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**ASIA PACIFIC
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THE DUTY FREE & TRAVEL RETAIL ASIA PACIFIC SUMMIT

TFWA
daily
THURSDAY 10 MAY 2018



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TFWA

Frédéric Garcia-Pelayo

Vice-President Finance



Introduction

From strength to strength

And so what has been undoubtedly a successful week for us all here in Singapore is now drawing to a close. Looking back even further, it's also been a very successful year for TFWA, and our financial performance for the fiscal year to 30 April 2018 was strong.

Like most organisations, we have been looking closely at the implications of the new European General Data Protection Regulation (GDPR), which will come into force at the end of this month. These new data protection rules have been designed to harmonise data privacy regulation across Europe, as well as give greater protection to individuals, regardless of where their data is processed.

The changes required by GDPR presented an opportunity for us at TFWA to conduct a complete review of our systems and processes, and to improve security and best practices for all users, including the TFWA team, our partners, exhibitors, delegates, and all our contacts and industry colleagues.

The new regulations stipulate that data should be protected from the day it is collected through to the day it is no longer needed, when it should be destroyed in the correct manner. The TFWA team is currently working to comply with these new rules and regulations, and this in turn will have an effect on the tools used by our exhibitors and visitors such as our Exhibition Directory.

Another major project that is well underway is the development of our new app, which will be launched in time for our next event, the TFWA World Exhibition & Conference in Cannes. This new tool will be useful throughout the year and will help those taking part in any of the five events managed by TFWA to prepare and organise their participation beforehand, as well as guide and inform them once they are at the event.

Of course, a commitment to supporting good causes is central to the culture of TFWA, and TFWA Care will once again be donating much-needed funds to worthy projects around the world. This year TFWA will be supporting 13 charities nominated by Association members. Among these are six new charities – Claire Amitié International, Hand in Hand for Haiti, the Soulcial Trust and Sunrise Cambodia, which are being supported for the first time, as well as two charities which are being supported once again, the Lovedale Foundation and the Nuria García Foundation. TFWA Care's philosophy is that good things happen only if we make them happen. I'm very hopeful that this support will indeed make many good things happen.

We wish you a safe journey home, and we look forward to seeing you again very soon.

Notes for your diary:

- As we say goodbye to Singapore for another year, do remember to make sure that the dates for TFWA World Exhibition & Conference 2018 are in your diary. This highlight of the travel retail calendar will take place between 30 September and 5 October at the Palais des Festivals, Cannes.
- Hugely successful last year, the TFWA Digital Village will run again in 2018 from 2 to 5 October.
- Shortly afterwards, our focus will turn to China as preparations begin for the 4th TFWA China's Century Conference, which will be held in Sanya Haitang Bay. We very much look forward to seeing you at these not-to-be missed events.

The Vice-President Finance is responsible for defining strategy and monitoring the association's financial and legal 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.

WiFi service

TFWA is pleased to provide free WiFi access in the exhibition and at the conference and workshops.



WiFi: MICE HOTSPOTS

Reminder of locations within the Marina Bay Sands Expo & Convention Centre:

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



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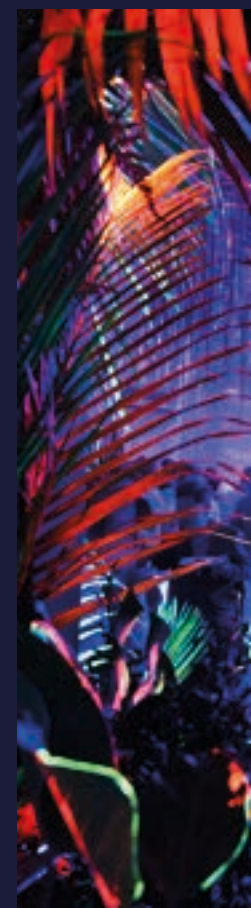
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Singapore *Swing Party*

Guests enjoyed an unforgettable evening in a parallel dimension at last night's spectacular Singapore Swing Party at the JW Marriott Hotel. The otherworldly blend of music, performance and drama was truly an experience unlike any other.







Fashion, accessories and sunglasses suppliers bring us up-to-date on their business for a masterclass in storming the runways. By Faye Bartle

◀ The Furla Icaro line, for men who travel, is inspired by the power and strength of motorcycles.

The style set

Whether you're a travel retail veteran or are simply dipping a toe in the channel, the Singapore show provides a welcome opportunity for suppliers to take stock of what has been achieved so far, and what the goals are for the future. There is plenty to report.

Furla experienced a +14.5% growth of its travel retail business in 2017. The company now has 292 doors in 52 countries and is set to continue growing the brand in 2018 and beyond. Asia Pacific is an especially important region.

"Last year saw our total business grow by +50% in the region and Asia Pacific now accounts for 24% of total turnover," says Gerry Munday, Global Travel Retail Director, Furla (Basement 2/2-J22). "Sales in Japan were up +15.4% and account for 23% of total turnover. In travel retail, the brand performs exceptionally well in the region and we have opened many new stores. New locations include Changi T2, Penghu, Shanghai Pudong T2 and King Power's new duty free mega-complex in Bangkok – to name a few."

Currently, there is a growing interest in the men's collection debuted in Japan, introducing it to five travel retail locations in Spring/Summer 2017. By the same time this year, the number of locations will rise to 12. "We are trying to gain new male customers and sometimes, particularly in Asia, women shop with men to browse the stores, so it is gaining their attention," says Munday.

Asia, and its growth potential, is also of huge importance to Desigual. "We continue to be very focused on the change strategy based on a 'new' Desigual, where not only the product is developing positively, but also the stores, the image and the whole customer service process," says Jordi Valls, Head of Travel Retail Wholesale, Desigual (Basement 2/2-E18). "We're strong domestically in Singapore and Japan, but growth in the rest of the region has been slower. We'll continue to explore opportunities for new openings and innovative retail formats, innovating at the product level and delivering colourful and impactful marketing campaigns. Aside from the obvious challenges facing the entire industry, the category is in a pretty healthy position. We're seeing an increasing number of retailers looking to take

a proper category management-driven approach."

Paul & Shark (Basement 2/2-D11) achieved continued growth across the globe, with some new and exciting projects underway. "We opened a number of new stores in key travel retail locations in 2017 and this will continue this year," says Global Travel Retail Director Catherine Bonelli. "Our new stores, where possible, follow the new Paul & Shark design concept, however, they are appropriately adapted for the travel retail market in order to maximise the amount of space available and increase visibility using an eye-catching effect behind the merchandise."

For the past two years, Paul & Shark has experienced the majority of its growth and expansion in the Asia Pacific region and this continues to be a key focus for the brand. "The main trend we see is the importance of celebrity endorsement, and this is an area that we are investing in, along with special marketing activities, to increase our visibility and create demand,"

says Bonelli. "For example, our openings last year at Marina Bay Sands in Singapore and Elements in Hong Kong were attended by many celebrities like Chang Chen (actor), Chen Xiao (Chinese actor), Amber An (Taiwanese actress), Lego Lee (Taiwanese actor) and Kary Ng (songwriter)."

