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**SPECIAL  
SUPPLEMENT  
INSIDE**

Liquor & Tobacco

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**TFWA World  
Conference**  
Full report from  
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**Exhibition news**  
Comprehensive  
coverage from the  
exhibition floor

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NARS

TFWA

**Donatienne de Fontaines-Guillaume**  
Vice President Commercial



## Introduction

# Better together

**T**he scale and scope of the TFWA World Exhibition & Conference never fails to impress. But it's not necessarily this event's increasing size that matters. It's being together for one important diary date that really counts. In Cannes, all the key stakeholders who constitute the backbone of our business – from airlines and ferry operators to retailers and brands – will unite. Such occasions are unique, and yet now, more than ever, discussion and debate is vital to the future success of our industry, and we have many questions to answer.

The travel industry's impact on the environment is rising up all agendas. Our business is rooted in travel, and while we won't stop taking to the skies and seas, it's forums such as our conference and exhibition that provide us with a vehicle that helps us give serious consideration to how we approach our environmental responsibilities. It is up to each and every one of us to play our part, and it's through debate that we'll come to understand how we can square the opposing objectives of driving growth at a time when we should be thinking about reducing consumption.

We are also more exposed than many other industries to the countless issues currently affecting global trade, be that political unrest in Hong Kong, the devastation caused by Hurricane Dorian in the Bahamas, or the 'gilets jaunes' protest in Paris to name just a few examples. Rather as the beat of a butterfly's wing in one part of the world can have traumatic consequences on the other side of the planet, the repercussions of these events can be dramatic.

But we are resilient, and we have weathered many similar storms in the past. In order to continue to tackle these challenges effectively, we must make a more conscious effort to work together and address them as one industry. We must also understand that data is an important tool, not a weapon, and we must pool our intelligence when we can. Transparency is paramount. Making information about our customers and the market more widely available to all industry stakeholders will only make us stronger and better prepared to handle new threats to our trade as and when they arise.

The strong turnout from all parts of our business this week demonstrates once again our commitment as individuals, as well as our willingness to take a collaborative approach. It also underscores the health of our industry. With much important business being conducted this week, the outlook for the duty free and travel retail industry remains positive. I sincerely hope you make the most of your time with us in Cannes and find the inspiration that will take your own business to the next level.

*Donatienne de Fontaines-Guillaume is Managing Director Travel Retail EMEA & North America at Mötet Hennessy. As TFWA Board Vice President Commercial, she is responsible for helping prepare the budgets and strategies for TFWA exhibitions, ensuring all tasks relating to the organisation and running of the exhibition are carried out and making recommendations on improvements to the exhibitions.*

## The day ahead

- Our brand new TFWA Innovation Lab opens today at 09:00 – be sure to stop by to take a look at the latest digital innovations from across our industry. To mark the opening, members of the press are invited to join us at our Press Breakfast taking place from 09:00 to 10:00 today. This will be held at the TFWA Innovation Lab exhibition area facing the Majestic Beach
- Our ONE2ONE meeting service will run during exhibition hours from 09:00 to 18:00, so be sure to maximise your networking opportunities by making the most of this valuable service
- If you are planning to attend Le Premium Evening on Thursday, please do let our booking team know if you have any specific dietary requirements before 18:00 today
- The Scene at Port Canto will be open from 22:00 until 02:00. Come and party, relax or stargaze amidst the superyachts at Cannes' elegant marina. Full delegate badge holders attending Le Premium Evening will receive free entry on Thursday night
- Tomorrow's Inflight Focus Workshop begins at 08:00 and will be taking place at the Salon Croisette, Hotel Majestic

## TFWA Innovation Lab: official opening

 Please note that the TFWA Innovation Lab opens today at 09:00. The TFWA Innovation Lab is located in an exclusive tented exhibition area facing the Majestic Beach, beside the main exhibition at the Palais des Festivals.

## WiTR meeting



Women in Travel Retail (WiTR) aims to raise €15,000 for a programme run in Siem Reap, Cambodia, by established charity Friends-International. The programme gives beauty salon training to young women aged 16-24, helping them to break the cycle of poverty and exploitation and provide for their families, work in a safe place, and learn customer-oriented skills in a real work environment.

WiTR invites exhibitors and visitors at TFWA World Exhibition & Conference to help reach the €15,000 target by entering a draw to win fabulous prizes. Each business card entry raises €10 towards the project (three entries for €20). The event takes place today at 17:30 in the Business Centre, Level 1, Palais des Festivals. Additional commitments from industry colleagues of auction and raffle prizes for the grand draw would be appreciated. Please deliver donations to the Lacoste stand (Riviera Village RH15) by 15:00 today.

## TFWA App



The TFWA App is a powerful, interactive tool, designed to optimise delegate experience at TFWA events. It delivers all the information you need to participate, network, and more, in the palm of your hand, truly maximising your attendance at TFWA World Exhibition & Conference.

Plan your event, navigate your way around onsite with the geolocation service, connect and meet with your business partners, interact with conference speakers, and be part of the TFWA community all year round.

Scan this code to download the TFWA App:



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*A statesman of global renown, The Rt. Hon. Tony Blair was Prime Minister of Great Britain and Northern Ireland from 1997 to 2007. In his decade of leadership, he led the Labour party to three successive election victories and left a lasting mark on politics in the country.*



## The importance of leadership during uncertain times

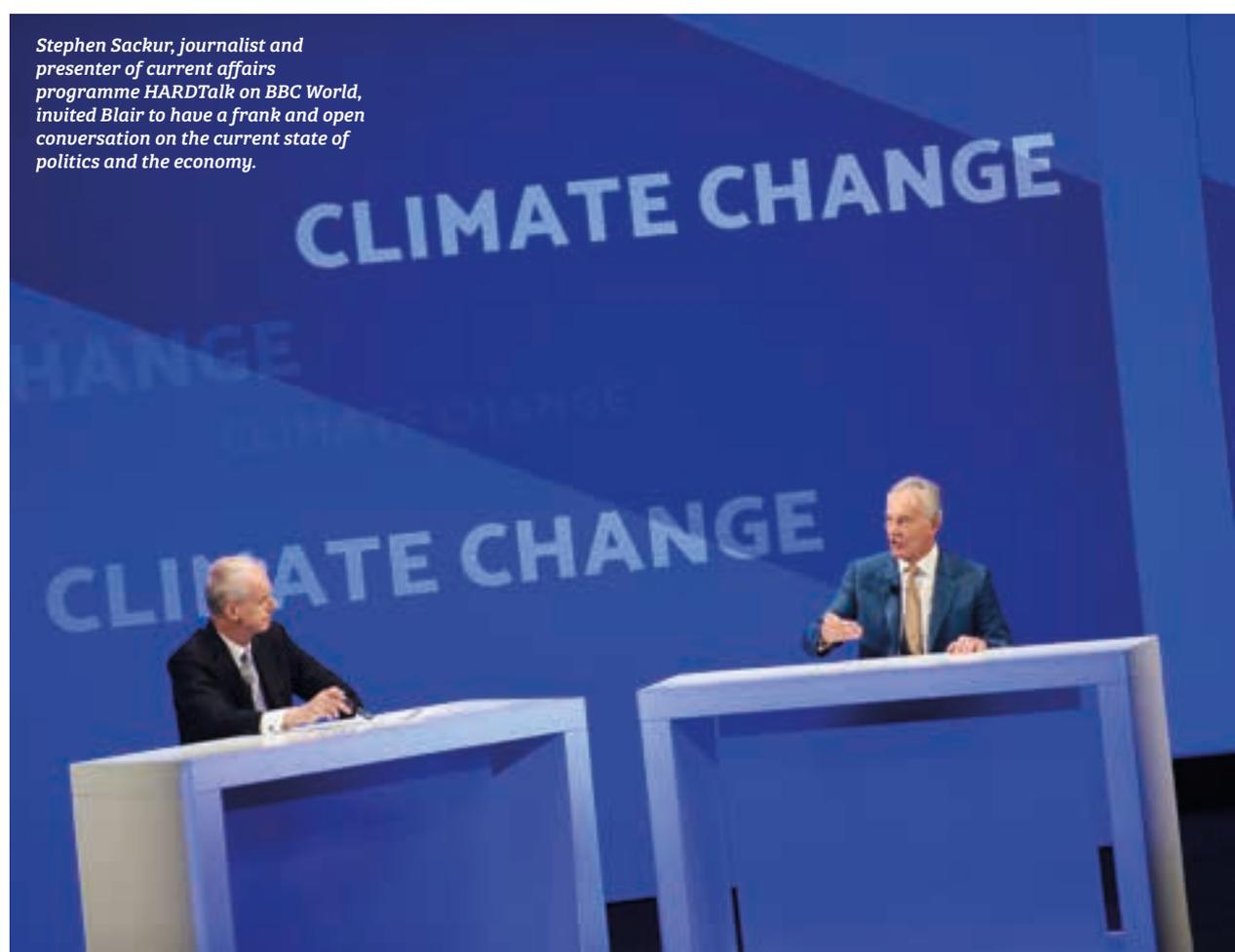
*The Rt. Hon. Tony Blair is one of the most consequential global figures of our time. He served as Prime Minister of Great Britain and Northern Ireland from 1997 to 2007, and yesterday provided a fascinating insight into a troubled period for international relations, touching upon topics including leadership, sustainability, democracy, social media and, of course, Brexit.*

**A** statesman of global renown, The Rt. Hon. Tony Blair was Prime Minister of Great Britain and Northern Ireland from 1997 to 2007. In his decade of leadership, he led the Labour party to three successive election victories and left a lasting mark on politics in the country.

The decision of the UK to leave the EU was central to yesterday's discussion, which was moderated by Stephen Sackur, journalist and presenter of current affairs programme HARDTalk on BBC World. In a frank and open conversation on stage, Blair and Sackur discussed topics that are imperative to successfully addressing "the world of change":

- **Leadership:** Blair started by showing his admiration to the late Former President of France Jacques Chirac. During the one-hour interview, the conversation revolved around leadership and the importance of balancing between leading and listening; between having the capacity for human sympathy, but also the capacity for extraordinary action. Leadership is about understanding what the problem is and finding a realistic solution to it. In today's world, we need more leadership and less followship.

*Stephen Sackur, journalist and presenter of current affairs programme HARDTalk on BBC World, invited Blair to have a frank and open conversation on the current state of politics and the economy.*



- **Adapting to social media:** Social media was highlighted as a revolutionary phenomenon that is at the core of today's modern politics. Leadership shouldn't be pressured by emotion and irrational political debates. It's important to revive sensible rational politics.
- **Accelerating technology and science to drive sustainability:** Another pressing issue that was raised during yesterday's conference was sustainability. Blair pointed out that we have to change things now to avoid catastrophic global warming. The answer he proposed is to accelerate the development of science and technology, because the only solution is to consume sustainably. Our biggest obligation is to work with the developing world to develop the science and technology to allow us to consume sustainably. One of the initiatives Blair introduced while in office was the first Climate Change Legislation in the United Kingdom. Consequently, Britain is now one of the largest users of wind power in proportion to electricity consumption in the world.
- **Legacy:** Going back to the topic of leadership, Blair shared that he has taken great inspiration from his own father, who was brought up as a foster child in very poor circumstances. Blair's father felt that the Labour party is full of compassion that never understood personal aspiration. When Blair himself became leader of the Labour party, he shared, he always strived to create a political movement that was one of compassion, but also one of ambition. It is important to understand that there is nothing wrong with people succeeding, providing that they put their fair shares of taxes back in the community. We should celebrate the success of people.



