rose gold and stainless steel, then we transitioned because the core of the brand is with leather straps. Then a few weeks ago we released a black

mat mesh strap, which Kendall Jenner is fronting as well." Amoroso added: "We have a new release coming out on 10 October, so we have shown that privately to some of our partners and operators. Overall, we have just been focusing on each of our collections. The brand is staying true to its clean minimalistic design."

**Beach Village
Beach 18**



FIZZ OVER ICE

Vranken Pommery is showcasing its Royal Blue Sky Champagne with its over ice serve, reminding people that different champagnes can meet different social occasions. The champagne, which has a higher dosage to other cuvees and is served not in flutes, but stemmed balloon glasses, uses the ice to both dilute and lift the sweet

fruitiness to the palate, with the sweetness appealing more to the Chinese market. "We chose to have a really big focus on Royal Blue Sky," said Myriam Renard, Deputy Export Director, Vranken Pommery. "It was launched earlier in the year and it is champagne to enjoy on ice. Of course, this is a very popular trend that came from the habits of hot countries

like Brazil a few years ago, and we decided to meet the demand of consumers with Pommery which has the standards of quality across all the range and there is respect for the wine." Renard added: "Our proposal is to consume champagne in a different way, so serving it with ice it will have freshness and an explosion of flavours when you drink it."

**Red Village
H22**

GIFTING SOLUTIONS

In collaboration with German biscuit manufacturer Bahlsen, travel retail sales agency AM International has created travel retail exclusive gifting solutions tailored to the channel. Bahlsen produces high-quality products made in Germany and enjoys high worldwide brand awareness, as well

as successful distribution in 80 countries. With a total of three different gifting solutions, there's something for everybody: A small suitcase full of fun biscuits for kids, a packaging doubling as a boom box full of tasty PickUP! chocolate bars for teenagers and music (and chocolate) lovers of all ages, as well as a selection of

Bahlsen's finest biscuits in an elegant box that celebrates the brand's German heritage. AM International is also exhibiting Beauty Sweeties – pure natural fruit gums made in Germany. The products serve the demand for healthy snacking by containing beauty ingredients like Aloe Vera, Biotin and Coenzyme Q10, while completely foregoing artificial additives.

**Mediterranean
Village
P14**



THE FUTURE OF TOBACCO

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

The message is clear: they're aware of the risks and are getting ready. Cannes is also an opportunity for the company to present some of its latest products, such as the Davidoff Freeze line, which has been released in Asia and is currently being rolled out in the Middle-East.

Collecting feedback from its existing customers, Imperial Tobacco is hosting visitors in its "living room" nicknamed space, a vast assortment of edgy design meeting rooms, cosy lounges and a sunny terrace.

**Golden Village
G06**

harman/kardon[®]
by HARMAN

TRAVELER All-in-one travel speaker

JBL[®]
by HARMAN

FREE
Truly wireless in-ear headphones

UNDER ARMOUR | **JBL**[®]

SCHÄFER
TRAVEL RETAIL GMBH

Visit us at Mediterranean Village - P12

www.brands4travelretail.com

CLEAR VISION

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

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

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

Blue Village B13



TEDDY TALK

It's one of the oldest plush toy manufacturers in the world, and many delegates are likely to be familiar with Steiff's range of teddy bears. However, despite a rich history dating back to 1880, the German brand is exhibiting at TFWA World Exhibition & Conference for the first time – and it has an ace up its sleeve.

"Richard Steiff [the nephew of Margarete Steiff, the company's founder] invented the teddy bear," said Ken Wakatsuki, Head of Sales Asia-Pacific & Global Travel Retail. "That's something very special for us – no other brand can say that." Steiff already has listings with fellow German giants, Heinemann and

Lufthansa. "We didn't really need to do a sales pitch with those guys," said Wakatsuki. However, Steiff wants to use the show to meet other key players and break into other markets. "We have a lot of work to do in travel retail, but we have had some interesting meetings so far," said Wakatsuki. "It's good to be here."

