

TFWA

WORLD
EXHIBITION &
CONFERENCE

TFWA
daily

FRIDAY 4 OCTOBER 2019



04

**Le Premium
Evening**
Last night at
Port Canto

06

Exhibition news
Reports from
the exhibition
floor

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TFWA

Alain Maingreud
President



Introduction

The wind down of a wonderful week

Our time in Cannes is coming to an end, and what a productive week it has been. From the wealth of new innovation displayed at our TFWA Innovation Lab and by hundreds of exhibitors in the main halls, through to our inspiring speakers at our workshops and conference, I'm certain that this year's TFWA World Exhibition & Conference will leave a lasting impression long after the exhibition doors close.

There is, however, still time to learn about the latest brand news in the exhibition halls, and our ONE2ONE meeting service will also be available for visitors looking to organise those final important meetings with business clients. Today will also be the last chance to visit the TFWA Innovation Lab, and for all of those who have yet to do so, I highly encourage you to take up this opportunity to discover more about which technological and business advancements will have the biggest impact on our industry going forward.

A big thank you once again to all our sponsors and local partners for their support in bringing both the exhibition and the conference programme to life.

As the duty free and travel retail market faces increasing pressure from challenges such as prohibitive legislation and new economic and political turbulence, embracing innovation will become essential in order to improve efficiencies and better meet the demands of our customers. It is, therefore, heartening to hear the overwhelmingly positive response to the TFWA Innovation Lab, which further highlights the willingness of our business to adapt and improve to meet and overcome these challenges.

Whilst preparing to return to our own markets, do remember that a comprehensive review of the week will soon be available to view on the TFWA website, allowing visitors to relive some of the highlights from the week.

Looking ahead, we have many more important dates to mark in your diaries, starting with the 2019 MEADFA Conference managed by TFWA and hosted by Muscat Duty Free. Held this year in Muscat, Oman from 25 to 26 November, with the Opening Cocktail taking place on 24 November, the MEADFA Conference will bring together leading representatives from the duty free and travel retail industry in the Middle East, Africa and beyond.

The TFWA Asia Pacific Exhibition & Conference returns to Singapore from 10 to 14 May 2020. As the largest duty free and travel retail region and growing, Asia Pacific remains incredibly important to the success of our industry. The TFWA Asia Pacific Exhibition & Conference will highlight the latest developments that will help industry professionals grow their business in this vital market.

We sincerely hope you can join us on these dates to learn more about the developments that will drive further growth in our industry for years to come.

The day ahead

- Today is your last chance to visit the new TFWA Innovation Lab. Leading technology-forward brands will be exhibiting from 09:00 to 12:00

Caritas collection today

Exhibitors are requested to have their donations to the Caritas Secours Catholique charity ready for collection this morning. Helpers from Caritas will visit stands and collect the donations in the course of the morning. They will use the contents to bring pleasure to disadvantaged people. Please use the special Caritas bags, which were distributed yesterday. Thank you for your generosity.

During yesterday afternoon's TFWA closing press conference, President of TFWA Alain Maingreud, revealed the renewal of TFWA's contract with the City of Cannes and SEMEC for the next three years with the option to be extended further.



The official renewal ceremony took place in the presence of John Rimmer, Managing Director, Tax Free World Association; Claire-Anne Reix, President, SEMEC; Alain Maingreud, President, Tax Free World Association; David Lisnard, Mayor of Cannes; and Didier Boidin, Managing Director, SEMEC.



TFWA's partnership with Nice Côte d'Azur Airport has several advantages for delegates attending TFWA World Exhibition & Conference. The airport will give delegates a special 10% price reduction across a selection of brands available in airport stores on presentation of their TFWA World Exhibition & Conference visitor or exhibitor badges.

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Le Premium *Evening*

Last night's Le Premium evening was an unforgettable finale to the week. Guests enjoyed sumptuous cuisine with rolling musicians and eye-catching performers.





Alpaca my bags

Butterfly Twists is pleased to show off its new Vada line of footwear made with Alpaca fibres – a natural solution ensuring feet keep cool in warm weather while staying snug on chillier days.

“The sole is made from recyclable TPU and the insole is made from algae,” explained Founder Frank Eribo.

The brand’s other exciting news is its partnership with film star and fashion icon Catherine Zeta-Jones, who will help design collections over the next 2-3 years.