*Since leaving office, Blair has remained at the forefront of world affairs, and is an authoritative voice on issues such as global trade, Middle East tensions and Brexit.*

***Since leaving office, Blair has remained at the forefront of world affairs, and is an authoritative voice on issues such as global trade, Middle East tensions and Brexit. Reflecting on his purpose and role since leaving office, he said: "The best life lesson is to rediscover a new sense of mission. Wake up in the morning with a sense of purpose. Go to bed counting your blessings. And just have the sense of purpose to make the world a better place."***

▼ *The Rt. Hon. Tony Blair and Stephen Sackur, journalist and presenter of current affairs programme HARDTalk on BBC World, discussed topics that are imperative to successfully addressing "the world of change".*

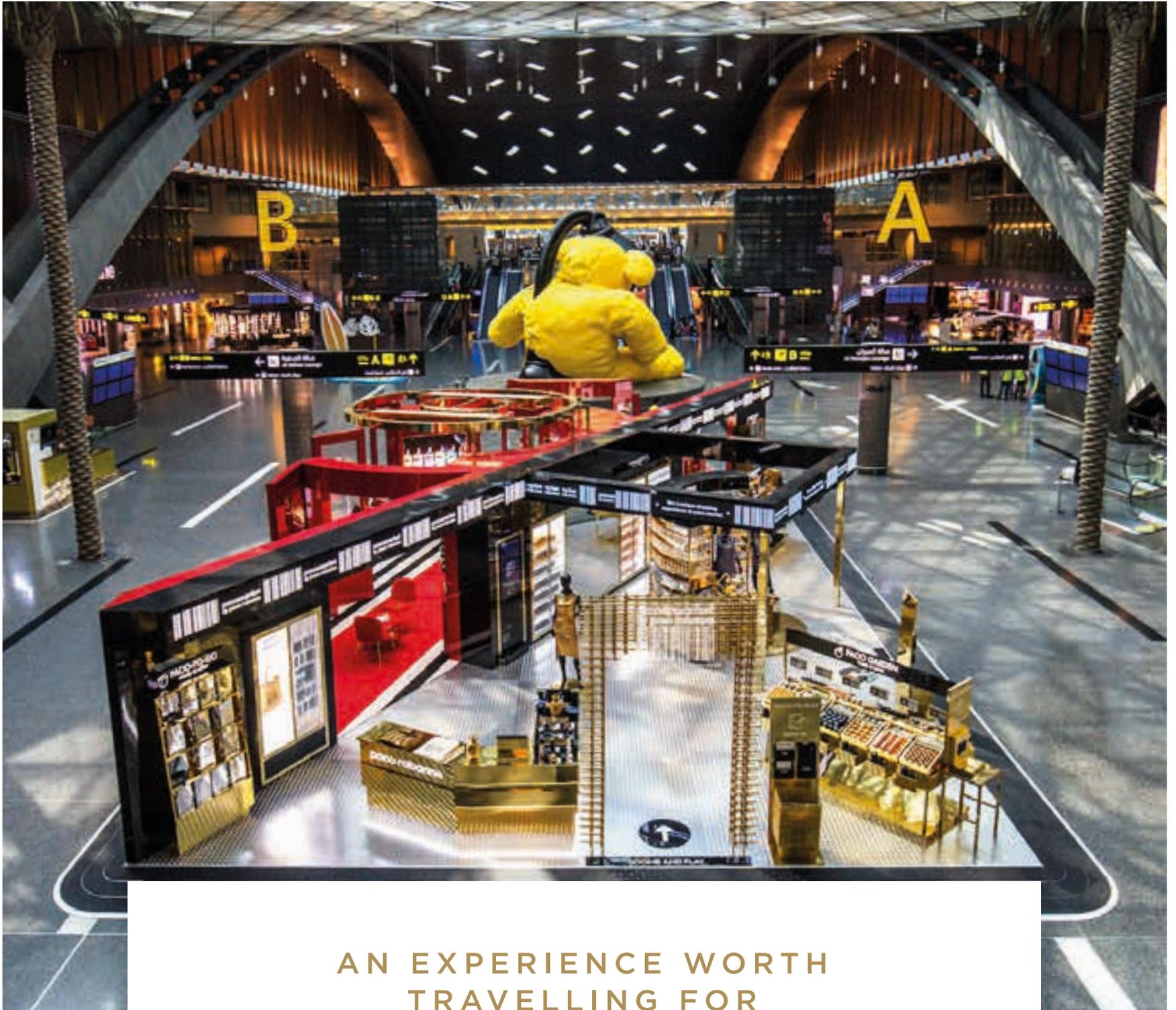


▲ *Prior to his keynote address, The Rt. Hon. Tony Blair met with the Mayor of Cannes David Lisnard, to sign the City of Cannes' commemorative book.*



QATAR DUTY FREE

السوق الحرة قطر



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@QATARDUTYFREE



## “It’s a new world in which technology, purpose and activism are changing the rules of marketing”

*David Jones, former CEO of advertising agency Havas and the founder of You & Mr Jones, a tech holding company specialised in brand communication, is a proponent of corporate responsibility and social change. In yesterday morning’s TFWA World Conference, he explored the impact of technology on branding, and how all businesses can help ensure a sustainable future at a time of increasing concerns over the environment.*

**Y**esterday’s conference heard from a world authority on brand marketing: David Jones, former CEO of advertising agency Havas and the founder of You & Mr Jones, a tech holding company specialised in brand communication. He was named 2013 Sustainable Business Leader by UK newspaper The Guardian, and is the co-founder of One Young World, a non-profit organisation that provides young leaders with a platform to bring about positive change.

“10 years from now, if as a brand you are not doing good then people will not buy your products,” he said, claiming luxury brands have hitherto made little effort to drive positive social or environmental change. “Unless they address this, they will be obsolete.”

Jones delivered a lively, engaging address focused on “two massive forces that are changing and will change travel and retail dramatically: purpose and technology”.

In the context of environmental challenges, such as climate change and plastic pollution, he stressed the importance of brands engaging in activism. “What has become clear lately is that people want brands to take a stand for something. That matters more and more, especially to young people. People expect more than good citizenship, they expect commitment.”

Jones highlighted the examples of Nike, which is working with the American footballer Colin Kaepernick, who protested against racism by kneeling during the US national anthem, and footwear brand TOMS, which supports gun control measures in the US. “It’s a new world in which technology, purpose and activism are changing the rules of marketing.”



*David Jones, Founder and CEO, You & Mr Jones, Founder, One Young World: “What has become clear lately is that people want brands to take a stand for something. That matters more and more, especially to young people. People expect more than good citizenship, they expect commitment.”*

### **Responding to demands of the digital age**

You & Mr Jones is the world’s first Brandtech group. “Brandtech is basically a belief that, thanks to technology, you can now do all marketing better, faster and cheaper,” Jones explained. “The term Brandtech encompasses how brands can build capabilities in technology that respond to the different demands of the digital age. Brands used to be defined by what brands said to people, but today they are defined by what people say to people. We are passionate believers in ‘people-powered marketing’ – tapping into the one billion-plus people who can now, armed with just their phone, create, produce and share content that’s as good as – and much more authentic – than that generated by the so-called professionals.”

Jones claimed that although artificial intelligence, facial recognition and augmented reality were no longer new technologies, they would mature in the coming decade and profoundly change the way people interact with brands, move around airports, and shop. “I don’t think we fully understand yet the extent to which both artificial intelligence and augmented reality are going to have a dramatic impact not just on marketing and branding, but on business and even the internet. They will change everything from content creation and distribution, to customer service, to entire business models. All brands will have connected data/media/content in real-time.”

Jones acknowledged that facial recognition, in particular, had huge implications for people’s privacy. He cited China’s development of the technology, which subjects citizens to “Orwellian” levels of surveillance, as

a cause for concern. “That has a scary 1984 component to it,” he said. But he also highlighted how such technology is making it more convenient than ever for people to buy goods, again citing China, where it is possible to make purchases by simply looking into a camera.

### **“Empowering brilliant young leaders”**

Jones founded One Young World with Kate Robertson 10 years ago. “The idea was, and still is, to empower brilliant young leaders to drive change in the world,” he commented. “Vice called it ‘the world’s biggest and most impactful youth leadership summit’. At a time when the world’s senior leaders are dividing rather than uniting us and are totally ignoring the massive threat of climate change, there is a brilliant generation of young leaders who, thanks to technology, are the most knowledgeable, responsible, powerful generation of young leaders we have ever seen. They understand better than anyone how to use the power of digital and social to drive change.”

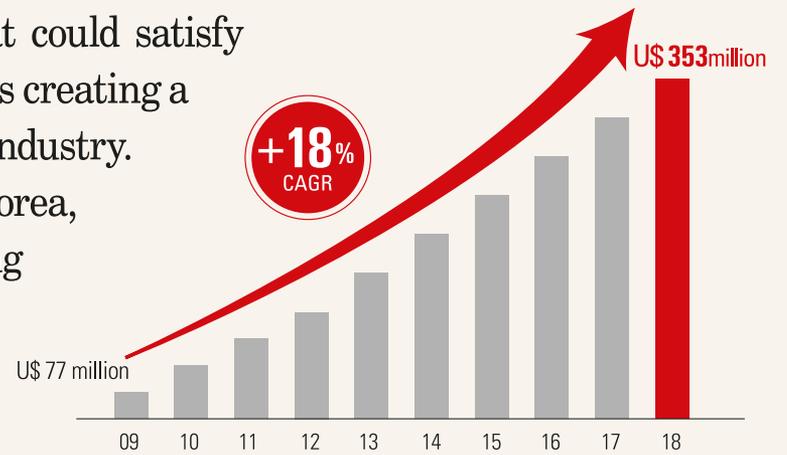
One Young World brings together 1,500 of these brilliant young leaders every year, from 195 countries, and puts them on stage with its Counsellors, who include the likes of Bob Geldof KBE, Sir Richard Branson, HRH Meghan Markle, and many other CEOs, celebrity activists and dignitaries.

Jones added that the world’s major press is always in attendance. “This ensures that we’re able to give a massive global platform to the young leaders’ actions and initiatives, we can connect them with each other and, often, they are able to access mentorship and support that would otherwise not have been possible.”

# Ginseng Healthy Wave: Beyond Asia, Toward the World

The volume of global supplement market recorded USD 102 billion with sustainable growth rate (CAGR 6% over past seven years) because of well-being trend and increasing of living standard. However, there is no supplement category in the travel retail industry yet whereas the growth rate of the supplement market is on the rise around the world.

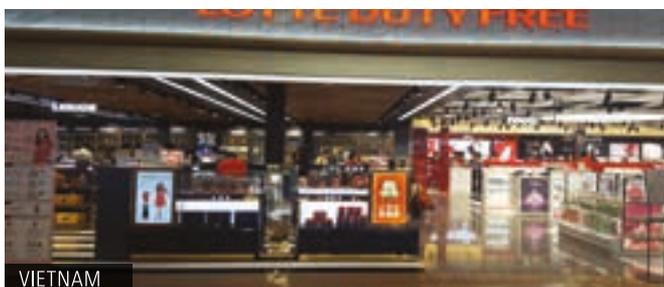
Having recognized the need for a new category that could satisfy both consumers and the industry, CheongKwanJang is creating a new health functional food wave in the duty-free industry. Centering its business in Asia including Korea, China(HK), Japan, and Vietnam, CheongKwanJang has achieved an annual average sales growth of 18% over the last nine years, and reached US\$ 353 million in duty free sales in 2018.



Since 2017, as the first health food brand participating in TFWA APEC, CheongKwanJang has been leading the change to generate the health and wellness category.



» CheongKwanJang Boutique store, Korea (ICN, T2)



VIETNAM

CheongKwanJang launched a boutique store at Incheon Airport Terminal 2 and shop-in-shop stores in Japan(Osaka), Indonesia(Jakarta), Vietnam(Hanoi, Da Nang, NhaTrang). Such trends demonstrates CheongKwanJang's powerful potential to present 'health' as a new breakout concept to the existing duty free offer. Based on this success achieved in Asia, CKJ plans to promote the potentials and growth of the wellness category in the global duty-free industry at TFWA Exhibition.



INDONESIA



JAPAN

Through its participation in TFWA Cannes 2019, CheongKwanJang seeks to go beyond Asia to begin expanding into duty free markets in the Middle East and Europe. During the event, we hope to promote the recent trend focusing on health as well as the growth and business potential of CheongKwanJang as the leading brand of the category.

**Visit us at Red Village M24**



Red Village M24

The TFWA World Conference 2019 looked at the real prospects for the duty free & travel retail industry against a challenging economic and political backdrop.

“Things are changing fast for our industry,” began TFWA President Alain Maingreud. “This is my first global summit as President, but I’ve been involved with TFWA since 1995. During that time, the landscape has never shifted more quickly than now. Technology, regulation and geopolitics are rapidly reshaping traveller habits.”

Yesterday morning’s conference aimed to help make sense of this new environment.

Maingreud commented on the collective failure as an industry to agree on a standard, internationally-consistent benchmark for measuring the market.

“Growing concerns about the scope and accuracy of the sales information available to-date have led some to question its validity. Yet, until we can overcome our reluctance to share the data that is the lifeblood of our industry, we shall be flying blind.”

Maingreud asserted that it is time to act, and TFWA stands ready to support any credible proposals for bridging the vast gap in data provision. “If we don’t know what is happening in our own industry, how can we educate others about what we bring to the travel industry? How can we show governments how their decisions will have an impact on us? And how can we make informed decisions on the future of our market? We must act now to address the lack of reliable data in our industry. At stake is nothing less than the sustainability of duty free & travel retail.”