Mediterranean Village N17

RIDING THE CAMEL

"Camel milk has half as much fat and up to four times the amount of Vitamin C as traditional cow's milk," explains Patrick Dorais, Director of Sales, of the Dubai-based camel milk chocolate manufacturer Al Nassma. It's a travel retail exclusive high-end product that also comes in luxurious

wooden boxes ideal for offering. Al Nassma is now experiencing double-digit growth, and Dorais attributes this success to the high quality of a 100% natural product with no palm oil or preservatives. In locations such as Dubai, Doha, Salalah, Vienna and Munich, Al Nassma chocolates are presented on a premium

custom-designed gondola that can be seen at its stand here at TFWA World Exhibition & Conference. Al Nassma is now focused on getting more listings in airports in Asia and Europe, and is open to entering border shops and inflight retail.

Blue Village F1



A TASTE OF THE TERROIR

Founded in 1933, Cave de Tain is one of the oldest wine cooperatives in France. It is based around the famous Hermitage Hill in the Rhone Valley, a terroir which yields a superb Syrah. One quarter of its production is dedicated to travel retail. It has been listed for 10 years with Dubai Duty Free

at Dubai International Airport, and is poured daily in the glasses of the first class and business class travellers flying with United Airlines, Air France, Cathay Pacific, Emirates, Etihad, Air Mauritius and Vietnam Airlines. Cave de Tain will also be listed onboard British Airways flights,

starting from November. Through its presence TFWA World Exhibition & Conference, Cave de Tain aims to add more inflight listings, as well as increase its presence in airport shops, mostly in Europe, the US and Asia.

Green Village L71



CORSET | SHELL PACK
CAPSULE

Visit us at Marine Village S14
www.ktinternational.eu

Smoking seriously harms you and others around you

CHOCOLATE REVOLUTION

Guy met Lilian, the true love story goes, and together they came up with the seashell chocolate, which found its way at bakers' shops all along the shore and has remained an iconic product of the Belgian chocolatier.

For the 50th anniversary of the company, Guylian came up once more with a product that's little less than a revolution in the chocolate world. The Master's Selection boxes are a delightfully successful attempt at premiumisation. These bite-sized chocolates with innovative flavours, such as caramel/pineapple, orange, raspberry or coffee/cardamom are being introduced with great success here at TFWA World Exhibition & Conference, and will soon hit the shelves worldwide in travel retail outlets, where Guylian wishes them to be displayed on custom-designed gondolas.

"A few airlines are about to launch this product in their inflight offers," said Steven Candries, Sales Director, Guylian.

Mediterranean Village P13



EXCLUSIVE TIPPLES

One trend that has emerged from the show this year is the desire among retailers for exclusivity: not just something exclusive for travel retail, but something exclusive for them. With that in mind, International Beverage has launched a new age-statement Scotch from Old Pulteney, which will be exclusive to Dufry until January 2018. The 1990 Vintage will then be available to all. "Retailers are looking for something unique to them," said Lesley Eadie, Global Travel Retail Manager,

International Beverage. "They want something they can't get anywhere else." As well as the 1990 Vintage, International Beverage is also launching a 2006 Vintage from Old Pulteney, plus new expressions from the Speyburn Distillery. It's not all about whisky, though: a new 48% expression from Caorunn Gin is also being showcased at TFWA World Exhibition & Conference.

Marine Village S2



GETTING A FOOTHOLD

This year has been a turning point for Wolford. The luxury hosiery retailer secured a listing with Dufry over the summer, which has helped the brand gain a greater foothold in travel retail in Europe. Suddenly, it seems like things have clicked. "We are really starting to get on in travel retail," said Erik

Danielsen, Managing Director & Head of Travel Retail. Wolford already has listings with Heinemann and Lagardère, and its new relationship with Dufry means the brand now has Europe covered. So what next? Well, the focus will now shift to consolidating its European business and

getting to know its distributors better, so it can tailor products to suit their needs. "We're really focused on our European distribution right now," said Kerstin Scholl, Specialist Global Travel Retail, Wolford.