A stellar showcase

Morgan & Oates (Basement 2/2-J33) is launching the first item in its new beachwear range at the show. The one-size-fits-all Beach Tunic is made from 100% silk and comes in a variety of bright, tropical floral designs.

"These beautiful designs, packed in a practical and fun zipped pouch, are targeted at the holiday passenger," says Jeannie Archer, consultant to Morgan & Oates. "This is a new area for us, but one we feel will fill a growing leisure market."

The company will also be highlighting its 100% lambswool stole, which has found success as an exclusive to ANA airlines.

◀ Desigual's spring-summer 2018 campaign is led by Jean-Paul Goude.





The item captured the attention of other carriers too, leading Morgan & Oates to launch a capsule collection for autumn/winter 2018. The boutique collection, made in the UK and measuring 70x200cm in size, comes in block checks and modern bold designs, available in a variety of classic, soft and bright colours.

"Our made-in-the-UK scarves collection has been brought right up-to-date with a new twist, with many designs targeted at the female, as well as the male buyer," adds Archer. "Our target this year continues to be airport and cruise ship retailers, while continuing to grow our inflight business."

Turning to sunglasses, Rodenstock (Basement 2/2-J13) is providing plenty of inspiration. Although a relatively

young player within the global travel retail market, the company has earned impressive success over the past 18 months with its licensed brand Porsche Design, and is now working with retailers including Dufry, Nuance (Sun Catcher), China Duty Free Group, Kappé and more, with a significant number of airport locations globally.

"We're seeing fantastic sell through of various styles through airport retail, especially where we are able to support with light boxes, our digital movie and bespoke backdrops," says Head of Travel Retail Petra Eckhardt-Koestler.

Generally speaking, the trends for 2018 are frameless sunglasses in diverse colours and retro models for optical frames. Rodenstock's Mix Your Style frameless

◀ Marcolin is showcasing the Tom Ford Autumn/Winter 2018-2019 Eyewear Collection, which is characterised by vintage-inspired sunglasses and eyeglasses with large shapes and extra thick rims. Style FT0630 has a wraparound acetate frame with a 'T' logo on the front.



▲ FRAAS has strong seasonal collections backed by strong POS concepts and a global logistical set-up.



sunglasses suit this perfectly, available in four different lens shades and multiple colours. The 1980s-inspired Supersonic collection is also one to watch, with its coated stainless steel frames, slightly mirrored lenses and distinctive shape.

"Male consumers are looking for something stylish whilst lightweight, a combination of technological innovation, outstanding design and high quality," says Eckhardt-Koestler. "A good example of this is the Porsche Design Laser Cut (P'8663) that combines technological innovation and functional design."

Marcolin (Level 1/1-S20) has more than 1,000 POS in travel retail worldwide with nine brands and a target to increase this to 1,500 in 2018. "In Asia Pacific, we achieved strong double-digit growth in 2017 with +150 POS, and we aim to increase this by 30 in 2018," says Global Channels Director Alessandro Bubola. "We are targeting the right customer profiles with the right assortment and pricing, focusing on brands like Tom Ford, Ermenegildo Zegna, Moncler, Guess and Swarovski in Asia Pacific."

The way we shop

Brands continue to see value in creating products that are geared towards travellers' needs.

"In terms of travel retail, the continuing trend is that consumers want something different and unique," says Bonelli. "Paul & Shark meets this through our constant attention to quality and advanced technologies."

As a case in point, its patented Typhoon treatment guarantees high waterproof and windproof performance in all weather conditions, thanks to an ultra-soft membrane that prevents drops of water from penetrating the fabric. "Another example is our travel collection of clothing designed to ensure maximum comfort when travelling," says Bonelli.

◀ Paul & Shark is showcasing its FW18 collection along with highlights from its current SS18 offer.

Frequent travellers looking for cabin-sized luggage that's built to last are sure to be impressed with CabinZero (Basement 2/2-F23), which specialises in producing cabin-sized, lightweight, durable backpacks with lockable zippers. The concept was dreamed up by its CEO Neil Varden following a series of far flung trips, broken bags, a short stint working in the tourism industry and "a whole load of outrage over cabin bag restrictions". The company now has a global team, with distribution around the world, although Varden still tests every new model personally to make sure it's up to the job. "If the bag gets bashed up by baggage handlers, we won't sell it," he says.

In travel retail, the brand is predominantly available in Europe, including leading hubs Heathrow Airport, Madrid-Barajas Airport, Barcelona Airport and Amsterdam Airport Schiphol. In Asia, the brand can be found in key locations such as Manila, Brunei and Singapore. "The roll out with Mumbai Duty Free is a 'biggie' for us," says Varden. "We are also planning with our UK travel retail partners for pop-up shops in London's Gatwick and Heathrow airports."

As Paul & Shark has already highlighted, star power will always have an impact on fashion, and the appointment of Jennifer Lopez as the face of the GUESS Spring 2018 advertising campaign is turning heads (exhibited by Escale, Basement 2/2-K8). The campaign, art directed by Paul Marciano, co-founder of GUESS?, Inc., and shot by fashion photographer Tatiana Gerusova, draws inspiration from Lopez's life. It's a bold step for the brand, which was established

in 1981 as a jeans company and has since grown into a global lifestyle brand that designs, markets, distributes and licenses contemporary apparel, denim, handbags, watches and footwear. As of January 2017, the company directly operated 945 retail stores in the Americas, Europe and Asia, while its licensees and distributors operated 735 additional retail stores worldwide – all across 101 countries worldwide.

With an aim to become the 'global scarves brand in global travel retail', FRAAS (Level 1/1-Q15) is drawing on its European heritage to foster growth, with a strong presence in China (it has more than 20 stores in airports there), Europe and inflight. "We have observed a shift from mainly image-driven purchases of big premium and luxury brands towards origin and a clear recognition of premium quality, which is precisely what we stand for," says Managing Director Andreas Schmidt. "We will clearly communicate our values in-store and invest in storytelling and increasing the opportunities to touch and feel, as our products do not only look good, but feel great once you wear them."

Offline engagement

While the digital debate scrolls on, savvy suppliers are playing to their strengths.

"While e-commerce is clearly a big competition to the high street store, sunglasses are still very much a 'try on' choice, as consumers want to experiment with different styles, designs and colours," says Eckhardt-Koestler.

"Today, consumers feel more comfortable searching online and reading expert reviews and user opinions



First-time exhibitor Rodenstock is introducing its SuperSonic series of sunglasses to buyers at this year's show. The 1980s-style limited collection has models for men and women in three colour choices. Each is presented in an exclusive case with a trendy lacquer finish.

as a first step in gathering initial information about a product or service, but they also want personalised experiences when shopping in stores," adds Bubola. "Consumers who shop in-store want to see, touch, and handle merchandise as part of the buying experience. Personal recommendations from an expert sales associate play a key role in purchase decisions."

The online/offline shopper-scape is something Furla takes a clear line on. "The shift to e-commerce and online purchasing is a very important trend," says Munday. "But it doesn't impact the travel retail business, due to the different mindset. In travel retail, we have to target the consumers who may have been made aware of a brand digitally and now find it 'live' at the airport. This consumer wants to explore the shopping opportunities at the airport (or downtown, or on the cruise ship, ferry, or inflight) and looks for newness, innovation and something different. We need to focus on the travelling consumers for whom shopping is due to want, rather than need, and who enjoy the personal service and experience of 'live' shopping that they simply can't get online."