Sustainability is a subject often in the headlines, especially in connection with the environment and how companies interact with their employees, their customers and the communities around them. “I think sustainability in its broadest sense – the ability of something to be maintained without exhausting resources – should be our main concern,” said Maingreud. “Whether our business is sustainable depends on a number of factors. Some, such as a stable economy for international trade and a political climate that encourages openness, are beyond our control. But there are other factors that we can influence. The concession system in operation at most airports rewards the landlord, while leaving retailers and brands to bear much of the risk that accompanies international passenger flows.”

He explained that the solution is a better-balanced relationship between landlord and retailer, where the risks and the financial rewards of airport retailing are spread more evenly between the parties. “Our industry can only be sustainable if it is sustainable for everyone.”

Maingreud also referred to heavy-handed regulation presenting a threat to the business. “It can endanger the profitability of successful airport concessions, leading established retailers to withdraw



## “Our industry can only be sustainable if it is sustainable for everyone”

*It was a packed auditorium yesterday morning for TFWA President Alain Maingreud’s first address to the industry in Cannes. He explored some of the main issues facing the duty free & travel retail industry today, and the role that TFWA can play in helping promote future growth.*

from bidding when those concessions come up for renewal. Product labelling requirements are a further example of regulatory threat. They can erode the distinction between sales to travellers and sales on the high street, further reducing the attraction of duty free & travel retail.”

### **Adapting to the changing landscape**

Commenting on sustainability from an environmental perspective, Maingreud said: “Unless we in duty free & travel retail start to act on climate change, and are seen to be doing so by consumers, investors and governments, we risk appearing arrogant and out of touch with today’s travelling

consumers. Some major players in our industry are already active in this area. But even small steps matter, helping to create a sustainable mindset.”

Ensuring the sustainability of TFWA itself, and the contribution it makes to the industry, is one of Maingreud’s duties as President. “That means listening carefully to our members, as well as the exhibitors and visitors who attend our events, and responding to their needs.”

He added that the Association has reached an agreement with the Palais des Festivals to enable TFWA World Exhibition & Conference to stay in Cannes for at least the next three years.

“At the same time, the Association must evolve and adapt to the changing landscape of duty free & travel retail. Our own insight programme, TFWA Research, tracks emerging and established traveller trends and attitudes via a comprehensive catalogue of specially-commissioned studies.”

TFWA recently lent its support to the launch of a new resource: a dynamic online industry map showing the commercial activities at the world’s top 100 airports. “Known as the ‘TR Toolbox’, it provides details of store operators and products sold and, in time, it will expand to include other airports and other travel retail sales channels,” Maingreud explained. “This venture has been developed by Contineo Labs/Generation Research, and TFWA members will have cost-free access to the content.”

Maingreud added that, while the challenges posed by data-sharing, a compromised business model, and climate change should not be underestimated, neither should the industry’s talent for reinventing itself, especially when confronted by disruptive change.

“We have good reason to be confident in our own ability to meet the challenges confronting us if we can come together and act for the benefit of the industry as a whole. Taking a proactive approach on these issues now, while we still have our future in our own hands, will help us ensure the long-term sustainability of our industry.”



*TFWA President Alain Maingreud: “We have good reason to be confident in our own ability to meet the challenges confronting us if we can come together and act for the benefit of the industry as a whole.”*

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## Cocktails and class

As the sun set over the Harbour Village, boat parties roared into action. Despite being surrounded by parties held by hard liquor brands, there was no shortage of joviality at confectionery brand Cloetta's. The business – best known for its iconic Jelly Bean Factory – even served cocktails inspired by the sweets.



*From BW Confidential: Monica DeFrances, Journalist; Oonagh Phillips, Editor-in-Chief; Nicolas Grob, Publisher; Katie Nichol, Journalist; Sophie Douez, Journalist.*



## A toast to 10 years

Guests celebrated a decade of BW Confidential magazine last night at the Majestic Hotel. Well-wishers enjoyed risotto aux champignons and contemporary canapés with Moët et Chandon champagne. Editor-in-Chief Oonagh Phillips, toasting 10 years at the helm, said: "Cannes is so central to our industry – we had to have our celebration here!"

## An evening of indulgence

Flor De Caña, Neuhaus chocolatier and Davidoff showcased an evening of indulgence at L'Ondine on La Croisette last night. An evening of discernment and discussion took place amidst frivolity and conversation.



*Jim Young, Senior Vice President Chief Commercial Officer, Davidoff; Alexandra Bevernage, Travel Retail & Business Director Member of the Executive Committee, Neuhaus; Rodrigo Bazan, Global Travel Retail Manager Flor De Caña.*

## Kraken party by the sea

One dose of Kraken rum and a dash of lime topped up with ginger beer, aka "the Kraken cocktail". This is what the Proximo GTR party's guests were treated to yesterday onboard a Kraken themed yacht, as the sun was setting on Harbour Village.



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# Let the fun begin

All TFWA social events, including *The Scene*, are this year taking place in the spectacular setting of *Port Canto*, with its stunning views of the Cannes marina. A special, continual shuttle service is operating each night on the *Croisette* from 22:00 to 02:00.

## The Scene

Tonight to Thursday 3 October, 22:00-02:00

**NEW VENUE: Port Canto**

Duty free and travel retail's very own nightspot moves to a glamorous new location amidst the superyachts at Cannes' foremost marina.

- Entry by ticket only – available for purchase at The Scene desk (Palais des Festivals, Level 1) or at the venue entrance (upon presentation of your badge).
- Special shuttle service: Majestic\*, JW Marriott, Carlton & Martinez hotels – Port Canto
- Continual service from 22:00 to 02:00



\*The coach departure and return point will be adjacent to the car park exit of the Palais des Festivals on the *Croisette*, opposite the Hotel Majestic.

Kindly sponsored by:



## Le Premium Evening

Thursday 3 October, 20:00

**Port Canto**



The industry's ultimate night out combines sumptuous cuisine with strolling musicians and eye-catching performers.

Then discover an unforgettable closing party and DJ set at The Scene next door.

Kindly reserve your table before 18:00 on Wednesday 2 October at Le Premium Evening Desk, Palais des

Festivals (Level 1). Please note, however, that any special dietary requirements must be advised by 16:00 on Tuesday 1 October at the latest (location as above). Beyond that date, dietary options will depend upon what is available.

- Dress code: Black tie
- Entry by invitation only – part of the full-delegate package.
- NB: Guests attending Le Premium Evening with full-delegate status will receive admission free of charge to The Scene on Thursday night.
- A shuttle service will operate from all major hotels



## Lacoste's retro tennis

The Lacoste party, hosted on the rooftop bar of the Radisson Blu with views across the coastline and mountains, combined networking with fun for all attendees. The tennis themed event gave a gentle affectionate nod to the provenance of the brand, while the modernity of the music and furnishings reflected the social atmosphere as guests chatted about their day at the show with unbridled enthusiasm.

**The Lacoste Travel Retail Team:** Lucie Juglair, Travel Retail EMEA Account Executive; Stéphanie Lefebvre, Director Travel Retail EMEA; Marco Dippe, CEO Travel Retail; Erin Lillis, Travel Retail Director, Asia Pacific; Jean-Louis Delamarre, Group Markets & Distribution Executive Vice President; Victoria Ivins, Travel Retail EMEA Account Executive; Eling Chui, Senior Travel Retail Executive; Lyesse Merrir, Travel Retail Global Controller.



# Puressentiel

The Efficacy of Nature

Nature has a power: to produce active ingredients with a unique force. Puressentiel has an expertise: to select them, understand their effects and associate them for your health and well-being...

Our mission: draw on the very best from nature, in an eco-friendly and eco-responsible way, in order to make it accessible to everyone in its purest and most essential form.



Founded in 2005 by the Pacchioni family, Puressentiel is a 100% independent family-run laboratory producing ready-to-use aromatherapy formulas for your health and well-being.



Visit us and discover our new brand identity. *Naturally.*

**BLUE VILLAGE - E4**



## New ideas. Fresh thinking.

1-4 October 2019  
Cannes

*The new TFWA Innovation Lab opens today at 09:00 after a workshop focused on the theme of 'Innovation in Action'. This will be followed by a press breakfast from 09:00 to 10:00.*

**B**e sure to visit the TFWA Innovation Lab, where around 30 exhibitors will be presenting 'New ideas and fresh thinking' in areas such as customer engagement, digital technology, brand activations, in-store design and sustainability.

Totally immersed in the TFWA Innovation Lab, Innovation in Action is a dedicated communication spot allowing the brands to communicate on their commitment to shaping the future of travel retail through innovation and engagement for a more sustainable and consumer-oriented business.

The TFWA Innovation Lab is located in an exclusive tented exhibition area facing the Majestic Beach, beside the main exhibition at the Palais des Festivals.

## Ion8: "get involved and make a difference"

**I**on8 produces hydration bottles designed for travel. It is participating in the TFWA Innovation Lab as an exhibitor (stand B14) and as an Innovation in Action sponsor. Ion8 will showcase its award-winning OneTouch reusable, refillable water bottles.

"Designed to be totally leak-proof, yet used on-the-go, the bottle is operated with just one finger, keeping the other hand free for bags, phones or grab handles," explains Yusuf Okhai, Managing Director, Ion8. "We encourage people to change their habits – and if we do, together, we can change the world."

The Ion8 strategy is to work towards a solution, not just a product. "While we do produce a bottle, and of course seek to gain support for it, we also look at the

*Yusuf Okhai, Managing Director, Ion8: "Our bottles have the simple USP of being designed specifically for on-the-go use. One-handed, they are totally leak-proof, yet open with just a finger."*



problem with a more macro-perspective," says Okhai. "Part of the problem is that water is taken away at security. Bottles are rarely available, and even if they are, a facility to refill them is essential to stoke wider adoption. We are working with airport operators to gather data and make available the largest database of refill points, with location data, for people to use on the move."

Ion8 seeks to work with five different kinds of adoption: corporate, for staff; corporate, for clients; promotional gifts and bundles with other products; gifting to tourists with advertising support; and retail for Ion8 branded products. "We have found a way for almost anyone to get involved and make a difference, and profitably," Okhai comments.

Ion8 has worked with both Qatar Airways and Lagardère Travel Retail. "Both these organisations take the issue very seriously, and are leading the way," says Okhai. "Lagardère offered bottles to all their staff, and also provide retail solutions. Their plastic waste has plummeted, and demand is strong instore. We are present in airports across France and are working with many more to extend the availability."

In the TFWA Innovation Lab, Ion8 will showcase its refill map, available to all travellers without purchase, and also its range of bottles. OneTouch has proven hugely popular. In Cannes, Ion8 will debut a new range of OneTouch bottles in Steel and Thermal Steel, with the version 2.0 lids that are backwards compatible, while also exhibiting additional features and benefits.

"We seek to do three things," Okhai adds. "First, we want to highlight the issue. Secondly, we want to show any visitor how they can help with the ideas outlined earlier, and finally, we want to work with airport operators to gather refill points data for easy use by travellers. We have also struggled at shows to find water without waiting – we think the demonstration at the show is a good example of how much better things are when we are not frustrated trying to deal with hydration, and someone makes it easy. We will have a number of refill points both in the Innovation Lab and the Palais, free of charge, to help make our point."



*In the TFWA Innovation Lab, Ion8 will debut a new range of OneTouch bottles in Steel and Thermal Steel, with the version 2.0 lids that are backwards compatible, while also exhibiting additional features and benefits.*

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## NPD: “at the forefront of ushering in a new phase of sophistication to travel retail”

**N**PD is participating in the TFWA Innovation Lab as an exhibitor (stand B11) and as an Innovation in Action sponsor.

“We are travel retail experts specialising in sales data management, traveller statistics and insights/trends for all major categories sold within duty free and travel retail,” explains Lawrence Scott, Industry Advisor – Travel Retail and Duty Free, NPD Travel Retail. “We have a clear vision to provide a unique data intelligence solution for travel retail that facilitates enhanced business decision-making. We provide the fuel for brands and retailers to drive profitable sales growth.”

NPD has a heritage of building partnerships between brands and retailers to optimise category performance. Its strategy is to enable travel retail to realise the same benefits that domestic on- and off-line retailers enjoy today.

“We have been active within travel retail and duty free for over 15 years – previously under ‘Counter Intelligence Retail/CiR’ before the NPD Group acquired us in December 2016,” says Scott. “We are partnering with industry associations and have recently been appointed a preferred partner of the European Travel Retail Confederation. Our latest achievement is delivering the ETRC Index at industry meetings. We have recently partnered with ForwardKeys to deliver an enhanced traveller view to our clients. We continue to advance the granularity of our consumer behavioural tool – Nationality Tracker. Nationality Tracker provides an industry first, which enables clients to track the evolution in purchasing behaviour of 25 key travelling nationalities.”