“She’s been wonderful,” added Eribo. “Some celebrities just are happy to put their name to a product, but Catherine Zeta-Jones has got really involved in the design process, right down to picking out the swatches of fabric she likes best.”

Soon, Butterfly Twists will expand its offerings further to include a sneaker selection, while of course continuing to offer the chic foldable flats that are so loved by fans.

 **Yellow Village F42**



Space saver

Travel accessory company Design Go has revealed its new stand that can be introduced as a space saving solution within the travel retail marketplace.

“This year, we wanted to talk to you about our new stand, which is something we are launching here at the show. You can fit up to 40 SKUs on it and it gives you the option to have pillows on one side and adaptors on the other or just adaptors on both sides,” said Design Go Marketing Co-ordinator Rebekah Vennard.

“It’s a great solution for the size that it is,” said Vennard, adding: “We have customers in France and Spain that we’ll be putting it in for and now orders are starting to come through.”

 **Yellow Village B24**

The peak of distillation

Distell has unveiled a delectable new gin from its esteemed Tobermory distillery, situated on the gorgeous Isle of Mull, Scotland.

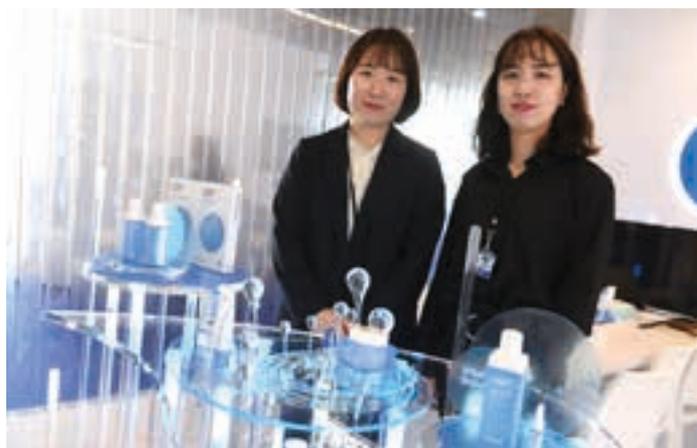
The gin, which is made with an enticing variety of botanicals – including new make malt whisky – comes in at 43.3% abv and is the first in a series of exciting moves from the premium spirits supplier, according to its MD for Travel Retail, Luke Maga.

He said: “It’s a very exciting period for us – there is a huge boom around gin but we believe we have created something extremely special. We source as much as we can from the Isle, and it has a really nice story behind it.”

Distell has created its own perfect serve for the gin: tonic water, blood orange, hibiscus and thyme – elevating it above your garden variety gin and tonic.

It rolls out into global travel retail from January 2020.

 **Green Village M64**



Beautiful biome

Dr.Jart+’s dreamy blue booth, in a new location in the Riviera Village, is a perfect environment to experience the new Vital Hydra Solution range of skincare to provide relief to dry, tired and dull skin.

“The Dr.Jart+ blue sheet mask is one of our top selling items,” said Song. “So, from there, we took the idea to extend to a whole skincare line for hydration.”

The Vital Hydra Solution line includes a toner, and emulsion and a cream. There’s also travel retail exclusives including the Biome Skin Care Duo set.

At the heart of the Dr.Jart+ brand is bringing together art and science. We read a lot about the importance of the gut microbiome, but what about the skin?

“If the balance of your skin microbiome is broken, then that’s where troubles start coming up. The key concept of Jartbiome is to keep your skin balanced,” said Soo Song, Sales Manager for Dr.Jart+’s Global Travel Retail team.

 **Riviera Village RE5**



For all occasions

Alpargatas Europe, better known for the Havaianas flip-flop brand, introduces a selection of new product variants to its already existing classic range including adaptations to soles, print, glitter and style from flip-flops to slides.

“One style we are launching for next year is called the Platform, which has a chunkier sole like the 1990’s style platform shoe,” said Merel Werners, EMEA Marketing Director, Alpargatas Europe.

Other lines include one with glitter which, Werner described as having “glitter not just on the straps but also on the sides.” A St Tropez line that includes fabrics and styles to encourage people to wear the brand “in the city and not just while at the beach or pool.” A range that uses printed imagery that is not just on the strap, but “also on the sole and along the sides”; a unisex flipflop in three colours that panders to “logomania”; a Brazilian range “including the flag” as a motif or as a pin and differing layered colourways as well as “slides that appeal to people who do not like flip flops.”