Fellow fashion leader, Desigual, has also adapted its approach to suit the channel. "We have developed a specific project, which has already been implemented at Miami Airport," says Valls. "The cube is a space designed to make the purchasing experience easier in travel retail with a greater range focused on accessories, the star category of our brand in this channel."

Offering the consumer a compelling reason to discover your brand is a no brainer. "In December, we offered customers in the Paul & Shark boutique at Hong Kong International Airport the chance to customise their purchase," says Bonelli. "This is the second time we have done this, in partnership with Hong Kong International Airport Authority and Lagardère Services, and it has proved very successful. Our bespoke embroidery machine enables consumers purchasing a Paul & Shark polo shirt to have their name or slogan embroidered free of charge within just a few minutes. This created theatre and interest for the traveller, while showing them directly the quality and craftsmanship behind every piece of clothing."

Last year, Marcolin launched the first travel retail exclusive Tom Ford men's and women's models, with DFS. The men's model, FT9336, became the worldwide number one bestseller at DFS stores. This year, it has launched two new exclusive models with DFS.

"Meanwhile, we are also developing exclusive models with other key partners like China Duty Free Group and Sunrise Duty Free, hoping to achieve the same successful result," says Bubola.



Morgan & Oates' Beach Tunic is made from 100% silk and is one size to fit all.

CabinZero is promising to roll out a roster of cool luggage items and backpacks this year and in early-2019. ▶

Morgan & Oates' products are mostly bought on impulse, so striking a balance between style, packaging and presentation with value for money is key. Being exclusive to travel retail is a major plus point. "Scarves and wraps generally continue to grow as a fashion accessory in their own right rather than being something to keep you warm," says Archer. "We are always developing new products and blending and using different natural materials in ways to meet the customer demand at the right prices."

Technology plays a vital role for Piquadro (Basement 2/2-F30), which is focusing this year's collections on the 'Internet of Things', teaming its trademark fine Italian leather and sleek silhouettes with the hi-tech allure of the BAGMOTIC concept. "The new Piquadro bags, backpacks and luggage are already supplied with a geolocation device, but now come equipped with an integrated power bank pack that recharges a smartphone simply by contact," says Export Manager Stefano Guazzelli. "Just insert your smartphone into a special pocket and it will recharge quickly without the need of a cable."

Future-proofing fashion

Looking forwards, the general feeling among suppliers is positive. "Retailers are recognising the importance of a relevant fashion and accessories offer and the opportunities for brands globally are increasing every year," says Bonelli. "We see opportunity in all sectors and all regions. Particularly encouraging is the development of our cruise line business where we are seeing Paul & Shark now being featured on routes into Asia, as well as Europe and the Americas."

For CabinZero, raising brand awareness and maintaining its margin are top priorities. "I think travel retail is often overlooked by brands, especially new brands," says Varden. "For us, it is potentially the most important channel and I won't believe we have truly succeeded in this channel until we can be found to be on sale in every major airport across the globe. We have a brand-new, world-class creative team in 2018 and we will be rolling out



Jennifer Lopez is fronting the GUESS Spring 2018 advertising campaign. ▼



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some of the world's coolest items of luggage and backpacks this year and early-2019, with price points and functionality to please all travellers in all regions."

Demonstrating agility is a particularly valuable asset. "Be quick in making decisions, and guarantee an excellent shopping experience in all the channels," advises Valls. "In travel retail this is even more important, as travelling is an experience in itself and it is challenging to be more relevant on this journey, but if you manage it, the greater the success."

Speaking of which: "Our success in travel retail is a follow on from Furla's success in the domestic market," says Munday. "This is down to sharp strategies, starting

from major investments in marketing with 360° projects that encompass all channels from digital to social and e-commerce, as well as store windows and media communication."

With its sights set firmly on expansion, Marcolin is bringing its goals into focus. "Travel retail is an important channel for us," says Schmidt. "It offers a shop window and communication platform. It

has the biggest growth opportunities in the retail business worldwide. There's a huge increase in the number of potential customers due to the consistent growth rates of international travellers. More than one billion tourists cross international borders globally and there were over 100 million Chinese outbound travellers in 2017, with 200 million forecast for 2020." That's something we can all look forward to.



Learn more about the fashion & accessories innovations being presented at TFWA Asia Pacific Exhibition & Conference by visiting the TFWA Product Showcase (www.tfwaproductshowcase.com).

Scan this code to visit the TFWA Product Showcase

A closer look at... Maui Jim

Maui Jim launches over a dozen new styles every season, so there is always something fresh on show.



Already well-established in the Americas, its home market, and having made good progress in travel retail in Europe and the Middle East, Maui Jim (Basement 2/2-K9) is now setting its sights on Asia Pacific, where it sees enormous potential. Its Asian Fit collection of frames is designed to suit "the wider face shapes of some Asian nationalities", says Travel Retail Director Giles Marks. "Our strategy is to cater specifically to the Asian market with styles and lens treatments that are popular there, such as blue and pink coloured mirror coatings, clear crystal and multi-coloured frames, decorative details on the temples."

In Asia, a love for trendy colours and the clear crystal coloured frames is also on the radar.

Elsewhere in the world, the company just completed its fifth HPP at Gatwick, with record sales anticipated. Furthermore, a completely new concept will be launched in late-2018.

"After a very challenging 2017 we have returned to very strong double-digit growth. In fact, we are coming off our best Q1 result since entering travel retail in 2006," says Marks. "I strongly believe that the continued expansion of the category in both generic stores and dedicated sunglass shops is a true measure of our continued growth and respect from global retailers."

Spotlight on Luxottica

For 2018, Luxottica's overarching aim is to play its role in making progress towards the Vision 2020 sunglasses category goals, with four focus areas: product innovation, omni-channel innovation, format innovation, and retail support innovation.

"The beauty of the sunglasses category is that it appeals to all consumers and all nationalities," explains Alessandro Pozzi, Global Channels Director, Luxottica (Basement 2/2-J18). "Sales to Chinese at Asia Pacific intra-regional destinations are booming, so these locations play a major role in our strategy. Markets such as Thailand and Philippines are seeing very strong growth of Chinese outbound tourism, and in these markets, travel retailers are investing in the sunglasses category to capture spend from Chinese. The new sunglasses department in King Power Rangnam in Bangkok, for example, is excellent."

Luxottica has seen different trends between male and female Chinese consumers emerge. "There's a new confidence from male Chinese shoppers, who are increasingly looking for easy to wear and casually fashionable sunglasses. Our Ray-Ban and Prada Linea Rossa brands are meeting these exact needs," Pozzi comments. "For female Chinese consumers, they continue to follow trendy fashion brands with unique designs. Our focus here is limited and special editions, which are always a big draw for consumers, such as the world exclusive Prada Cinema collection with DFS earlier this year."