NPD Travel Retail is excited to showcase its product suite in the TFWA Innovation Lab. Scott adds that the partnership with ForwardKeys has advanced NPD Travel Retail’s abilities to provide insights on the passenger to a new level of granularity.

“We will be showcasing the breadth and robustness of data within our product portfolio,” he says. “The Traveller Statistics product provides vital intelligence about the ‘who’ and the ‘where’ of passenger trends and nationality mix in the terminals of 550 airports. The Nationality Tracker covers the ‘how’ – how the duty free shopping behaviours of 25 key travelling nationalities are evolving.”

NPD Travel Retail is a true consultative partner to its clients, understanding the unique challenges – and opportunities – that the travel retail channel presents. “NPD has strong heritage in domestic retail, providing POS services tracking over two trillion in POS sales annually,” Scott comments. “Travel retail is undergoing a transformative phase and we are at the forefront of ushering in a new phase of sophistication to travel retail.”



## Breo: innovator in portable massagers

**B**reo, founded in 2000, is a leading innovator and manufacturer in the portable massager industry. Its portable massagers are designed by combining Chinese traditional medicinal theory, with the help of advanced technology, to offer a new and soothing massage experience that inspires a refreshed spirit. They are also aligned with the Breo lifestyle – to simply relax your body, mind and spirit anytime and anywhere.

So far, Breo has received 459 international patents and won numerous international design awards, such as the Red Dot Award and iF Award.

Breo has about 200 stores in airports and train stations, and all of its products are designed for travel. It is participating in the TFWA Innovation Lab, and as an Innovation in Action sponsor, in order to promote the brand and connect with more potential partners.

Visitors to the Breo stand in the TFWA Innovation Lab (stand B12) can find out more about its portable massagers for the neck, hands, eyes, head and feet, as well as its travel sets.



## TFWA INNOVATION LAB EXHIBITORS

airfree	Stand A05
Alibaba	Stand A12
Au Coeur Du Luxe	Stand B08
Blynk	Stand A02/B01
Breo	Stand B12
Cartier	Stand B07
Concourse	Stand A03
Customer Experience Group	Stand B03
DIAGEO Seedlip	Stand A08
Dr. Banner Airport	Stand A04
Global Smiling – Elyyon	Stand B06
Hilo	Stand A15
i-coupon	Stand A07
IMM – Inflight Media Digital	Stand A13
Inflyter	Stand A19
Ion8	Stand B14
JCDecaux	Stand B04
Munich Airport	Stand B10
NPD	Stand B11
Perfect Corp.	Stand A06
Perfumist	Stand B02
Romy Hylab	Stand A21
SKYdeals	Stand B05
Spafax Airline Network	Stand A17
TR Sustainability Forum	Stand A10
TravelX – Intelligent	
Travel Retail	Stand A09
UPSILON	Stand A01
Yanu	Stand A11

## TFWA INNOVATION LAB AT A GLANCE

- From 09:00 today to 12:00 on Friday 4 October
- Approximately 30 exhibitors
- Location: an exclusive tented exhibition area facing the Majestic Beach, beside the main exhibition at the Palais des Festivals
- Innovation in Action Workshop: Hotel Majestic, today 08:00-09:00
- TFWA Innovation Lab Press Breakfast: today 09:00-10:00
- Exhibitors will benefit from the TFWA ONE2ONE pre-scheduled meeting service: an opportunity for TFWA Innovation Lab exhibitors and visitors to meet face-to-face
- Open to the 12,000-plus participants (delegates, exhibitors and visitors) expected to attend TFWA World Exhibition & Conference

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**Loacker**

# The magical world of toys

*The children's items category is growing rapidly. Key players are driving innovation to the sector and bringing joy to children and parents alike. Here, Marta Dimitrova highlights a selection of some of the new products that will be launched this week at TFWA World Exhibition & Conference.*



*In line with the 20th anniversary of the historic NASA Moon Landing, LEGO is highlighting its new LEGO City Space range which allows children to build mission and launch control stations before blasting rockets, shuttles and satellites into space.*

## Set your imagination free

**L**EGO (Blue Village C14) is bringing an abundance of new and exciting products to TFWA World Exhibition & Conference this week. "One of the themes we would like to highlight this year is our new LEGO City Space which allows children to build mission and launch control stations before blasting rockets, shuttles and satellites into space," explains Lise Dydensborg, Travel Retail Marketing Manager, LEGO.

The theme combines science, adventure, roleplay and education and the products seem to be the perfect place for kids to set their imagination free.

Moreover, the toy manufacturer will also be exhibiting LEGO DUPLO Town Wild Animals, which is another line of new products that introduce the little toddler to a world of animals and their environments. The products provide endless opportunities for play, learning and self-expression.

Dydensborg says: "In addition, we include "hard to find" items to our assortment, like the LEGO Architecture line, and when visiting our LEGO stand-alone stores you will find an exclusive assortment which is only carried in our LEGO branded channels, like the newly launched LEGO Harley-Davidson Fat Boy."

LEGO has observed a key trend in the sector this year and that is aspirational play and toys that nurture STEM (science, technology, engineering and maths) skills. With 2019 marking the 20th anniversary of the historic NASA Moon Landing, LEGO is celebrating this milestone with the City Space sets. City Space helps kids celebrate past space accomplishments and look forward to future goals.

LEGO Friends has also partner with National Geographic Kids to bring sea creatures and ocean conservation closer to children's lives through play.

Dydensborg also highlights the importance of packaging. "This is where we let the LEGO come alive and communicate the many details and great play value of the product," she says.

"We update our assortment throughout the year lead by two major novelty launches in January and June. Due to this shoppers and consumers always have a good reason to visit the LEGO shelves during their stay in airports or on cruises. In addition, we strive to provide an extraordinary shopping experience with our LEGO stand-alone stores providing the shopper and the kids with a hands-on experience and access to hard-to-find items."

## Adding value

**A**ccording to Travel Retail Experts (Red Village M 27), gifting remains a key trend in travel retail – whether it is to entertain a child travelling with an adult, or to delight a child on arrival. "As such, an element that is adding value to the product is very important," says Lutz Natonek, Director, Travel Retail Experts. "In case of the perfume for kids this could be the packaging (for example perfume in a handbag or toiletry bag that will be used afterwards) and gift sets."

At TFWA World Exhibition & Conference, Travel Retail Experts will present new kids' products for Spiderman, Princess, Fairies and Minnie. A special focus this year is on Frozen 2. Ahead of the new movie release this November, the company is unveiling the Frozen 2 novelties for the first time in Cannes.

Also on display will be new travel retail exclusive sets, containing perfume and small gifts, such as eye shadows, lip gloss, nail polish, shower gel, necklace, coin purse, and other products. "The promotion and gifting idea is already a strong part of our concept. We are always following the latest trends and have those kid's perfume products on shelf, once the movie is released," explains Natonek.



*According to Travel Retail Experts, gifting remains a key trend in travel retail – whether it is to entertain a child travelling with an adult, or to delight a child on arrival.*

## Saving the planet

**S**aving the environment is high on the agenda for International Bon Ton Toys (IBTT) (Blue Village F25). Michael Hendriks, Director, Creative & Business Development, explains: "Sea life plush animals (i.e. sharks, blue whales) are a major topic for us in 2019 and 2020. We believe it is a great way to educate children and create awareness about these beautiful and important animals and how important is to reduce the pollution of the oceans."

In line with this, the company is also focusing far more on the quality of its products than on volume and quantity and is raising questions about the source and sustainability of the production process. Hendriks says: "IBTT commits to one of the most stringent eco standards in the world Der Blaue Engel."

But in this competitive market, making products that stand out is increasingly important. Hendriks highlighted three ways to drive this: 1. More focus on communication; 2. POS – IBTT provides large plush animal for kids to feel the product and decorate the shops; 3. Plush POS 'towers' that combine the products with explanation about the donation to WWF.

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## Glitzy Christmas toys

**A**urora World (Green Village K67) is highlighting its new winter 2019 collection at the show this week. Available in travel retail stores from November 2019 to February 2020, the winter collection presents travel retail operators with an irresistible offer at this gift giving time of the year. The popular Sparkle Tales range sees many new wintry additions including Igloo Polar Bear, Jingle Reindeer, Blizzard Husky Dog, Grayson Wolf, Lumi Penguin and Misty Penguin, all available in 12-inch and 7-inch sizes.

In addition, the ongoing trend for unicorns is met with Tittu Unicorn – a 7-inch plush unicorn with a rainbow mane and purple hooves. Also available in the Sparkles Tales range are key chains and various other characters in a range of shapes and sizes with prices ranging from €5 to €25.

Glitzy Tot, a brand-new line in Aurora's portfolio, features two 8-inch adorable Reindeer, available in pink or white. "These are already selling very well and proving to be a perfect addition to the ever-growing Aurora range," says Garry Stoner, Travel Retail Sales Manager.

He continues: "Movie tie-ins are also a huge seller." Responding to this trend, Aurora is introducing Shaun the Sheep, from the popular animated series. "Aurora World now has the majority global rights to plush for the brand and, after successfully introducing it to buyers earlier this year at the Singapore show, is now bringing the character to Cannes."

Specifically, for travel retail, last year Aurora World introduced Travelling Ted in partnership with DFDS Ferries and partnered with Baltic cruise and ferry operator Tallink Silja to create special destination themed products, such as an 18cm Puppy and Cat from its popular 'Sparkle Tales' collection.

Aurora is also unveiling a new merchandising unit designed specifically for travel retail. The unit has a small footprint, but also the capacity to carry Aurora's top 20 SKUs. "The unit is a must-have in any travel retail store where plush is on offer. It showcases the best of what Aurora has to offer at a variety of price points, helping to increase impulse sales when placed in an area away from the toy department," explains Stoner.

▲ *Aurora World is highlighting its new winter 2019 collection at the show this week. The popular Sparkle Tales range sees many new wintry additions including Igloo Polar Bear, Jingle Reindeer, Blizzard Husky Dog, Grayson Wolf, Lumi Penguin and Misty Penguin, all available in 12-inch and 7-inch sizes.*

## Exclusivity – a key driver for purchase

**P**erfetti Van Melle (Mediterranean Village P8) has a number of new launches for its Chupa Chups range. Brand new are the Chupa Chups 'Funny Friends' – 8 mini lollipops in Fox, Duck and Dog plush pouches. A perfect fit for the gifting sector and the cash-till-point, the Funny Friends are due to launch worldwide in March 2020. Two new characters join

Perfetti Van Melle's (PVM) popular Chupa Chups Backpack range – Tiger and Panda. The plush backpacks feature 16 fruit lollipops and are now available in all global travel retail channels.

Moreover, PVM has now gained the SNOOPY license for its line of Chupa Chups markers. Snoopy now joins Hello Kitty and replaces the license for Smurfs. The Snoopy Marker Pack contains seven fruit lollipops, eight markers and one booklet and will be available in global travel retail from March 2020.

Other highlights include the addition of a new brand to PVM's portfolio – Fruittella, which is the perfect sharing candy and is made with only natural flavours, natural colourings and real fruit juices. "Fruittella is a trusted brand with strong heritage and a uniquely rich and juicy taste," says Femke Van Veen, GTR Marketing Manager. PVM is launching a Fruittella Jumbostick containing eight single sticks of the Strawberry flavour in all global travel retail channels, focussing primarily on families with children aged 4-12 years old.

Perfetti Van Melle has acknowledged that, according to a Generation Research, exclusivity is the key driver of purchase in the confectionery category together with gifting. Van Veen explains: "All the new products mentioned above are travel retail exclusives. It is very important, we feel, to have travel retail exclusives as it gives the traveller more of an incentive to look around the stores and make a purchase that they cannot find outside of the airport environment."

Moreover, PVM highlights a growing demand for 'better-for-you' products, however, this is still small in sales and even smaller in travel retail. "Fun, experience, gifting, small treats and refreshment for yourself stay important for us," Van Veen says.



▲ *Two new characters join Perfetti Van Melle's popular Chupa Chups Backpack range – Tiger and Panda. The plush backpacks feature 16 fruit lollipops and are now available in all global travel retail channels.*

## Back to basics

**P**remier Portfolio International (Green Village M44) is renowned for driving innovation and for always bringing new products to travel retail. Garry Maxwell, Sales and Purchasing Director, Premier Portfolio International, comments: "We continue to do this as with the domestic and online competition it is better to try to produce travel retail exclusive products. Around 90% of all our products are exclusive to travel retail."