“With flip flops people think there is just one model,” said Werner, before adding: “Really, with flip flops, there are actually around 450 SKUs.”

Mediterranean Village N7

Meetings with malt

MacDuff International has been catching up with customers while presenting its new size bottling of Islay Mist whisky to visitors this year.

“We’ve seen a good mix of old and new this year. Quite a big chunk of our sales are in Europe in travel retail and in the Middle East, so it’s always worth our while coming here because we see a lot of important existing customers,” said MacDuff International Export Sales Director John Scott.

It’s the first time we have had our Islay Mist in the litre bottle as part of our presentation,” added Scott.

Green Village L64



A spirited approach

The Mexico based Fraternity Spirits is presenting here in TFWA World Exhibition & Conference its usual range of tequila, rum and mescal with some recent additions such as the Reserva 22 rum or the square shaped Los Arango bottle, a refurbished packaging for the Corralejo tequila released at the beginning of this year.

Fraternity Spirits is listed in airports in Spain, UK, Germany, India, Dubai and Sri Lanka. Its angular shaped bottles are also available in border shops in the US and in Latin America and can be found as far as in cruise ships departing from Riga.

However, developing travel retail is not the only driver behind the company’s participation at the show. “We’re here to maintain our relationship with existing customers, but also to expand towards European domestic market,” says Chief Financial Officer Rafael Bernardi.

Blue Village G3

Wondrous watches

Upmarket Chinese watchmaker FIYTA’s mission is to bring durable automatic watches with classic style to the world. Already a smash hit in the Chinese market thanks to its reliable, sleek products, FIYTA is now gathering serious steam in the world of travel retail according to the brand’s International Market Division Assistant GM, Jobs Wang.

“The brand has a lot of awareness with Chinese tourists,” he said. “Everyone wants to attract Chinese tourists, so our brand has a lot of potential.

“Our focus now is to enhance the brand image,” he says, “because we want to become more and more involved in this industry.”

For Cannes this year, FIYTA is showcasing a watch created in collaboration with the Chinese J-20 fighter plane – the brand is proud of its links to Chinese military and industry. And impressively, it has already sold out.

Yellow Village E38



A taste of Sicily

Planeta Winery, exhibiting as part of the Italian Signature Wines Academy (ISWA), is showcasing a premium selection of its range suitable for the travel retail marketplace.

“The ISWA is made up of family-owned wineries. It’s an association in Italy where we all work together to promote family wineries with good quality producers,” explained Planeta Winery Export Director Penny Murray.

Murray described how Sicilian winery Planeta is here at TFWA World Exhibition & Conference “because we work closely with duty free with Heinemann as well as some airlines and we use this occasion to meet current clients as well as future ones.”

Murray added: “We have bought a selection of wines from small parts of Sicily where the DOCG comes from. For instance, we have a wine from Mount Etna that is grown at very high altitude, so we are talking to Singapore Airlines because it’s a great wine that could go well with Asian cuisine.”

Yellow Village F51



Drinking better

For Valentina Cozzi, Illva Saronno’s Global Travel Retail Marketing Manager, TFWA World Exhibition & Conference is an opportunity to immerse herself in current trends.

“Everyone in spirits is focusing more and more on the quality of the serve. Proposals this week are focusing on quality, and on the idea of ‘drink less, but drink better’. Of course, we want people to enjoy our product but also ensure they have the opportunity to do so in good mixes.”

The show is also an opportunity to get inspired: “I always look at what other brands are doing, and not just in the spirits category,” said Cozzi. “For example, I always look at the perfume companies. It might seem like a totally different category, but seeing what they are doing in terms of packaging can be very inspiring!”

Cozzi said Illva Saronno has been focusing on original Disaronno and Tia Maria this week but teased that there is “something big” coming up soon.

Bay Village Bay 19

Spirit of the ocean

Back in the day, British sailors would pour rum into the ocean at the start of voyages as an offering to the God of the sea, Neptune, in the belief that it would protect them from disaster.

Now the seas themselves need protecting and the Barbadian rum brand, Neptune, is paying its dues to the drink by funding projects that clean up the ocean.

The award-winning rum brand is the latest addition to Hunter Laing’s burgeoning travel retail portfolio. “\$1 from every litre sold goes towards organisations that are doing good things to improve the health of the oceans,” explained Trevor Moore, Chief Operating Officer.