Luxottica believes the power of digital media and social networks cannot be overstated, not only in terms of online retail but also how consumers engage with brands. "If we are to promote travel retail as the expert channel for sunglasses, then it's vital we leverage these powerful social networks – and several leading travel retailers have now developed high-quality social media

platforms, particularly for Chinese consumers, and are working with brand-owners to execute campaigns," says Pozzi.

In Asia Pacific, Luxottica is continuing to roll out its iconic Ray-Ban shop-in-shops with strategic partners. Following three very successful shop-in-shops with DFS at Hong Kong International Airport, Guam and Macau, it is now finalising two more locations at their Saipan Downtown store and San Francisco.

Picking up on the theme of digital again, Pozzi emphasises that omni-channel is the future. "A great example is when we partnered DFS Group on the worldwide exclusive launch of two new models from the Prada Cinéma Sunglasses collection from November 2017 to February 2018. This launch was supported by a comprehensive omni-channel campaign developed between Luxottica and DFS; it saw the two frames featured prominently on DFS' online platforms, including their website and e-newsletter."

On a product level, Luxottica is very excited about its latest travel retail exclusive from Oakley – the new model 'Targetline'. This will be in-store from May, and is a very technologically-advanced product, with lightweight O-Matter frame material, HDO Lens Tech and Oakley's Prizm Sapphire lenses.



Art and craftsmanship

Hering Berlin offers a range of products that suit all traveller budgets. The brand specialises in high-class luxury porcelain.

Exhibiting at TFWA Asia Pacific Exhibition & Conference for the first time, it is displaying an array of special sets designed specifically for travel retail. "All products are securely packaged and are safe to travel with," said Stefanie Hering, Founder & CEO of Hering Berlin.

Exclusively handcrafted with a passion for perfection, each item within the company's range features an elegant design, perfect for either a personal gift or as a present. The designs are innovative and style-defining, shaped and independent of seasonal fashions, yet exhibit a characteristic and recognisable understanding of form. "Our products and brand have been really well received here," Hering commented. "The feedback has been amazing, with many visitors saying that there is a need for such a product in the travel retail industry."

 **Level 1/1 P-13**



Perfect balance

Diesel has been participating at TFWA Asia Pacific Exhibition & Conference since 2015. "Travel retail is a very important channel for us," commented Ilaria Albano, Marketing Manager Distributors & Travel Retail, Diesel.

The fashion brand recently opened stores in the Asian travel arena, including at Shanghai Pudong's Terminal 2, plus the recently-opened Singapore Changi Terminal 4. "This event is great, as it allows for us to consolidate relations and reach our portfolio of clients."

The brand is this year showcasing its spring/summer 2018 collection, with one of its most popular product offerings on display being its various designs of JoggJeans. "This popular product is perfect, especially for the travel retail sector," Albano explained. "It allows the consumer to have the style of the jean, while having the comfort feeling of wearing jogging bottoms – the perfect solution for flying comfort."

Diesel's assortment of backpacks is also popular in the Asian market and in travel retail.

 **Level 1/1-R15**

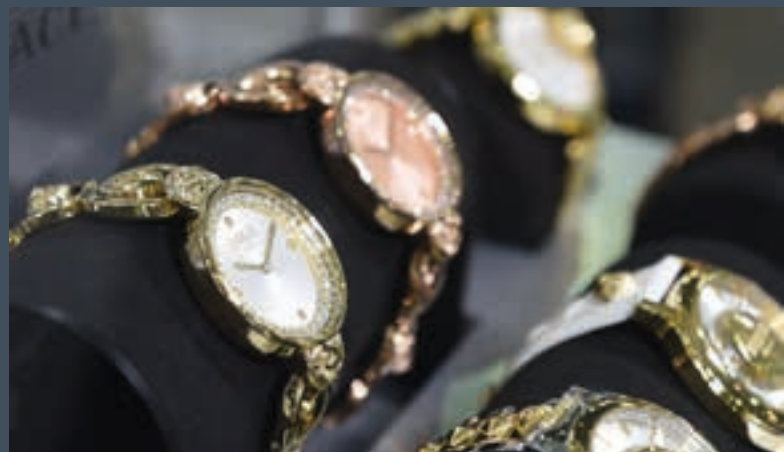
Increased spending

Marcolin views the Asian market as very important. "Not only do forecasts show that traffic is growing, but the spending power of the traveller is also increasing," commented Alessandro Bubola, Global Channels Director, Marcolin.

While the company is not displaying any new brands here in Singapore, it is getting ready to deliver brand-new designs for this year's TFWA World Exhibition & Conference. "We are investing a lot of resource to expand our range of Asian-fit frames," said Bubola of the company's production of items more suited towards the Asian market. The company has had a very positive schedule at TFWA Asia Pacific Exhibition & Conference, with partners "believing in the great potential of Marcolin".

The brand has a unique capacity to express Italian flair, with it investing heavily in new designs to meet worldwide trends.

 **Level 1/1-S20**



Newly appointed

Rajiv Mehra, Regional Sales Director, explained that International Luxury Group, has just been appointed with the distribution rights in the travel retail sector for four new brands of watches, including Versus and Timex.

The well-known brands have a strong awareness in the travel retail sector, with the range of various fashion design products allowing for a perfect price point for all ranges of customer. "Our products go from US\$50 up to US\$500," Mehra commented.

The distributor sees the Asian market as having "great potential", with lots more to be done. "TFWA Asia Pacific Exhibition & Conference is a great platform to meet with partners and reinforce relationships, plus it is great to exhibit our brands, mature and new, to those attending the event. This also allows for new developments to take place," Mehra added.

 **Basement 2/2-H22**



Iconic Italian

Beauty and skincare brand Collistar is showcasing its range of products, reminding visitors of its Italian heritage, and building distributor relationships across Asia.

"This show is very important for us, because of the efforts we have been making in order to consolidate our business here and find new distributors," said Marcio Manoel Dos Santos, International Business Development Director, Collistar. "We are trying to make sure that people see us and understand us as an Italian, but also a global, brand. Almost 100% of our products are made in Italy, so we have these strong links to Italian beauty and excellence – it's part of our image. We have body products, skincare lines and haircare, and these are all complemented by our cosmetics, so it's a very complete range. We have been in Asia for many years and have had previous experience in China, but would also like to make our presence stronger in Singapore, Taiwan and Malaysia."

Basement 2/2-F2

Innovative store concept

Lacoste held a special raffle at its stand yesterday, with the prize being two tickets to the ladies' final at the 2018 French Open tennis tournament at Roland Garros. Lacoste is a longstanding sponsor of the event. The lucky winner was Loïc Velazquez, International Sales Manager, Emile Chouriet.

This year, Lacoste is celebrating its 85th anniversary with new innovative concepts and products. "Here we are focusing primarily on boosting the exposure of the brand through our new store concept Le Club as part of our anniversary celebration," said Erin Lillis, Travel Retail Director, Asia Pacific, Lacoste.

This June, the store concept will be launched in Bangkok with King Power Thailand, and later Auckland Airport with DFS.

Lillis explained: "We have gone through the direction of 'fewer, bigger, better', with the aim to improve productivity and footprint in the best stores downtown and in duty free across the world. We believe this is something that retailers can help us with directly."