This year, the company is launching new items including a brand-new toy and model license for Emirates, adding to its very successful current licenses for BA, KLM, Virgin Atlantic and SAS. Premier Portfolio will also be launching additions to its Funplane ranges including new Speedy Light Up Funplane and Funplane Phone Lamp.

"We are noticing a trend of more back to basics for toys and children's items," Maxwell explains. "We are having huge success with our colourful and holographic Magic Rainbow Scratch Notes doodle pads inflight. These are perfect pick up items that can occupy the kids for those long tiring journeys... very popular with other passengers too."

"We also introduced late last year our Folding Mobile Screen Magnifier this has also been a huge success across all regions. Many people watch videos and look at photos on their phones and this increases the size of the screen. As always, the simplest ideas are the best. Another trend has been the strong sales in airline logo product with our iconic Funplane and Scale Models still performing excellently."



▲ Premier Portfolio International is enjoying huge success from its colourful and holographic Magic Rainbow Scratch Notes doodle pads inflight. Garry Maxwell, Sales and Purchasing Director, Premier Portfolio International, says: "These are perfect pick up items that can occupy the kids for those long tiring journeys... very popular with other passengers too."



▲ Following the phenomenal success achieved with Firefly Light & Sound Children's toothbrushes, Travel Retail Solutions has now extended the toothbrush offer to introduce a larger range to include Transformers, Marvel Avengers, PJ Masks and My Little Pony licenses.

## Cool new limited-edition designs

**F**ollowing the phenomenal success achieved with Firefly Light & Sound Children's toothbrushes and with market research suggesting that a staggering 25% of travellers forget their toothbrush, Travel Retail Solutions (Red Village H6) has now extended the toothbrush offer to introduce a larger range to include Transformers, Marvel Avengers, PJ Masks and My Little Pony licenses.

The products are designed to encourage children to brush teeth regularly by hearing their favourite characters. By pressing the button, the brush will light up for one minute to time cleaning.

The new toothbrush designs are in line with blockbuster film releases, Marvel Avengers' Iron Man and My Little Pony's most popular character Twilight Sparkle. In addition, Travel Retail Solutions (TRS) is presenting Tangle Teezer, the world's bestselling detangling hairbrush brand at TFWA 2019. "This is our fifth year at the exhibition, so everyone is invited to discover the product range that has revolutionised the hairbrush market," enthuses Abi Bright, Director, Travel Retail Solutions. "Tangle Teezer has sold over 50 million brushes across 80 countries worldwide. With cool new limited-edition designs and travel retail exclusive products launching soon, the TFWA show is set to be an exciting one."

Bright shares that for the children's category, TRS plans to launch the new Tangle Teezer Original Mini Detangling Hairbrush, based on Tangle Teezer's Original brush.

The Mini Originals offer the same detangling benefits but are 25% smaller than the Original so easier for smaller hands to manage. The pocket size brushes come in fun Dinosaur Print and two Unicorn designs and encourage youngsters to brush their hair by themselves.

In terms of new trends, Bright says: "New movies play a key part in exposure for any franchise and help us tailor our offer and the popular Marvel films released this year have pushed the Avengers characters to the top spot. We also continue to adapt our ranges to meet specific territory trends."



◀ TRS plans to launch the new Tangle Teezer Original Mini Detangling Hairbrush, based on Tangle Teezer's Original brush. The Mini Originals offer the same detangling benefits but are 25% smaller than the Original so easier for smaller hands to manage. The pocket size brushes come in fun Dinosaur Print and two Unicorn designs and encourage youngsters to brush their hair by themselves.

## Bringing the branding to life

**H**asbro (Green Village J67) operates in all toy categories from collectibles and outdoor play to games, movies and entertainment properties. In 2019, the company has launched several big ranges including Power Rangers, Frozen 2 and Star Wars Episode 9, just to name a few. Additionally, Hasbro is also introducing new games, collectibles and novelties.

This year, Hasbro has seen particular success from Fortnite, Monopoly and Nerf, which it has supported with a multi-platform campaign. Peter Burcham, European Sales Manager, Hasbro European Services, commented: "Our relationship with Disney means we can lean on them for support and content."

Hasbro's packaging is shelf-ready and can be hung or placed directly onto a shelf. Burcham explains: "The development teams are constantly looking at innovative ways to make items stand out, bring the branding to life, add "try me" packs where applicable and merchandise correctly."

## Layam actively seeking tender opportunities internationally

Layam Ltd was founded in 1936 and is among the oldest duty free operators in the Middle East. Its current activities include several duty free stores at Ben Gurion Airport, duty free stores at Israel's various seaports, duty free stores for diplomats in Tel Aviv, duty free stores for passenger cruise ships, and the supply of duty free products to various organisations such as airlines, UN forces, and commercial bodies.

"Layam operates toy and children's fashion stores in Terminal 3 and Terminal 1 at Ben Gurion Airport," explains Shay Tangi, CEO Layam. "The toy store in Terminal 3 is considered the largest toy store in the region – about 300sqm – operating in a duty free zone. The toy stores offer a rich range of products, including Lego, Playmobil and Barbie products, with exclusive models that cannot be obtained elsewhere in Israel."

Meanwhile, Layam's children's fashion store offers a range of sports and fashion brands: Nike, New Balance, Asics, Tommy Hilfinger, Gant, Levi's, Melissa, and more.

"All of our stores at Tel Aviv Ben Gurion Airport are performing well," says Tangi. "We are seeing year-over-year growth in revenues, which is not the case for all travel retail shops at the airport."

Layam recently won the tender for a 100sqm souvenir shop in Terminal 3 at



▲ Shay Tangi, CEO Layam: "Our main interest is currently in airports. However, we are looking at everything, so if a diplomatic store or seaport becomes relevant, and the numbers make sense, we will definitely consider it."

Tel Aviv Ben Gurion Airport. "Our plan is to expand Layam's duty free operations and winning this new tender is the first step in that direction," Tangi comments. "Revenues from the store throughout the duration of the tender's period are estimated to be around NIS 150 million. However, this is a relatively small increase to our business."

Layam is actively seeking tender opportunities internationally. "We are waiting on new tenders to open and we will make a bid for anything that is of strategic interest," Tangi explains. "Our infrastructure and financial strength give us the ability to be a serious bidder for any opportunities that open up. We are also seeking growth through mergers and acquisitions, and are in talks with several parties regarding this."

Indeed, as part of a large group of companies with a global presence, Layam can do business in almost any region.

Tangi adds that one of the operator's main objectives at TFWA World Exhibition & Conference is to identify potential M&A opportunities and explore different and innovative models of collaboration with other duty free companies.

"Layam is operating in this retail business for over 80 years. We have very long relationships with all of our suppliers, and this is an excellent opportunity for us to meet them face-to-face."



▲ Layam operates toy and children's fashion stores in Terminal 3 and Terminal 1 at Ben Gurion Airport.

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**D**ubai Duty Free's 2019 sales up to the end of August were US\$1.295 billion. While that is slightly down (-2%) on the same period last year, with factors including the runway closure for 45 days and lower than expected passenger numbers, the operation is looking forward to a good last quarter. "We expect to close the year with sales close to US\$2 billion," says Colm McLoughlin, Executive Vice Chairman & CEO, Dubai Duty Free.

In the first eight months of the year, the contribution from Departures was 89.19% (US\$1.15 billion), and Arrivals and other areas contributed 10.81%.

"Perfumes, Liquor and Cigarettes are the top three selling categories year-to-date," McLoughlin explains. "Sales of Perfumes reached over US\$196 million and contributed 15% towards total sales. Cosmetics has shown a sales increase of 9% against the same period last year, while year-to-date sales reached US\$143 million, representing 11% of total sales."

Dubai Duty Free has continued its significant investment in its retail operation, with several ongoing projects at Dubai International Airport to improve the retail offer and overall customer experience, as well as driving sales.

"In Terminal 3, work has commenced on one of the Arrivals shops, which will ultimately improve visibility for arriving passengers, while a special concept shop with a highly unique identity will also be ready early next year," says McLoughlin.

Phase 2 of the Concourse B refurbishment, which includes a complete refurbishment of the two Food Plus shops in Concourse B East and West, is expected to be complete in December 2019. "The Concourse B Food+ Shop and Gifts from Dubai (GFD) will be merged," McLoughlin explains. "The GFD Shop in the Central spine will be removed. Also, in Concourse B, the new Maison Christian Dior shop located at the West Side of the concourse opened this September."

Dubai Duty Free is also opening a Concierge

*Colm McLoughlin, Executive Vice Chairman & CEO, Dubai Duty Free: "Perfumes, Liquor and Cigarettes are the top three selling categories year-to-date. Sales of Perfumes reached over US\$196 million and contributed 15% towards total sales. Cosmetics has shown a sales increase of 9% against the same period last year, while year-to-date sales reached US\$143 million, representing 11% of total sales."*



▲ Dubai Duty Free senior officials, headed by Colm McLoughlin, Executive Vice Chairman & CEO, and the Parfums Christian Dior team, headed by Francois Demachy, Dior Perfumer-Creator, led the ribbon-cutting ceremony of the Maison Christian Dior in Dubai Duty Free.

## Dubai Duty Free continuing significant investment in its retail operation

*An interview with Colm McLoughlin, Executive Vice Chairman & CEO, Dubai Duty Free. By Ross Falconer*

Shopping Service at two locations at the Emirates Business Class Lounge (Terminal 3). The shop will provide a 45sqm space and will be operational at the latter part of the year. "We are also in the advanced phase of concept design for the renovation of the Gold Shop in Concourse B, which will be completed in the next year," McLoughlin adds.

### **Investing in people and technology**

As part of its 'Road to 3 billion dollars' project, Dubai Duty Free has launched a major digital marketing investment. This will see it invest in both people and technology to increase digital marketing to customers, improving both engagement and service. "We are very excited about the opportunity to reach the 90 million passengers in a more targeted way," McLoughlin comments.

The upgrade and enhancement of the e-commerce experience links in with the digital marketing investment. To-date there are 15,000 listed items in the online catalogue, which is constantly being reviewed and updated with new products.

"Pre-ordering of items online is growing, with an average pre-order value of US\$508," McLoughlin explains. "In addition, we have completed a migration to Oracle Cloud Commerce and implemented electronic delivery of the Millennium Millionaire and Finest Surprise tickets. Overall, year-to-date, our online sales have reached US\$12.86 million."

Meanwhile, Dubai Duty Free recently signed a strategic agreement with Tencent. "The agreement aims to leverage Tencent's expertise and digital platforms in China, while building upon Dubai Duty Free's global status as a retail destination, in order to boost our integrated marketing outreach in China," says McLoughlin.

The collaboration will also enhance the Chinese visitors' travel experience in Dubai using Tencent's "Social and Smart Retail Solutions". These include, but are not limited to, WeChat Pay, WeChat Mini Program and Tencent Cloud. "The cooperation will also deepen Dubai Duty Free's insight into the Chinese travellers' consumption behaviour," McLoughlin comments.

The Dubai Duty Free and C-Trip partnership continues to be a very successful collaboration. As a result of the combination of promotions and discounts offered, in the first eight months of 2019 Dubai Duty Free saw over 69,000 sales transactions with C-Trip's customers valued at US\$70 million.

Looking ahead, McLoughlin explains that Dubai Duty Free's priority is to continue to drive sales by working closely with its suppliers and partners on great value offers.

"We will also continue with our refurbishment plans, which began last year, and which have had a positive impact on our business. Our investment in digital technology continues to be a great priority for us this year as we work to engage more with our customers."



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## Diverse portfolio

**D**iverse Flavours offers products in two expanding, and under-developed segments in duty free: Premium South African wines and Japanese Sake.

Diverse Flavours' portfolio of South African wines offer a distinct range of unique variation of regionalism, diversity, history, and taste profiles. The Diverse Flavours stand is home to 50 different wines to discover from some of South Africa's top wineries, including Avondale organic wines; Cederberg, South Africa's highest winery at 1000 metres above sea level; Delaire Graff Estate "The Jewel of the Cape Winelands"; and Deetlefs Estate dating back to 1822, the second oldest winery still owned and operated by the seventh generation of the family – Kobus Deetlefs, just to name a few.

Diverse Flavours is one of the first distributors to offer premium Sake to taste and enjoy, including those from Sakuramasamune – one of the oldest sake breweries from Kobe; and the famous Kinshimasamune from Kyoto.

 **Red Village L34**



## Urban activation

**F**rench spirits group La Martiniquaise is in Cannes to reveal its new breakthrough limited edition scotch from LABEL 5, inspired by urban street art.