As well as having a good CSR story, Neptune also has an award-winning liquid behind it. “This is officially the most awarded rum in 2018,” cooed Moore. “It has got a great taste profile and, unusually for rum, it is chill-filtered.”

Blue Village H7



Full-on fragrances

For fans of scintillating scents, look no further. Mäurer & Wirtz is putting its own brands – the iconic Tabac, for men, and the elegant 4711, whose recipe is closely guarded – front and centre this year.

The brand moved to a new and improved booth for this year’s TFWA World Exhibition & Conference, and its Director of Brand Management, Stephan Kemen, said the move had helped ramp up excitement for the company’s range of delectable aromas. “We have seen all our partners and distributors in four days and have seen what’s going on in the different markets. It’s our first year in the new spot and it’s getting better. We have a lot of initiatives for next year.”

It’s not just its own brands though. Mäurer & Wirtz also offers a wider range of fashion and beauty lines, which it sells and markets under license.

Bay Village Bay Terrace TS

Striving for sustainability

Valrhona is using TFWA World Exhibition & Conference to communicate its commitment to sustainability. “Our aim is to be carbon neutral by 2025,” explained Souhila Boudhar, Travel Retail Manager APAC. “We have always been committed to sustainability, but we want to better communicate that message.”

As part of its pledge, Valrhona has reduced the packaging in many of its products, including replacing plastic chocolate trays with paper. “We use a paper that absorbs humidity, so the chocolates stay fresh,” said Boudhar. “We have been working really hard to reduce all of our packaging, especially plastic.”

Valrhona owns its own cocoa plantations in Venezuela, Madagascar and Ghana, where it claims to have worked with communities to build schools and health centres. “We really want to talk to customers about what we are doing in the field,” said Boudhar.

Riviera Village RH16



Bikini season is over

Exhibiting for the first time at TFWA World Exhibition & Conference is Simply Chocolate, which is trying to inject some cheekiness into the confectionery category.

“We like to have a bit of fun,” explained Lars Knudsen, International Sales & Marketing Manager, referring to the brand’s chocolate boxes, which carry taglines such as “bikini season is over”.

The Danish brand has also been working hard to keep its business on a sustainable footing and customers will notice an absence of plastic trays in its chocolate boxes. “We have also just finished installing solar panels on the roof of our headquarters,” said Knudsen. “We do what we can to be sustainable.”

Despite being a newcomer to the show, Simply Chocolates has received a great response from delegates. “We have been quite overwhelmed by the interest in our company,” said Knudsen.

Yellow Village D40

You don't know what it is...



Drink responsibly. 40°

but you know it's Nordés Gin!

Red Village M28



Red Village M28



Davidoff trains its retailers

Davidoff has just released its “Year of the Rat” limited edition cigar for the Chinese New Year and has announced a series of releases for next year. During the first quarter, the brand will unveil ‘The Winston Churchill The Late Hour Petit Panatela Limited Edition’ which comes in a tin packaging. Marketing Activation Manager EMEA Adele Bottoni, commented: “Short smokes are an important trend within global travel retail which is why we have introduced this for next year.”

During the second quarter, Davidoff will be releasing a travel retail exclusive 5 count box of ‘Davidoff Special <53> Limited Edition’, while the third quarter will see a new travel retail exclusive 5 count box of ‘Davidoff Robusto Intenso’. Bottoni pointed out: “What makes these products important is their tobacco blend. Both ‘Davidoff Special <53> Limited Edition’ and ‘Davidoff Robusto Intenso’ are vintage blends, which is why we are bringing them back as limited editions.”

Here in TFWA World Conference and Exhibition 2019, the cigar manufacturer has also been presenting its newly opened Davidoff Academy, a B2B online platform for the specific training of the staff of distributors such as Dufry and Heinemann. Bottoni announced yesterday the opening of a store in Dakar Airport in 2020 and elaborated on the brand’s expansion strategy: “For global travel retail specifically we see growth potential in South America.”

 **Bay Village Bay Terrace 1**

High end Prosecco

The premium Prosecco brand Follador is celebrating its 250th anniversary here in Cannes with the release of a commemorative “Follador 250th anniversary bottle”. This limited edition (30,000 bottles), as well as a selection of the family owned sparkling wine maker, can be enjoyed in Virgin VIP lounges in 10 airports in the UK (Heathrow), Russia, Brazil and Spain, but also, since 1995, onboard the Venice to Istanbul Orient-Express or on the Bangkok to Singapore Eastern and Oriental express.