Basement 2/2-K23



Distinctive Scotch

Loch Lomond Group is introducing a new global travel retail exclusive single malt Scotch whisky – the Loch Lomond Inchmoan 10 Year Old – here at TFWA Asia Pacific Exhibition & Conference. It is attending the event alongside its distribution partner, MG Cellars.

André de Almeida, Managing Director of Global Travel Retail, Loch Lomond Group, described Loch Lomond Inchmoan 10 Year Old as a fantastic addition to the existing GTR range, providing travellers with an even greater choice of flavours from its whiskies. "What's also exciting is that it showcases the wide range of flavour profiles that we can achieve at our Alexandria distillery thanks to our unique stills," he said. "We are extremely proud of the success to date of the Glen Scotia and Loch Lomond GTR Scotch whisky collections."

The Loch Lomond GTR Scotch whisky collection is packaged in distinctive travel retail-specific gift tubes.

Basement 2/2-B14

Digital confection

Confectioner Mondelez International has its sights set on appealing to consumers through digital marketing, especially for its iconic Toblerone brand.

"Toblerone – the hero of duty free – will be continuing with its messages concept, in addition to the bars with the messages on-pack," said Ivo Knuesel, Manager Category Planning, Mondelez World Travel Retail.

Knuesel explained that "Toblerone now has a full bundle of product activations in-store, including the hashtag #SayItWithToblerone and has begun "taking chocolate into the digital world" because consumers are now much more technology-savvy. "Digital communication has become an integral part of our in-store activation," said Knuesel. "We are bringing Toblerone into the 21st century via social media."

Basement 2/2-J26





Never stick, twist!

Butterfly Twists' latest twist-fit technology comes in two sizes, one designed for the Asian market and the other European. "The Asian size goes from 35-39, while the European goes from 37-41," explained Frank Eribo, Sales Director, Butterfly Twists, about the brand's latest patented footwear product.

Since launching around six years ago, Butterfly Twists has developed to see it distributing a very sizeable quantity of product each month. "Our new product, which comes off the success of inflight distribution, has been very well received," Eribo added.

Its new selection of twist-fit technology shoes features designs that range from winter to summer wear, allowing for everyone to enjoy this product year-round. The range of Butterfly Twists' products is currently in around 200 locations.

 **Basement 2/2-D8**

Millennial mud

Dead Sea skincare specialist AHAVA has launched two new mud masks with colourways that have been designed to appeal to millennials and have instant appeal for the social media generation.

"We have launched two mud masks. They are very fun, young and camera ready – they have instant results," said Natalie Ohayon, International Key Account Manager, AHAVA Dead Sea Laboratories. "The first mask is for clearing and purifying, so we find that people with acne or more problematic skin really enjoy this mask. It is also a very cool colour that is Instagram-friendly and perfect for selfies. The other mud mask is brightening, hydrating and for drier skin or people who have pigmentation."

Ohayon revealed that the products have just launched and are already gaining some very positive feedback. "Consumers are excited to try them because, other than being beneficial, they are also fun and an experience to wear."

 **Level 1/1-P7**



Form follows function

One of the main items that Braun is showcasing here at TFWA Asia Pacific Exhibition & Conference is the Gold Edition Series 9 Shaver. "It's the best shaver that we have," said Klaus Mellin, Managing Director, Tax Free Trade Klaus Mellin, Braun Travel Retail Sales Agency. "It stands out, and is attractive to the Asian passenger, particularly the Chinese. Asia is a very important market for us."

Along with the Series 9, for the female demographic one of the most popular products is the Pro 912 Epilator, a 3-in-1 facial epilating, vitalising and skin toning system for salon beauty at home. "Our quality has to be perfect, that's why we find that when people purchase a Braun product for the first time, they then stick with the brand."

 **Basement 2/2-H11**

Rare Welsh gold

Welsh jewellery brand Clogau is revealing its new travel retail exclusive collections for 2018-2019 for the first time here in Singapore. The Meadow Heart, Dwywnen, Heartstrings and Tree of Life Pearl collections all contain rare Welsh gold, favoured by British royalty for over 100 years.

The brand is very well represented onboard Asian airlines, however, in the next three years Clogau will be focusing on the Chinese market. "Everybody knows that the Chinese consumer has the best buying power, so we are trying to expand our brand into this region," explained Kevin Wu, Strategic Sourcing & Sales Representative Asia Pacific Region, Clogau.

Being known as the gold of British royalty, Clogau will also have a very busy summer ahead in Europe with the upcoming wedding of HRH Prince Harry and Meghan Markle.

 **Basement 2/2-C2**





Fashion make-up

Fashionable Italian cosmetics brand Mesauda Milano has begun eyeing the eastern markets and is also using social media to expand its global reach.

Amit Buaron, CEO Mesauda, explained that the 10-year-old company specialises in fashion make-up, and is a member of Cosmetica Italia (the Italian cosmetics association). "Our company follows all the trends in the marketplace, but we are well-known for our lip products, especially our matte lipsticks."

Buaron highlighted that the company has also started to tap into social media to attract its core demographic of fashionable and stylish younger consumers. "We are investing a lot into Instagram. Our page is still young, but then so are we."

Mesauda, as a company, has its sights set on expanding into the Asian market next and wants to find distributors in places like Indonesia and China, Buaron added.

 **Basement 2/2-B8**

Men just wanna have fun

What is so special about luxury scarves and Pashma's appearance at TFWA Asia Pacific Exhibition & Conference is that the brand's main focus this year is on its latest men's scarves and resort wear. "We have been doing women's scarves for a long time, and it's now time to focus on men," said Deepti Kumar, Director, Pashma. "We believe that men also need to have some fun with our scarves."

The new Pashma Air men's collection, which will be launched next month by The Shilla Duty Free at Hong Kong International Airport, will include linen and very lightweight cashmere scarves and handkerchiefs.

Easy garments, made from cotton or silk, combined with vibrant colours will be the highlight for the men's and women's Autumn Winter 2018 collection, with which Pashma is hoping to enter the cruise market. "The cruise market is also growing in Asia, so fingers crossed we will grow our presence in this respect too."

 **Basement 2/2-G2**



Nut-ritious

We launched the Doypack range last year, and now we have added new varieties of flavour to it, including salted peanuts and energy mix, with roasted almonds being added from July," commented Berend Jan van Egmond, Sales D&E Global, The Kraft Heinz Company, about the new Planter's Peanuts range. "The product is the bestselling one in our portfolio, so it made sense to add more variety."

Within the consumer nut market, peanut currently has a 14% share, mixed nut 12%, while almond has an 18% share, with almond-based product consumption growing by 7.9% between 2015 and 2016. "We do this research and come up with our flavours as we need to keep up with the market." Along with the new flavours within the Doypack range, Planter's Peanuts has introduced a new range of tinned products, with individual tins containing two 60g bags of nuts.

 **Basement 2/2-A14**

Quality packaging and design

KT International has come to TFWA Asia Pacific Exhibition & Conference once again with an exceptional portfolio of new launches targeted at travel retail and the Asian consumer.