Last year five renowned street artists created five graffiti artworks related to the number 5, in key cities around the world including London, Beirut, Brussels, Hong Kong and Mexico. This urban and creative activation was unveiled across the brand's digital platforms and inspired LABEL 5 partners around the world to create or sponsor graffiti events. This year the Scotch Whisky brand is going further by engaging its fans. LABEL 5 followers chose the next limited edition amongst the five designs. With over 2/3 of the votes, it's Rami Mouallem's graffiti from Lebanon which is displayed on the new limited edition. LABEL 5 Classic Black limited edition 70cl 40% is available worldwide.

 **Yellow Village G54**

## Delighting through digital

**M**ondelez World Travel Retail (WTR) has launched two interactive digital campaigns from Toblerone and Milka, highlighting the company's approach to enhancing the consumer experience through digital technology. The mobile games can be accessed through QR codes and are available to all delegates at the TFWA World Exhibition until Thursday 3 October 2019.

The interactive games are the latest element in Mondelez WTR's digital repertoire – a strategy that they first announced at the TFWA World Exhibition & Conference in 2017.

Since then, the company has pioneered multiple digital innovations in the channel and scaled its most successful ones.

This year at its digital-oriented booth, the company will feature the new Cadbury kicker unit, as well as the Toblerone sleeve printer at its stand.

The Toblerone sleeve printer – Mondelez WTR's most innovative personalisation element to date – is the focus of the first mobile game, which requires users to catch falling letters with a digital Toblerone bar. The personalised Toblerone bar can then be redeemed at the Mondelez WTR stand.

 **Riviera Village RG5**





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## Innovative luggage design

**S**amsonite has an extensive legacy in trendsetting travel solutions. The luggage brand offers a wide range of luggage, bags and accessories, all with the aim to make your next journey smoother and more stress-free than ever before. Founded in 1910, the company is continuously exploring ways to incorporate sustainability through the introduction of new materials and manufacturing techniques. In 2018, its RPET fabrics alone diverted 30M plastic bottles from landfill. On display at the show is the Neoknit collection, made with knitted material technology using RPET yarn and therefore bringing a fundamental environmentally sustainable benefit.

Known for its innovative approach to luggage design, Samsonite has stayed true to its belief with its latest innovations including brand new techniques, intelligent packing systems and smart features. A shining example of this is its pioneering Magnum suitcase which is the lightest, framed polypropylene suitcase in its class.

**Yellow Village A13**



## Eye-catching pearls

**F**or the first time in its history, Majorica is launching a jewellery collection for mothers and daughters. This touching collection features two main elements: a heart and the quintessential Majorica pearl, designed by the actress Mónica Cruz. The heart motif represents the immense love and strength that exists between mothers and daughters while the purity of the pearl represents daughters who, no matter what their age, never stop needing their mothers.

Also on display is the Mudra collection – a line brimming with shapes, movements and asymmetry. The designs play with the interlinking of irregular pieces studded with the legendary Majorica Pearl, which is guaranteed for 10 years, creating a unique style that catches the eye.

**Yellow Village LF54**

## Pure pleasure

**P**romising pure pleasure to cocoa enthusiasts, Ritter Sport's Cocoa Selection Deluxe represents the culmination of decades of experience and expertise from the traditional family business, using only the purest recipes made from sustainable cocoa from traceable sources in Ghana, Nicaragua and Peru.

Cocoa Selection Deluxe is a unique gift proposition, comprising 3x100g Ritter Sport square bar varieties encased in a luxury, hot foil-embossed, jungle-inspired box that heroes the cocoa fruit. Exclusive to travel retail it offers more than just exceptional packaging by presenting consumers with superb sustainable single-source chocolate. The distinct and colorfully wrapped selection within – 55% Smooth, 61% Fine and 74% Intense – gives chocolate lovers the full spectrum of pure cocoa excellence, from the deliciously smooth and milky to the indulgent intensity of the fine and dark.

Also on display will be the Choco Cubes pouches. Strawberry Yoghurt and Whole Hazelnut in Praline Cream appear as the tempting flavours inside special Ritter Sport's new smaller sized Travel Edition Choco Cubes pouches.

**Green Village L47**



MARINE VILLAGE | STAND S14

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# Exclusive to Travel Retail

Discover the  
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# On-site services

## Well-Being Lounge

### Golden Village, Level 1

Open to all delegates.

Take some down time and enjoy a well-deserved massage with an experienced therapist by visiting the Well-Being Lounge (offering shoulder and back massage and reflexology). Delegates can also enjoy a free skincare treatment courtesy of Ren Skincare and indulge in a complimentary wellness pop-up provided by Murad.

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## TFWA Lounge

### Level 3

- Exclusively for TFWA members and buyers with full-delegate status
- Open during Exhibition hours (from 16:00 on Monday)
- Dedicated concierge service including restaurant reservations, car and boat hire, travel agency, catering for private events, problem-solving and babysitters
- Internet access
- Private bar and lounge with complimentary drinks
- Massage service
- Charging station
- International press
- Meeting area (booking required)

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## Special service desks

### Level 1

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

## Luggage service

### Esplanade Pantiero

Available on arrival at the Palais, offering a classic service where you can leave your luggage securely for the day.

## Food and drinks

Available from the many bars in the Palais, a wide selection of dishes can be enjoyed on the spot, taken away or pre-ordered online and collected on-site. Delegates will find Pavillon Gourmet's fare, along with a range of hot and cold drinks, at the following locations:

- Red Village (Level -1)
- Green Village (Level -1)
- Puits de Lumière (Level -1)
- Mediterranean Village (Level 0)
- Bay Terrace (Level 1)
- Ambassadeurs Village (Level 4)

Pre-order on:

- [www.pavillongourmet.fr/](http://www.pavillongourmet.fr/)
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- Instagram: [www.instagram.com/pavillon\\_gourmet/](https://www.instagram.com/pavillon_gourmet/)

## Business Centre

### Level 1

A dedicated team is on hand to provide secretarial support:

- Internet access
- Fax & mail service
- Photocopying & computer access
- CDs and USB keys
- Secretarial assistance
- Telephone cards, stamps & stationery
- Meeting room rental

## Exhibitor photo & video service

- Promote your presence at the Exhibition, create a visual record of your stand, record interviews with VIP guests
- 20% TFWA member discount on normal photographic and video prices

## Free Wi-Fi service

Free Wi-Fi service for delegates inside the Palais des Festivals

Access via the 'PalaisDesFestivals WiFi' network using the code on your delegate badge. Technical support is available during Exhibition hours from Viapass (Level -1, Red Village)

## Interactive directional screens

Large touchscreens to help you navigate over 20,000sqm of floorspace

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## Recruitment service

### Mediterranean Village (Level 0)

- Leading recruitment firm BeThe1 specialises in fashion, beauty, retail and travel retail
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# BeThe1

## Helicopter transfers

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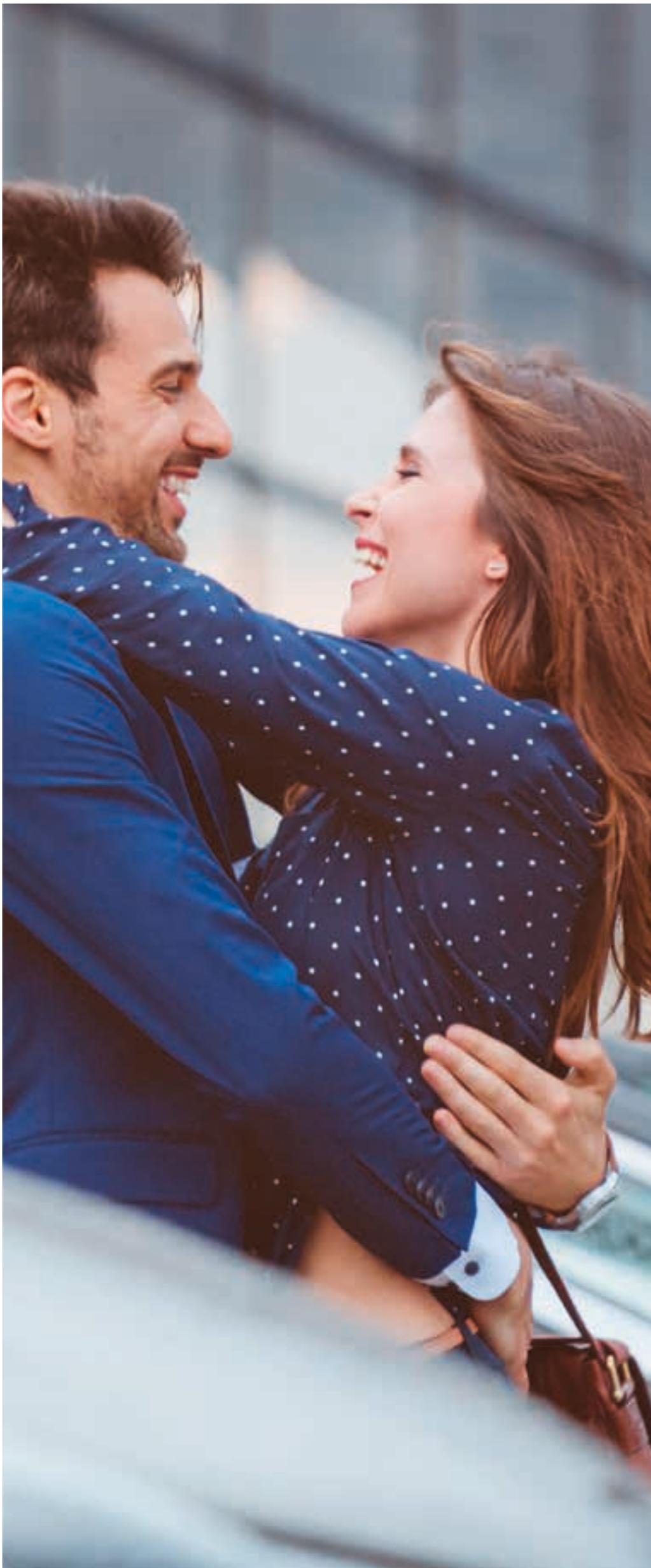
\* Price for a minimum of 2 persons on board.  
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## Shuttle services

TFWA has arranged a series of free shuttle bus services for delegates flying into and out of Nice Côte d'Azur Airport, and within Cannes between the Palais des Festivals venue and the main local hotels.



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the-go, treat others, and  
bring gifts for loved ones.

**MARS WRIGLEY**

ESTÉE LAUDER COMPANIES  
BREAST CANCER CAMPAIGN

# Estée Lauder Companies' 2019 Breast Cancer Campaign: Uniting the world in hope

Every 15 seconds, somewhere in the world, a woman is diagnosed with breast cancer. That is why, since 1992, The Estée Lauder Companies has been committed to saving lives, uniting and positively impacting people everywhere through its Breast Cancer Campaign's mission to create a breast cancer-free world. For 27 years, The Estée Lauder Companies has inspired action, funding the world's leading research to bring us closer to a cure and bringing a global level of awareness to the disease. It's #TimeToEndBreastCancer.

The Estée Lauder Companies has been a leader in the global breast cancer movement since Evelyn H. Lauder co-created the Pink Ribbon and started The Breast Cancer Campaign (The Campaign) in 1992. A year later, in 1993, she founded the Breast Cancer Research Foundation® (BCRF), the highest-rated nonprofit breast cancer organization in the U.S., dedicated to advancing the world's most promising research to eradicate breast cancer. The Campaign has raised more than \$79 million to support global research, education and medical services through the collective support of consumers, employees and partners worldwide, with more than \$65 million funding 260 medical research grants through BCRF. This year the Campaign aims to raise another \$9 million globally.

The Campaign will continue to drive worldwide efforts aligned to its mission:

- Launch a new social media call to action to rally supporters around the world to participate and raise funds through the simple action of drawing a Pink Ribbon on the back of their hand using pink lipstick, sharing why it's #TimeToEndBreastCancer and posting a photo on Instagram also with #ELCdonates. (For every public, in-feed Instagram post during the month of

October featuring both #TimeToEndBreastCancer and #ELCdonates together, @esteelaudercompanies will donate \$25 (a half hour of research) up to \$250,000 to @bcrcure. \$250,000 will fund a one-year BCRF research grant);

- Illuminate buildings, monuments and landmarks worldwide in glowing pink lights to raise awareness of breast health— including the Empire State Building, New York City, the Eiffel Tower, Paris, and Kiyomizu-dera Temple, Kyoto;
- Distribute informational brochures and pink ribbons at The Estée Lauder Companies' beauty brand counters worldwide;
- Mobilise 48,000 employees to positively impact communities and unite in action;
- Drive donations to BCRF through [ELCompanies.com/BreastCancerCampaign](http://ELCompanies.com/BreastCancerCampaign).