Yellow Village A19

BEER INNOVATION

During an informal chat yesterday on the Heineken yacht in Harbour Village, Global Duty Free & Travel Retail Manager Koos Vrijlandt presented two new products. Heineken 0.0% has been recently introduced in Europe in selected domestic markets, such as the UK,

France and Holland. If it is well received, Vrijlandt announced, it will be introduced in the travel retail market through cruise ships, where the potential consumer population is set to rise from two million per year today to up to 10 million in the near future thanks to the rise of

cruise tourism in Asia. Also shown yesterday was the 'Blade' - a draft beer system using air in place of CO2 and recyclable 8kg plastic kegs instead of the cumbersome metal ones. The system can accommodate all the drinks from the brand portfolio and simplifies beer delivery in isolated or mobile locations such as islands or ferries.

Harbour Village THE PRIDE



SCANDI-COOL JEWELLERY

Pilgrim is a 35-year-old Danish jewellery company that, in the words of Travel Retail Manager Louise Rohde, is priding itself on being "the most affordable of the best". Listed inflight with airlines including Ryanair, easyJet, SAS and Thomson Airlines, Pilgrim is also present at Incheon Airport through a third-party retailer, and through its own retail stores in the Danish airports of Billund and Copenhagen. Pilgrim has recently decided to, when possible, directly negotiate with airlines in an endeavour to homogenise the customer experience through a unique travel retail catalogue and, therefore, be in total control of its branding.



With its 2018 Travel Exclusive collection presented for the first time here at TFWA World Exhibition & Conference,

the Scandinavian Pilgrim is set to conquer Europe.

Blue Village B8

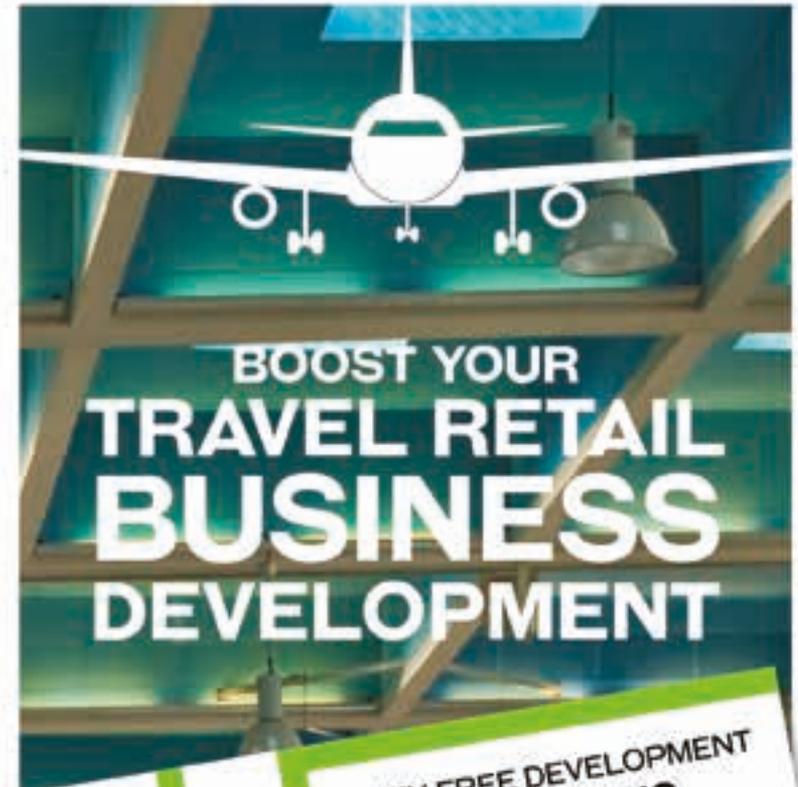
CRYSTAL CLEAR

"We're an affordable staple travel retail brand and we'll always be relevant for travelling consumers," explains Peter Zottl, Vice President Travel Retail, Swarovski.

The leading jewellery company in travel retail seems intent on keeping pole position and is using TFWA World Exhibition & Conference as an opportunity to meet its

partners in the sector and get new inflight listings, as well as in airport shops. "There is very strong growth in China, both in the domestic and travel retail markets" Zottl announced.