Last year, KT International was proud to showcase the world's first Corset Shell Pack. Since then the brand has won multiple awards for design and truly reflects on Corset's commitment to innovation.

"Our innovative brand Corset is what makes us stand out," explained Stuart Buchanan, Global Marketing Director, KT International. "It has proven to be something highly innovative, uniquely feminine, and certainly from all of the feedback we have had from consumers it seems like it is changing women's perspective on what quality packaging and design is."

The company will also be revealing a new double capsule concept for Corset, while The King brand will introduce two new sub-ranges – Centrio Filter and Carbon Core Filter. In three weeks' time the company will also launch the new global positioning of its Falcon brand under the authority of Prive Swiss Brands.

 **Basement 2/2-F37**



Travel retail treasures

With its extensive portfolio of well-established domestic market brands, Traveller's Trove has one mission in mind and that is to bring treasures to duty free & travel retail.

The company is presenting the family-owned Yorkshire business Cartwright & Butler, defined by attractive merchandising that reflects both the quality and heritage of the brand and is well-received in the Asian market. Belgian biscuitier Desobry and Belgian chocolatier Bruyere are also on display, standing out with distinctive packaging designed for the needs of the travel retail channel.

Gerry Murray, Managing Director, Traveller's Trove, said: "One of our main aims here is to meet up with existing customers and understand better what is going on in their business, and see how we can continue to grow the market together through new products and promotional activities. We are still a relatively young company, so we are also hoping to further grow distribution for our brands."

Basement 2/2-C29



Liberating lotion

Amore Pacific has a raft of new product launches spanning its iconic brands, such as Sulwhasoo, Innisfree, Etude House, Hera and Laneige, but its presence across the Asian market continues to grow.

"We operate in over 727 countries in global travel retail. Our core markets are China, Singapore, Taiwan, Macau and Thailand," said Jeon Woojin Innisfree & Mamonde Brand Manager New Growth BU/Global Travel Retail TM Team, Amore Pacific.

"The first half of the year saw a great performance from Hong Kong," added Woojin, hinting that the company's products often "focus on items that are moisturising".

For Innisfree, its brand story raises themes of naturalism and freedom, as well as beauty, since it is derived from the English poem 'The Lake Isle of Innisfree' by William Yeats. "Innisfree means freedom, and our brand gives freedom and life to your skin," said Woojin.

Level 1/1-U14

Therapeutic comfort

Be Relax has additions to its neck pillow range, including variations in colourways and fabrics within its Sleep Therapy line.

"We are still interested in wellbeing and travel, and have launched a new product that has been developed with therapists," said Virginie Desquatrevaux, Marketing Director, Be Relax.

The neck pillow named 'Sleep Therapy' comes with cooling pads and is made with soft fabric that is "both antiperspirant and antibacterial," said Desquatrevaux, explaining that "the design has been developed by therapists and shiatsu therapists".

There is a nodule on the back that can be placed at the back of the neck, so that "it presses on a certain point of the neck, which in shiatsu therapy allows you to relax and helps prevent insomnia," added Desquatrevaux.

Be Relax also has a line of massage products, both electronic and manual, as well as stress balls, and has a firm focus on travellers' wellbeing and comfort.

Basement 2/2-N2



Sweet innovation

Rigo Trading, representatives of the Haribo Group, highlighted the importance of premium products such as iconic shaped tins, as well as the growing need to offer vegetarian-friendly sweets to certain markets, including India.

"What we are doing this year is a continuation of the launch we introduced in Cannes, the brand-new Haribo candy tin that we have started distributing in Europe and beyond, and for which we have huge expectations," said Gilles Hennericy, Head of Travel Retail, Rigo Trading.

"Passengers are looking for iconic items. Something else we are working on and will be doing more in the future will be to create some vegetarian offers, especially for India," explained Hennericy, adding that the company is "not ready for that just yet, as there is only one item that is gelatine-free, which is not enough to raise our distribution". But, he hinted: "This is an area we want to develop."

Basement 2/2-C28

New vision

It's been a solid show for Ritter Sport, which was a finalist at the Travel Retail Awards on Monday night. "We are really proud of that, because we were up against some big brands and we have shown we can compete with them," said Simone Weiss, International Key Account Manager, Ritter Sport.

The German chocolatier has unveiled a new brand icon at the show, which it believes is more fitting for travel retail. The icon depicts a map of the world filled in with coloured squares, which are synonymous with Ritter Sport's chocolate bars. "The old icon was the one we used in the domestic market and we wanted to create more of a distinction between the domestic and travel retail markets," Weiss explained. "We're still really at the beginning of our journey."

Basement 2/2-F8



Sweet spot

Cavendish & Harvey believes it has found a sweet spot in the competitive confectionery market. "Our candies are totally different from the other candies out there," said Stephan Schneider, Sales Director, Cavendish & Harvey. "We only use natural ingredients, flavours and colours – we have found our niche within the category."

The brand, which is based in Germany but has a British heritage, continues to show its commitment to travel retail with a new exclusive product. Launched at TFWA Asia Pacific Exhibition & Conference, its new Drops Selection tins are emblazoned with images of landmarks from around the world. "The idea was to produce something linked with travel," Schneider commented. "It's the perfect gift."

The brand is also using the show to launch its new Sour Winegums to travel retail. "There's an increasing demand for sour chews – people love them," Schneider added.

Basement 2/2-M3

That's the spirit

Torres is best-known for its Denomination of Origin (DO) wines, but the Catalan company has used the show to launch two brandy products that will be exclusive to travel retail.

The Torres 10 Double Barrel and Torres 15 Skyline Edition are testament to the growing demand for brandy. "The brandy category is growing," said Bruno Teixeira, Global Travel Retail Director, Torres.

The Skyline Edition label plays on the company's Catalan heritage by depicting popular landmarks in Barcelona, such as Gaudi's Sagrada Familia. The new brandies are the latest addition to the Torres portfolio, which also includes wines from Chile and California. There are also wine exclusives in the pipeline from Torres. The brand's Celeste Reserva will launch soon with a limited distribution through Heinemann. "We want to create more exclusives with our wines," said Teixeira.

Basement 2/2-H8



Smart future

Capi has been redefining its offering in the electronics category, placing a greater emphasis on market leading brands and its own products. "We have taken out all of the B brands to leave more room in-store for A brands," said Fatima Ezahra El Ayadi, General Manager, Capi. "For more price-conscious consumers, we have introduced our own brands."

One of those is Mitone, which has already made quite the impact in travel retail. Its children's headphones were shortlisted at Monday night's Travel Retail Awards, where they were praised for their durability. "They are unbreakable and the volume is limited, so it can't damage children's ears," said El Ayadi.

Capi, which operates exclusively in travel retail, believes the Internet of Things represents a huge opportunity for the electronics category, as consumers seek to connect their homes. "The smart home is just around the corner," El Ayadi added.

Basement 2/2-H19



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Handmade cigars

Agio Cigars is launching its Balmoral Añejo XO handmade cigars for the duty free & travel retail industry here at TFWA Asia Pacific Exhibition & Conference.