Elizabeth Hurley, The Campaign's longtime Global Ambassador shared: "I am honored to represent The Breast Cancer Campaign and help bring attention to the powerful work The Estée Lauder Companies does each year to unify and activate the global community around the cause." This year, 19 of the The Estée Lauder Companies' beauty brands will support The Campaign's mission: AERIN, Aveda, BECCA, Bobbi Brown, Bumble and bumble, Clinique, Darphin, DKNY, Donna Karan, Estée Lauder, GLAMGLOW, Jo Malone London, La Mer, Lab Series, Origins, Prescriptives, RODIN olio lusso, Smashbox, and Tom Ford Beauty. Each will contribute by selling Pink Ribbon Products or making donations to BCRF and/or other charitable organisations around the world.

You don't know what it is...



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but you know it's Nordés Gin!

Red Village M28

## Attention-grabbing packaging

Cabeau is this week promoting retail optimisation at TFWA World Exhibition & Conference. To launch its new merchandising and point-of-purchase programme, Cabeau is partnering with retailers to identify specific strategies to accelerate product turn and maximise store-level profits.

Its new product fixture boasts a 38% increase in product density from a compact 1.07sqft footprint and is a cornerstone of the new retail optimisation programme. Double-digit sales increases for \$40-60, manufacturer's suggested retail price, travel pillows are helping drive significant individual average transaction improvement for travel retailers.

Cabeau recently incorporated attention-grabbing lenticular packaging on its popular Evolution S3 travel pillow to educate consumers on its promise to eliminate neck pain and provide the scientifically best-seated sleep.

Along with its retail optimisation programme, Cabeau will also be showcasing its award-winning line of high quality, innovative travel products like the acclaimed Evolution S3 and Evolution Cool travel pillows.

**Yellow Village E39**



**NEW**



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**FRUIT FLAVOURS**



**8**

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INSIDE EACH  
POUCH**



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P8 MEDITERRANEAN VILLAGE**

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## Official exhibition opening

*TFWA World Exhibition opened immediately following yesterday's conference. The ceremonial ribbon-cutting was performed by Alain Maingreud, TFWA President and the Mayor of Cannes David Lisnard. Joining them on stage were Sam Gerber, TFWA Vice President Corporate; Frédéric Garcia-Pelayo, TFWA Vice President Finance; Patrick Bouchard, TFWA Vice President Conferences & Research; Nadia Skouri, TFWA Vice President Marketing; Donatienne de Fontaines-Guillaume, TFWA Vice President Commercial; and Claire-Anne Reix, President, SEMEC.*

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## The taste of heritage

**C**onfectionery distributor Conaxess Trade is launching longstanding British confectionery brand Walker's into global travel retail.

It is the first time the iconic British brand, whose treats include toffees in double-dipped chocolate, salted caramel and liquorice flavours, has played in global travel retail at such scale.

Conaxess Trade's Commercial Manager for Travel Retail, Britt Korsholm, said Walker's was a great strategic fit for Conaxess' portfolio, and suggested it would play well especially with shoppers in the Nordics and the Baltics, as well as Australia, Germany and Holland.

"It is a nice, family-owned company of 15 generations," she added. "They use good ingredients and no artificial colourings."

She highlighted the brand's range of larger jars, which she said would be ideal for gifting.

The brand was also currently looking into more sustainable methods of packaging, and how it can best crack down on plastics in the future, she said.

**Yellow Village G59**

## The chase is on

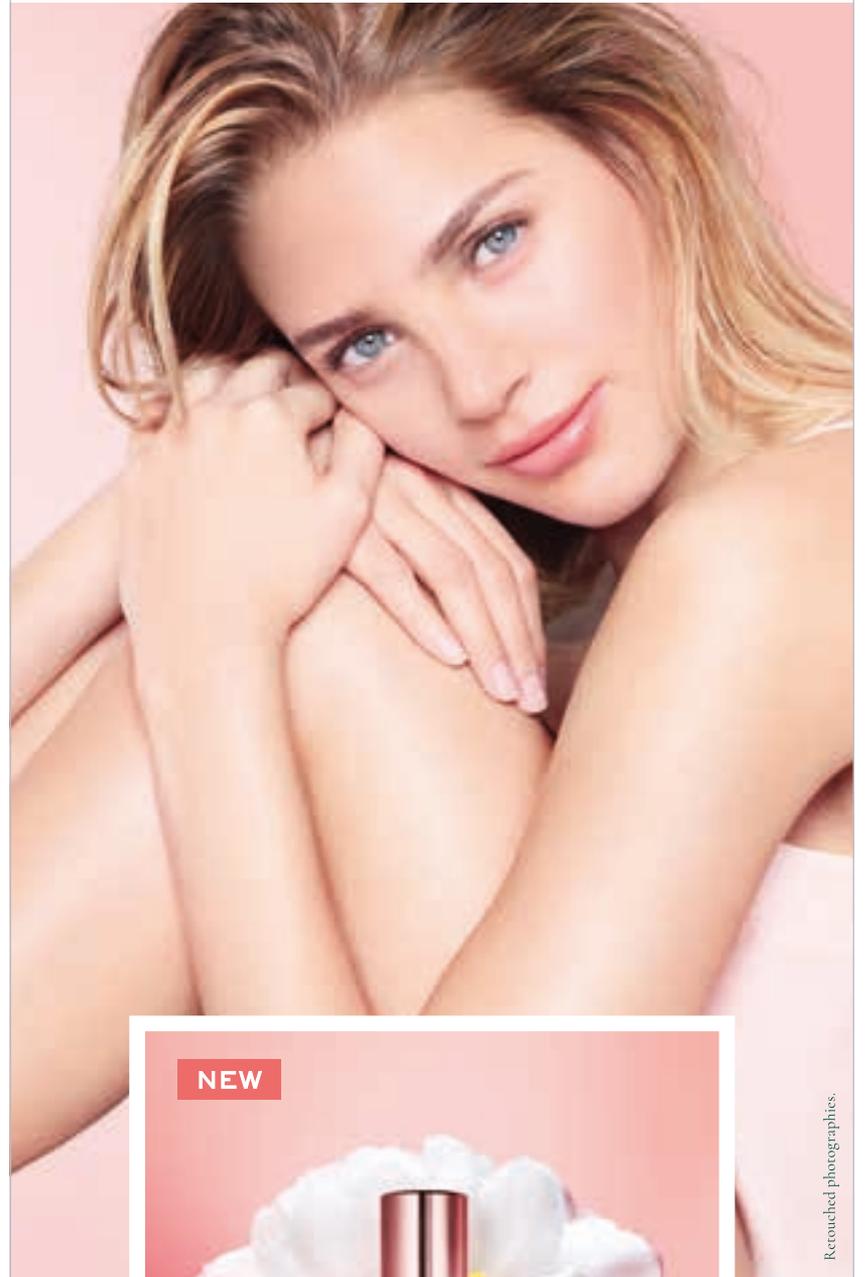
**Q**uite new to Cannes – it's their second year here – Chase Distillery is based in Hertfordshire, UK, and produces a range of flavoured and non-flavoured gins and vodkas. "Here at TFWA, we're presenting our new flavours to our existing customers, such as the Pink grapefruit & Pomelo or the Chase Rhubarb & Bramley Apple gin launched last April on the travel retail market," explains Katherine Berry, Business Development Manager - Travel Retail, Chase Distillery. "There is a lot of interest in our sustainable field to bottle distillery," Managing Director Andrew Carter enthuses, citing an already impressive list of upcoming appointments. On the travel retail market, Chase is already listed in airports in UK, Europe, Dubai and Shanghai. The UK company is now eager to find new partners in order to set foot in US airports as well as in Asian airports such as Hong Kong or in mainland China.

**Yellow Village E28**



  
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**Huile Prodigieuse® Florale**  
 Moisturising care with 7 botanical oils

## A royal pedigree

**S**pirits giant Bacardi Global Travel Retail is relaunching its Royal Brackla range of single malt whiskies, which it is calling “the finest sherry-finished whisky in the world”.

The new range, unveiled in Cannes, includes a 12yo, an 18yo, and a 21yo expression. They are finished in Oloroso, Palo Cortado and Pedro Ximenez casks respectively, and bottled at 46% abv. It took Bacardi’s malt master Stephanie MacLeod years of trialling and exploring different sherries “to give an extra layer of luxury to this fragrant and fruity whisky”, according to Bacardi.

The drinks will launch initially with China Duty Free in Beijing, Shanghai and Guangzhou airports in May 2020, with an eye to rolling out into further markets in the long term.

“China is such an exciting market for our single malt whiskies,” said Bacardi Global Travel Director Asia Pacific Gaurav Joshi.

“The Chinese whisky connoisseur is discerning and makes purchase decisions driven by a taste for refinement and the opportunity to make unique purchases such as with Royal Brackla.

“It is a privilege to partner with China Duty Free to present our most special single malt to their customers in the elegant surroundings of their stores including the new flagship location at Beijing T3.”

**Bay Village Bay 21**



## Defining cool

**S**odip is pleased to present, for the first time at TFWA World Exhibition and Conference, new men’s fragrance Castelbajac Homme Cool.

Reflecting on the meaning of ‘cool’ in these changing times, General Manager Selma Mami said, “I think it’s a way of thinking now. It’s about how you make choices to get involved in the things that matter to you. So it’s an attitude that we’ve tried to define with Homme Cool.”

The Castelbajac brand was acquired by Sodip in 2017 to allow this Paris-based family company to move into a selective fragrance space, while having more to offer to the millennial generation looking for brands with a story.

Jean-Charles de Castelbajac is a French fashion designer, who is the creative director of Benetton, and also known for dressing artists like Beyoncé and Lady Gaga.

“As a fragrance brand we are trying to do something very eye-catching and different with packaging. Castelbajac is a designer that likes to paint with primary colours, so the latest line for women has pops of colour that hint at the scent profiles within,” said Mami.

Red Cherry, Orange Choc and Blue Pop all retail at around €45 for 100ml.

“Let Chanel be Chanel,” added Mami. “We want everybody to have access to fragrance.”

**Green Village L39**

## For adventure-seeking men

**“**This is the right place for us,” said Birgit Rieder, Head of Global Marketing, Davidoff as she reflected on the brand’s new arrival of watches and accessories at TFWA World Exhibition & Conference.

“We chose to exhibit here as we are looking to increase visibility, and make people aware that Davidoff offers high quality accessories. Ours is a brand known the world over, for men who really enjoy life and define success on their own terms.”

Davidoff is looking to target such adventure-seeking men on their travels. The strategy for travel retail is to focus first on growing business in central Europe and the Middle East, where airport shoppers will appreciate the craftsmanship in the company’s line of men’s watches, cufflinks, wallets, writing implements and bracelets made with fine Italian leather.

“We also see Davidoff as a gifting brand,” added Rieder. “We have a range of quality products priced from €80-180 that are just right for impulse, gifting purchases.”

While Davidoff is hoping to develop accessories business with operators like Dubai Duty Free, Dufry and King Power, the team is also looking forward to serendipitous meetings, drop-ins and taking the temperature of the market. “The whole world is here!” added Rieder.

**Yellow Village G43**



## The world of luxury

**G**uests at the Mavive stand will have the opportunity to discover plans for the launch of Furla fragrances, whose license the brand acquired just a month ago.

“We are looking forward to introducing existing and new customers to the line. The Furla target is wide – not only young women, but also those a little more mature,” explained Massimo Vidal, Founder of Mavive.

The brand has its own lines of fine fragrance, as well as producing perfumes under licenses including Police, Replay and Zippo. Mavive was one of the first Italian companies to exhibit at TFWA World Exhibition & Conference back in the 1980s, and duty free and travel retail remain very important to its business.

“This show is a big window into the world of luxury,” said Vidal, whose more selective fragrances include new The Merchant of Venice L’Imperial Emerald in an opulent peacock bottle retailing at around €250. “We come also to look at our competition, understand the main trends and to be part of this world.”

**Red Village M30**



## Leading the flavour explosion

**I**n Britain, flavoured gins have taken over. Now Scottish distiller Ian Macleod is taking the trend worldwide, with a duo of new flavoured gins under its super premium craft gin, Edinburgh Gin – Lemon & Ginger and Raspberry.

“We’ve been really encouraged by the success that the brand has had in key hubs across the world such as Sydney, Hong Kong and Bangkok,” said Ian Macleod’s Business Development Manager for Travel Retail, William Ovens.