Blue Village C11



**PERFUMES & COSMETICS
FASHION & ACCESSORIES
JEWELRY - FINE FOOD**

DUTY FREE SPECIALISTS FOR MORE THAN 15 YEARS, WE SUPPORT BRANDS IN THEIR TRAVEL RETAIL DEVELOPMENT WORLDWIDE.

CONTACT :
INFO@DUTYFREEDEVELOPMENT.COM

Eden Park
KURRY LEGEND

Puressentiel

LA MAISON DU CHOCOLAT
PARIS

orange

RITUALS

Misaki
PEARL YOUR LIFE

Wolford

NUXE
PARIS

WWW.DUTYFREEDEVELOPMENT.COM

HELPING BRANDS DEVELOP IN GLOBAL DUTY FREE

Many people in travel retail know David Dayan who has over the last 30 years developed many prestigious brands in the duty free & travel retail markets, including Lacoste, Parker, Laliq, Rituals, Eden Park, La Maison du Chocolat, Wolford, Vilebrequin, and Kusmi Tea. This has allowed him to build real success stories for his customers.



David created Duty Free Development Consulting in 2012, specifically to help brands understand the duty free and travel retail channel and accelerate their development in these markets. He has exceptional knowledge and expertise in delivering the best business opportunities for brands who wish to sell their products in airports, airlines, cruise ships, border stores and in downtown travel retail. With a large customer portfolio, and a presence in more than 200 airports, 30 cruise lines and 50 airlines worldwide, Duty Free Development Consulting is a real accelerator for brands wishing to expand rapidly in this market. DFDC has opened offices in New York, Dubai, Hong Kong and Paris, in partnership with

Immediat Boarding to further brands' international development and duty free business requirements. Depending on customers' needs, the company supports all steps in strategy and development – from design and specific furniture manufacturing for travel retail, to products selection and the design of specific products dedicated to travellers, and finally negotiation with operators or airport authorities. DFDC supports and

organises all international exhibitions and conferences related to travel retail for its customers.

KEY ACHIEVEMENTS IN 2017 INCLUDE:

- Installing an ORANGE TELECOM KIOSK for the first time in an airport. Orange Telecom asked DFDC to develop the Travel Holiday Kiosk which opened in July at CDG Terminal E, at the arrival location to sell SIM CARD in partnership with Lagardère Travel Retail
- Opening a location of 27sqm in Marrakech, 22sqm at Casablanca and 35sqm in Cairo with DUFREY for EDEN PARK
- Opening a location with personalised furniture for Wolford at CDG terminals A/C/D/F with Lagardère; Lyon Saint Exupéry Airport Lagardère – Brussels Airport IDF Airport – Helsinki Airport with Dufry – Vienna Airport with WELCOME
- Introducing NUXE into Guadeloupe seaport, Cyprus north, Karachi with ZEINAB and many others location with Lagardère and Heinemann

Duty Free Development Consulting and Immediat Boarding has assisted several of its customers with a large number of airport openings this year, including Wolford, Eden Park, La Cure Gourmande, and Mandarina Duck. David Dayan can be found at the Eden Park, Wolford and Nuxe stands here at TFWA World Exhibition & Conference.



TAX FREE WORLD ASSOCIATION

23-25, rue de Berri
75008 Paris France

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

John Rimmer
MANAGING DIRECTOR
j.rimmer@tfwa.com

Cécile Lamotte
MARKETING DIRECTOR
c.lamotte@tfwa.com

Produced by:



Ian Hill
PUBLISHER
ian@pps-publications.com

Paul Hogan
MANAGING DIRECTOR
paul@pps-publications.com

Ross Falconer
MANAGING EDITOR
ross@pps-publications.com

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

Richard Jende
HEAD DESIGNER
richard@pps-publications.com

Magdalena Matejewska
DESIGNER
magdalena@pps-publications.com

Grant Pritchard
PHOTOGRAPHER
photography@grantpritchard.co.uk

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

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

© PPS Publications Ltd 2017

TFWA Daily is distributed by:



ELITE INFLIGHT PERFUMES



When the exclusive perfumer for London's Harrods store Roja Parfums teams up with the leading inflight supplier, Scorpio International to launch an In-Air Exclusive parfum cologne for men called ELYSIUM, you know the passenger will be treated to something very special. Renowned for creating scents from the finest raw materials, master perfumer Roja Dove, whose Haute Parfumerie range has been the top selling perfumes for the past six years, has also created an oriental, warm sensual women's fragrance '51' for exclusive inflight by Scorpio. Both come in

100ml bottles with complimentary 7.5ml atomisers and will sell around €195/\$255 onboard.

Yesterday on the Scorpio stand, Roja described how his apprentice days at a famous French fragrance house led to setting up his own company then opening the first perfume store in Harrods. His high quality perfumes sell in 180 stores in the world with The Sultanate of Oman and Amber Oudh already on Muscat Air.

Mediterranean Village P8



as on decoration elements hinting at the classical tennis locker room.

Riviera Village RH15

SPORT ELEGANCE

With over 200 points of sale worldwide in airport shops and a wide range of listings inflight and on cruise ships, Lacoste has an established presence. As a nod to its biggest national market, the company has just opened a downtown

duty free store in Bangkok. At TFWA World Exhibition & Conference, the company is meeting its existing customers and presenting its new concepts. "As the 85th anniversary of the brand approaches, we are launching our New Club Concept," said Jean-Louis Delamarre, CEO EMEA & CEO Global Travel Retail, Lacoste. It is a tribute to the brand's DNA and its "sport inspired elegance" as told by Delamarre. The New Club Concept will be rolled in stores starting from now, and will put a huge focus on the polo wall as well

ELYSEESMARBEUF

PARIS • CANNES • LYON

LA GRANDE ÉCOLE DE LA BEAUTÉ ET DU LUXE
DEPUIS 1953

L'École Elysées Marbeuf a développé un modèle de formation unique d'apprentissage, basé sur les aspects fondamentaux du secteur du luxe en adéquation avec la réalité d'aujourd'hui. L'École Elysées Marbeuf propose des formations dans les métiers du luxe, avec des spécialisations dans les univers de la beauté et le marché du Travel Retail dispensées par des professionnels experts.

Elysées Marbeuf has a long record of educational innovation, using Anglo-Saxon methods of higher education and molding them to fit international needs.

Elysées Marbeuf provides degrees in Luxury and travel retail market taught by experts in their areas of specialization.



SDA

SOCIÉTÉ DE DISTRIBUTION AÉROPORTUAIRE



DES PARTENAIRES EN RECHERCHE PERMANENTE DE PERFORMANCE
pour recruter les talents qui répondent à leurs ambitions de développement

EXPERTS DU LUXE,
NOUS FORMONS LES MANAGERS DE DEMAIN AU TRAVEL RETAIL®.

We train your future leaders and managers of tomorrow in the dutyfree and travel retail market.

MASTER*

MARKETING VENTE DISTRIBUTION
Spécialisé Travel Retail & Duty Free

le cnam
cfa

LICENCE*

COMMERCE & DÉVELOPPEMENT INTERNATIONAL
Spécialisé Travel Retail & Duty Free

le cnam
cfa

MBA

INTERNATIONAL BEAUTY & LUXURY MANAGEMENT

BACHELOR

MARKETING DES PRODUITS DU LUXE

*A Paris.

Elysées Marbeuf est la référence auprès des professionnels et des employeurs des marchés de la mode, de la beauté et du travel retail.
Elysées Marbeuf is the reference of choice among the community of professionals and employers in fashion, beauty, and retail.

+33 1 53 23 87 00

info@elysees-marbeuf.fr

WWW.ELYSEES-MARBEUF.FR | WWW.TRAVEL-RETAIL.FR



ASIA PACIFIC EXHIBITION & CONFERENCE

6 - 10 MAY 2018 – SINGAPORE

— • —

The Duty Free & Travel Retail Asia Pacific Summit

— • —