"We believe global travel retail & duty free is a channel of critical and increasing importance for premium cigars, so we are very pleased to introduce an exclusive wooden gift box that features five cigars: two Petit Robusto FT, two Rothschild Masivo, and one Gran Toro," explained Gertrude Stormink, Global Travel Retail Manager, Agio Cigars. "Part of this travel retail concept is convenient 4-count cigar packs that feature the same three vitolas."

One of the trends Agio Cigars is noticing within the cigar category in Asia is the continued increase in demand for gift items, such as its Balmoral Dominican Collection 12 and Private Collection 25 products, and the new Balmoral Añejo XO gift box. "Consumers like to buy products like these for their friends, but also for personal use," Stormink added.

Basement 2/2-B17

Artisan fragrances

Penhaligon's is introducing its most recent launch, Elisabethan Rose, which is described as the definitive rose fragrance. A delicate scent, it opens with top notes of hazelnut leaf, almond oil, and cinnamon. The heart unfolds with red lily, rose centifolia oil, and rose absolute. Finally, the base notes of vetiver and wood, cloaked in musk, show strength and softness.

"Travel retail is one of our key priorities, and Asia is too," explained Darina Doroshenko, Head of Business Development, Penhaligon's. "Indeed, Asia is increasingly important for us. It is our first time exhibiting at TFWA Asia Pacific Exhibition & Conference, and it has been very successful for us. We wanted to explore the Asian market more."

Meanwhile, the Portraits Collection is a bestseller for Penhaligon's. Doroshenko described it as "like a book with different chapters". "Lord George is the number one seller in the collection among Chinese customers. He is the patriarch of the family."

Basement 2/2-L5



On-trend facial masks

Timeless Truth Mask, an expert in facial masks, is exhibiting for the third time at TFWA Asia Pacific Exhibition & Conference. It has come with new products and a new image, keeping it fresh for the travel retail market.

The ranges on show include: Black! Series, Superfine Series, Revive Series, LAB Series, and Body Mask Series.

"The booming trend for facial masks started in Asia and is growing around the world," said John Lee, CEO JOLA International (owner of the Timeless Truth Mask brand). "It has been a wonderful show for us. We have had a lot of enquiries from visitors to the stand. We are still a growing, young brand."

Timeless Truth Mask is present in travel retail at Paris CDG Airport, onboard Lufthansa, and for the past three years with Ever Rich Duty Free in Taiwan.

Its hero product this year is the Multi-Peptide Revitalising Bio Cellulose Mask from the LAB Series.

Level 1/1-Q7

Dynamic duo

Revlon/Elizabeth Arden is placing extra focus this year on the Privage skincare brand, as well as introducing the new beauty campaign 'Live Boldly'.

"Last year's TFWA Asia Pacific Exhibition & Conference was the first time Revlon and Elizabeth Arden were together – we were only three months into having our brands together, but having a year under our belts now we have initiated a lot of big changes and have a lot of brand new things, like our campaign 'Live Boldly'," said VP Brand Marketing Global Travel Retail Mary Beth Mazzotta.

Mazzotta added that the emphasis this year is on "the Elizabeth Arden Privage collection, which is a high-end skincare line that has an anti-ageing technology antioxidant". It does extremely well in Asia.

Basement 2/2-K1



Custom comfort

It came as no surprise to Cabeau that its Evolution S3 travel pillow won Best Travel Accessory at Monday night's Travel Retail Awards.

"It's a consumer award and our product was designed by travellers, so it makes sense that we won," said Denz Vanderlist, Director of International Sales – Travel Retail, Cabeau. "It's a fantastic award to win."

Cabeau conducted interviews with 2,500 consumers about travel pillows and used their feedback to inform the design of the Evolution S3.

"We took a step back and listened to travellers," said Vanderlist. "Not a lot of companies do that."

Unlike other pillows on the market, the Evolution S3 has a narrow flat back, high neck supports, and straps that attach to plane seats and stop passengers' heads from falling forwards. "They are very comfortable," said Vanderlist.



Basement 2/2-G23



Flying off the shelves

There's a lot of buzz about MosquitNo's latest venture, which has seen it team up with F.I.N.E to produce a new line of anti-mosquito jewellery. The pendants, bracelets and cufflinks all contain a repellent that to the untrained nose smells like perfume.

"It means you can look good, smell nice and still be protected against mosquitoes," said Etienne Hendrickx, CEO MosquitNo.

MosquitNo has also used the show to launch a new mini display for its products, which were designed for smaller travel retail stores.

TFWA Asia Pacific Exhibition & Conference has been very busy for the team, which has been making sales on the show floor. "We've had buyers from China taking instant orders, which is rare but very good for us," said Hendrickx. "We've had an excellent show."

Basement 2/2-G01

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Modern classic

Misaki has not just its heritage as a company, but also its future mapped out. “Misaki was born more than 30 years ago in 1987. The founders were a Dutch photographer and a Japanese illustrator who was in love with Paris, so the first gift to his wife was a freshwater pearl strand when they travelled to Japan,” explained Carole Lutaud, Area Sales Manager, Misaki.

“The new collection is called ‘Feelings’ and there are two different offers within this collection – the jewellery products and the fashion jewellery products. We have these in gold plated and in rhodium plated onto stainless steel,” Lutaud added. “We also have another collection called New Dawn, which we have in white pearls and gold plated, but also a semi-precious stone blue sandstone. You can see the sparkle inside of these pieces. Our new ‘Run’ collection also uses blue sandstone.”

 **Basement 2/2-H23**



Think local, act global

Nestlé has understood the customers’ need for over 150 years,” commented Stewart Dryburgh, General Manager, Nestlé International Travel Retail. “They understand the needs of changing markets, and they do that by thinking of markets at a local scale, but then act on this change at a global level.”

The company has had a very positive show, with it gearing up to introduce new products at TFWA World Exhibition & Conference in October, for which Nestlé is “super excited with what it’s working on”. The products that were introduced to the range last year have proven to be successful, with hopes that the upcoming products will follow in the same way. “We had a good Cannes in 2016 with our then innovations, and this also continued last year, and we’re sure that this will continue again later this year,” Dryburgh added.

 **Basement 2/2-K29**



Moral conscience

The Body Shop, fresh from being acquired late last year, is exhibiting for the first time at TFWA Asia Pacific Exhibition & Conference, with a strong focus on bestsellers like its tea tree oil.

“The Body Shop was previously owned by the L’Oréal Group, but last September it was purchased by a Brazilian cosmetics company called Natura Cosmeticos, which has three brands within its portfolio – Natura, Aesop and The Body Shop,” explained Alexandru Mihaila, Head of Global Travel Retail, The Body Shop. “We’ll be focusing on some of our iconic products – our bestsellers include the tea tree range and the tea tree oil. We are working with cruelty-free international and banned animal testing in Europe, and want to take that a stage further and ban it globally.”