But it’s not just gin on the menu. Ian Macleod is also launching a new, travel retail exclusive whisky aged in rum casks for its Smokehead brand.

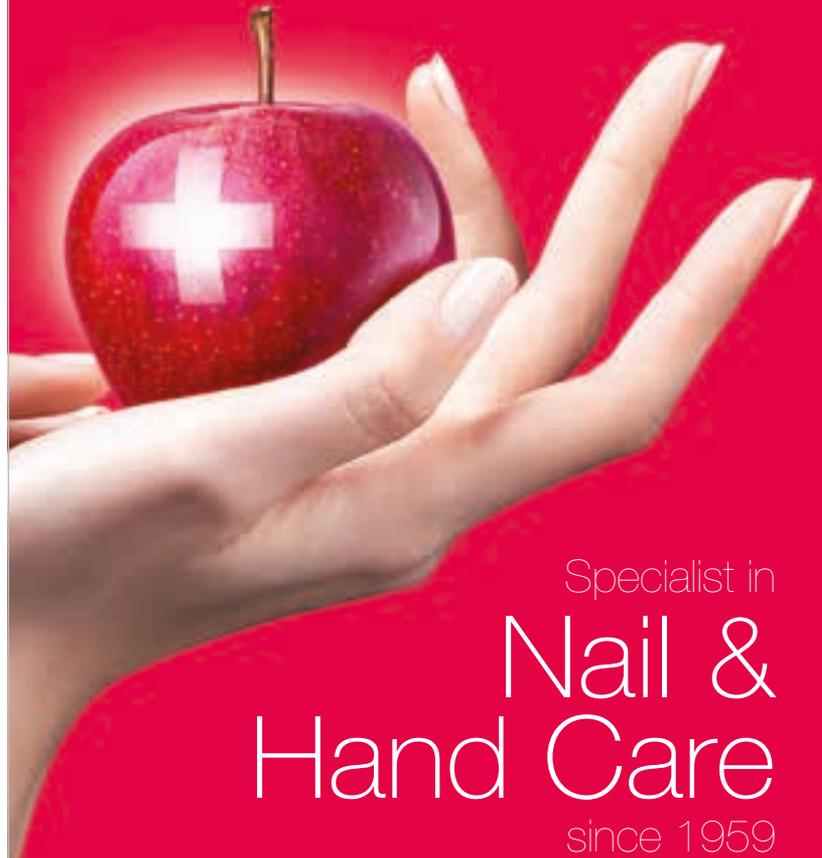
Smokehead Rum Riot is billed as a potential disruptor for the single malt market, which Ovens said could help draw younger shoppers and those unfamiliar with traditional category cues, which will be backed by “lots of activation” in GTR over the coming year.

Last but not least, there’s London Hill gin, a brand which Ovens believes is perfectly positioned to take advantage of a gap in the GTR market for a delicious gin at a lower access-point, price-wise. London Hill has been given a new pink flavoured SKU, which, at 43% abv, is stronger than many of its competitors.

**Red Village L7**



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**TFWA 2019** – RIVIERA VILLAGE RG16  
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## On the move

“Our target audience is anybody who’s travelling, be it on long-haul flights or during their daily lives,” explains Reine Genevieve, Area Manager Export & Duty Free for the French company Delsey.

Here in Cannes, where the brand has been present since 2015, Delsey is presenting three ranges. Montrouge is a business/elegant range targeted towards female travellers, with an easy, wide opening. Launched last year in red, it is now introduced in its new blue variant. Clavel is a colourful range of fashionable rigid suitcases launched in September. Daily’s range of travel bags and backpacks have compartments for laptops and some clothing items and can be used for business and leisure alike.

On the travel retail sector, Delsey is mostly present in France and in the Middle East. The brand is listed since May 2019 in Istanbul Airport and wishes now to expand toward Asian markets.

**Blue Village F13**



## Prodigy in the UK

Famous for its iconic l’huile prodigieuse 100ml bottle, the French body care brand Nuxe is available in most domestic markets in Europe, and it now vies to establish a similar presence in the travel retail market, which the company entered in 2013. “We are listed in all big airports in Europe except in London,” Global Travel Retail Director Marion Bruimand explains. “Now, we are in negotiations with Dufry for Gatwick and Heathrow airports,” she reveals. “We also have openings planned for next year in Moscow and Saint-Petersburg with Dufry and Heinemann,” she added.

Earlier this year, Nuxe started being distributed by Dufry in a series of Spanish airports including Madrid, Barcelona and Alicante.

Here in Cannes, the brand is introducing its Huile Prodigieuse duo-pack for duty free shops, which will be available by the end of 2019, and presenting the new Huile Prodigieuse Florale flowery variation launched last summer. Two smaller formats (30ml and 50ml) of their flagship product are planned for release next year.

**Green Village J51**

## Viaja de vino

Viña Concha y Toro is championing the wines of the Americas in its debut year at the TFWA World Exhibition & Conference, with a diverse portfolio of upmarket wines.

This includes top global Chilean wine brand Casillero del Diablo, which has been given a three strong premium range called Route of Cabernet Sauvignon, Trivento from Argentina, the world’s leading organic wine brand, Bonterra, and innovations such as the bourbon barrel-aged 1000 Stories and Adorada from California.

Diego Baeza, Global Travel Retail & Duty Free Director at Viña Concha y Toro, said: “Viña Concha y Toro has a great deal to offer both our travel retail customers and travelling consumers. We have unique brands and propositions and we are always looking to further diversify our offering in the channel with novelty and innovation.”

He added: “Having recognised the great potential of this channel and emphasising our company’s commitment to growing American wines in travel retail, senior members of our global brand and export teams are here with us in Cannes to share more on our family of wineries and our channel-specific strategies.”

**Harbour Village Accama Delta**



# VIÑA CONCHA Y TORO

— FAMILY OF WINERIES —

CALIFORNIA

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FETZER VINEYARDS  
— ESTD. IN 1948 —

  
**TRIVENTO**  
ARGENTINA

  
**CONCHA Y TORO**  
ESTD. 1884

VISIT US AT THE TFWA WORLD EXHIBITION  
ACCAMA DELTA, HARBOUR VILLAGE

## Brand new bags

**L**ancaster Paris has unveiled a brand new look for its upmarket stores, which TFWA World Exhibition & Conference's delegates can check out for the very first time by paying a visit to Lancaster Paris' stand.

The new look is light, airy and classy – perfect for the aspirational shopper. “It will roll out across Lancaster Paris' estate of stores over the coming years,” said Lancaster Paris' Global Commercial Director, David Ravizza, who speaks very highly of the show.

“It's good to be here and get some meetings with our existing partners – it's such a great, professional event and we always see lots of people coming back.”

The brand is also using TFWA World Exhibition & Conference as a way to showcase its stylish upcoming winter collection, with a host of products for men and women.

**Bay Village Bay 1B**



## Championing affordable luxury

**B**everly Hills Polo Club is new to Cannes, but the trend-setting all-accessory brand is not short of ambition. Showcasing a full range of accessories, from bags, to polo shirts, to eye-catching sunglasses, the brand is looking to grow – and fast.

New for TFWA World Exhibition & Conference this year is a brand-new, eight-strong range of perfumes for men and women: Titan, Trophy, Tour and Heritage Oud for men, and Challenge, Elegance, Mystique and Passion for women, which come in 50ml and 100ml bottles.

The brand is hoping its all-accessory store concept will catch the eye of potential partners at the show this year, and Beverly Hills Polo Club global brand manager Aleksandra Borycz is confident.

“We have got a lot of people interested and a lot of appointments. The brand is growing fast and I think it's going to fly.”

**Mediterranean Village N1**

## Slice of the action

**V**isitors to the Osborne stand were yesterday treated to an impressive demonstration by a Master Carver serving its premium Cinco Jotas acorn fed Iberico ham.

“We've had success with live carvings in a number of airports in Spain,” said Jörg Herlyn, Director. “In general, the market is growing as more and more airport retailers introduce space for chilled produce such as this.”

Ham carving is the star attraction at the stand that has doubled in size this year, where visitors can learn about three facets of the Osborne business: the aforementioned ham, Carlos I Brandy and Nordés Galician Gin.

“People are surprised by the Nordés brand,” said Herlyn of the premium grape-based spirit, which is served in a smart ceramic bottle and tastes light, fresh and fragrant. “They are interested to learn more about the part of northern Spain it is inspired by.”

He added: “We're already in 45 countries – now we want to conquer the world.”

**Red Village M2S**





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## Time for shisha

**M**aking its debut at TFWA World Exhibition & Conference is Al Fakher Tobacco Factory, which is the largest shisha tobacco company in the world.

Underlying its commitment to the channel, Al Fakher used the opening day of the show to unveil its new logo and branding, which will not be shown to the outside world until early next year.

“We thought this would be an opportunity for us to enhance our brand,” explained Nadim Abboud, Global Brand Manager. “This marks the start of a new era for us.”

Al Fakher established a travel retail division only 18 months ago. Back then the company had just 10 points of sale in the channel, compared to almost 50 today.

“The momentum will continue,” predicted Ziad G Jabre, Head of Global Travel Retail. “While historically shisha has mostly been smoked in the Middle East, now it is being smoked all over the world.”

**Bay Village Bay Terrace T12**



## Shaking things up

**E**xhibiting for only the second time at TFWA World Exhibition & Conference, Atom Brands is trying to disrupt the spirits category with its artisan liquids.

“We’re the new kids on the block,” said Anna Grant, Global Head of Communications & PR. “We have a varied portfolio and though we create our own liquids, we also curate other craft spirits brands.”

Atom Brands has set up shop on a yacht in Cannes Harbour, a location it believes is befitting of its unconventional ethos. “It shows our personality being out here,” said Emily Webster, Global PR Manager. “We can’t be contained indoors.”

Atom Brands arrived in Cannes in bullish spirits having scooped two prestigious awards for its Gold Coast Gin and Sydney Garden Gin. They recently claimed top honours in the Travel Retail Gin category at the Spirits Masters awards. “We are only launching them here and already they’ve won awards,” said Webster.

The winning gins are part of a new line of destination-specific spirits that Atom Brands has developed with retailers. “We can work with retailers to create destination-specific gins using local botanicals,” added Grant.

**Harbour Village MEME**

## Doyens of design

**E**xclusivity has long been a buzzword in travel retail as brands clamour to offer consumers something unique. Taking that to another level is the Silver Crane Co., which designs bespoke confectionery tins for individual retailers.

“We keep the design exclusive for the retailer so they’re not sharing the same product with anyone else,” explained Dave Syms, Sales. “We’re all about designing something different, something that stands out.”

The brand’s portfolio includes destination-specific tins that feature anything from Big Ben to the Eiffel Tower. “We are not tied by a brand identity, which means we can be completely flexible with our designs,” said Syms. “The destination becomes the brand.”

The Silver Crane Co. sources its own confectionery and even has its own BRC-accredited packing facility in the UK.

The family-run business also has an interesting story behind it having started out as a market stall in London, from which the Goodman family sold custom ceramics and tins. “It’s come a long way,” added Syms.

**Red Village J3**





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## Accessible crystal watches

“This is our first time in Cannes,” says Suzy Jacobs Giller, Senior Account Manager - Global Regional Sales at E. Gluck, which holds the manufacturing license for the accessible woman fashion watch brand Anne Klein.

“In the travel retail sector, we’ve been mostly present in the cruise ship business for over 30 years,” she added. The brand now seeks to expand towards the airport duty free market in Europe and Latin America. “In order to penetrate these new markets, we’ve come here in Cannes with our core assortment of watches, including our crystal watches, made with Swarovski crystal,” Giller explains. On board exclusive boxed sets of wrist watches and bracelet are also being introduced here in TFWA and will be available in cruise ships starting from December.

**Red Village L20**



## Travel retail glasses

“Buch+Deichman is one of the biggest companies in the reading glasses business,” boasts Roberto Crom, CEO, founder and owner of the Danish company, started in 1970.

“With its reduced need for space, our product is very adapted to the duty free market,” he adds. As demonstrated by the booth, investment in stands and product presentation in retail spaces are key focuses of the company. “It’s at least as important as the product itself,” Crom insists. Here in Cannes, B+D is presenting its latest product ranges, including its screen light blocker range launched two years ago. “With our classic & trendy design, we want the people to see that they have something different.”

“At the moment, airports is our main business,” Crom explains, “and we’d liked to be listed on cruise ships,” he adds. The company is also looking for distributors in order to increase its presence in the Far East.

**Yellow Village A21**



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