 **Level 1/1-P17**

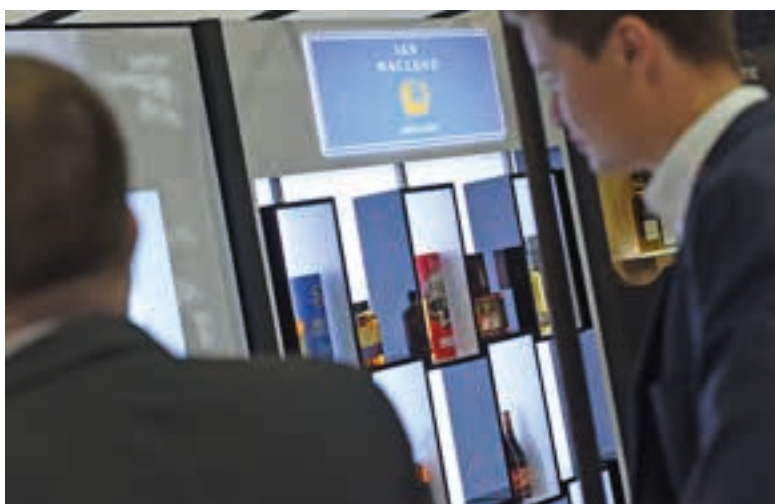
Spirit of Oak

Ian Macleod Distillers has introduced the Glengoyne Spirit of Oak collection to its travel retail range. “This has taken around 10 years to develop,” commented Andy Lane, Travel Retail Director, Ian Macleod Distillers. “The range comes with four varieties: the Guartillo, an American oak; the Balbaína, a European oak; the Pedro Ximénez, otherwise known as the king of the sherries; and the Oloroso, which must have aged for a minimum of 28 years.”

The blending of the product has been done with intricate detail, as all the whiskies are a natural colour. “The price point for these products covers all clientele, with the Guartillo being priced at £49, while the Oloroso will retail at £420,” Lane added. “The brand has been received really well, with the Spanish-themed packaging allowing us to give that high-quality finish.”

The distiller also has Edinburgh Gin under its belt, with its new flavours proving popular.

 **Basement 2/2-C02**



Interactive POS concept

Kinder is celebrating its 50th anniversary at Ferrero's stand at the show by launching its very latest point of sale (POS) concept. By integrating a more interactive POS, Kinder is encouraging its customers to spend more time with the brand. Davide Barresio, Head of Marketing, Ferrero, said: "Something that was discussed during the conference on Monday was the gamification factor and we are really trying to achieve this. With Kinder we are tightly linked with gaming, interaction and family time. Our iconic Kinder Surprise product is already a part of this concept, but what we are trying to achieve is to implement this gaming factor to all of our latest products."

Confectionery is one of the categories that is strongly linked to the impulse purchase, so Barresio emphasised on the new Kinder Bueno Minis as a response to this trend. Ferrero also focuses on the latest products across its other main brands in the sector, including Ferrero Rocher, Nutella, Kinder and Tic Tac.

Basement 2/2-J8



Colourful celebration

Africa's leading liquor producer and distributor, Distell, is introducing the latest flavour from Amarula that is being launched exclusively in Singapore this week. The cream-based liquor will be available in June in travel retail and six months later will become available in the domestic market.

Amarula is distinctively a product of Africa, as the result of people and the environment working together. It celebrates this rich, exotic, continent that lives by its own vibrant pulse.

Luke J Maga, Managing Director Travel Retail, Distell: "Amarula is showing strong double-digit growth in Asia Pacific, so it is about keeping this expansion in the region and building on our profile. Travel retail is our window to the world, so it is important that we build our brands within duty free, which will then assist our development in the domestic market."

Basement 2/2-F27



Trendy sunglasses

Distributor and manufacturer of sunglasses Marchon is exhibiting its extensive portfolio of latest products for the Asian market.

"All brands have new models and new trends adapted to the market," said Erwan Le Guennec, International Travel Retail Director, Marchon. "We have noticed a comeback of metal frames, colour-gradient lenses and lightweight materials. But this is a fast-paced market, so things are changing quickly."

One of the main highlights is the new addition to Marchon's portfolio – Longchamp Paris. "We are starting to work with our partners on the new collection and we already have a good response on this across the regions, specifically in Asia, so this is a very exciting moment for us."

Also on display is Calvin Klein's latest collection, which is a reflection of the brand's new designer. "We see great momentum and a great response," concluded Le Guennec.

Basement 2/2-L1



Cuddly toys

Steiff, inventor of the Teddy Bear, is exhibiting something "a little bit different" this year, explained Ken Wakatsuki, Head of Sales Asia-Pacific & Global Travel. Each toy from the new Soft Cuddly Friends collection is available in three different sizes with a more accessible price point for the overseas market, starting from €20 up to €40.

"We believe that The Soft Cuddly Friends is a suitable product for Asian travel retail, as it has an accessible price point, which is more attractive for travellers who are not familiar with the brand. In Germany, our brand is very well-known, so there we sell our more expensive products," said Wakatsuki.

He continued: "We are increasing our listings onboard airlines. We see massive growth potential in the Asian market. In Germany, we have great partnerships with Heinemann and with Lufthansa, while in Japan we have built partnerships with All Nippon Airways and Japan Airlines, so now we want to expand further inflight and in airport duty free."

Level 1/1-Q12



Seeing the light

Mau Jim is inviting delegates to see the light at its stand, where a 'glare demonstrator' has been set up to highlight just how much light our eyes are exposed to throughout the day. The demonstration is also, of course, a testament to the lens technology used by Maui Jim.

"We're all about lens technology," said Giles Marks, Director Duty Free Sales, Maui Jim. "That's our thing." Marks has found this year's show especially productive. "It's quality not quantity, of course, but what I have experienced is extremely positive."

The show has also provided Maui Jim with an opportunity to display its latest sunglasses, which come in a range of styles, all featuring the brand's trademark high-quality lenses.

Basement 2/2-K9

Eyes on the prize

What a week it's been for Z-Zoom, which won in the 'Best Sunglasses & Eyewear Product' category at Monday night's Travel Retail Awards. It was recognised for its popular reading spectacles, and the brand is hoping to enjoy similar success next year with its new range of sunglasses. "It's an award from shoppers, so it's really nice to have," said Candelaria Pourtalé, Global Brand Manager. "Now we are launching sunglasses, which have had a fantastic response so far at the show."

Portalé believes the new glasses will fill a gap in the market for quality eyewear at an affordable price.

Travel Blue, Z-Zoom's parent company, is also launching new products in the form of feather travel pillows. "They are made from all natural materials," said Jonathan Smith, Director of Travel Retail. "People are going back to natural things."

Basement 2/2-G1



Striving for sustainability

Guylian is using the show to highlight its commitment to sustainability. The Belgian chocolatier has announced it will be phasing out palm oil in its products and has switched to recyclable packaging.

"This is the kind of thing other brands are looking to do in ten years time, but we're doing it now," said Steven Candries, Sales Director. "There is still more that we can do, of course, but we are working on it because we need to act now."

Guylian is also using the show to extend its Master's Selection, which represents a further premiumisation of the brand.

Basement 2/2-H26



Big hit with the crowds

Roving around the exhibition this week has been this amiable ginseng root character, inviting visitors to call in at the CheongKwanJang Korean Ginseng stand, where its latest product – Korean Red Ginseng Extract Everytime Royal in 10ml x 20 sachets – is showcased. It comes in a stick-type pouch for convenience and consumption.

Basement 2/2-D2



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