“Now we would like to be listed in ferries and cruises and in airports venues such as Dubai Duty Free,” says Andy Kerr, Managing Director at World of Patria, distributor of Follador. “It’s a premium proposition that we would like to see distributed in selected high-end venues,” he adds, hinting at the 200ml single serve format for interested airlines.

 **Blue Village G13**



Grape and grain

The Bayadera Group is inviting delegates to swing by for a glass of vodka and a traditional Ukrainian snack: horseradish and pork fat on rye bread. “It’s our national dish,” said Andrew Kushnir, Head of International Sales.

Returning to TFWA World Exhibition & Conference for the second time, the Bayadera Group is using the show to raise the profile of Ukrainian wine and exhibit its vodka portfolio.

“Ukrainian vodka is world famous, but our wines and sparkling wines are not widely known,” explained Nikita Shakulin, Chief Commercial Officer – Eastern & Northern Europe.

One of the Bayadera Group’s flagship products is Hlibny Dar, which has a new gluten-free expression made from corn. The brand is also showcasing a new ginger and honey flavoured vodka, which is an extension of the Hlibny Dar craft series.

 **Red Village L23**

Zamora takes over

Spanish family company Zamora’s portfolio of alcoholic beverages – which includes gin, American whiskey and Spanish wines, liquors and sangria – is listed globally through agreements with Dufry, Heinemann and Lagardère.

Distributed by Dufry, its flagship travel exclusive range of Rioja wine “The Journey Collection” was launched three years ago and is still a favourite. “We were the first ones to release a Rioja wine as a travel exclusive product” recalls Alicia Jimenez, Area Manager Europe.

After the purchase two years ago of a distillery in Texas, Zamora launched the “Yellow Rose” range of American whiskeys last June on the European domestic markets. Negotiations are ongoing with Dufry and Heinemann for distribution on the European travel retail market.

“Now, we want to strengthen our presence in the Americas and in Asia” Jimenez asserts.

 **Green Village M67**





Snacky birthday!

For its 25th anniversary, the global confectionery brand Mondelez World Travel Retail invited delegates and members of the press to a well-attended event on Wednesday in Riviera Village.

The confectionery category leader showcased its most innovative personalisation element to date – the new Toblerone sleeve printer – which some members of the audience trialed to personalise their Toblerone bars.

Juergen Leisse, Mondelez International President, Central Europe & EU Central Sales, insisted on the company's leadership and took the occasion to introduce the Harmony programme. "We're changing the way that wheat is grown and harvested across Europe to improve environmental conditions and farming systems. By 2022 all biscuits in EU will be produced with Harmony," he explained.

Jaya Singh, Managing Director at Mondelez World Travel Retail, said: "The TFWA World Exhibition & Conference is always the highlight of the travel retail calendar, and we couldn't imagine a finer occasion to celebrate our twenty-fifth year of dedication to the channel."

 **Riviera Village RG5**

Updated range

With the opening one week ago of a new listing in Yangon International Airport, the Bulgarian tobacco manufacturer KT International is adding one more pearl to a successful series of distribution agreements. KT international is listed in airports in Czech Republic, Poland, Dubai and Jordan, in a ferry in Spain and in cruise ships in Spain, South Korea, Japan and Singapore.

Here in Cannes, KT International is presenting its usual range of capsule products and is introducing its updated Corset and King range, "repackaged to reflect the need of the customers" explains Ivan Milev, Duty Free & Travel Retail Manager Asia & Americas.

"Our focus here at TFWA World Exhibition & Conference 2019 is to attract new customers with a specific focus on Africa, Middle East, Central America and South America," Milev announces.

 **Marine Village S14**



The other vodka

For its third participation here in TFWA World Conference & Exhibition 2019, the Russian vodka producer Kremlin Awards is presenting its three new products – the Kremlin Awards Vintage, the Kremlin Awards Organic and the Kremlin Awards Classic – along with its flagship Grand Premium Vodka. "We're competing with the brand Beluga," says Travel Retail Manager Ilya Makarov. Thanks to partnerships signed with Heinemann in 2014 and Dufry in 2015, Kremlin Awards is listed in six airports in Russia – including the three Moscow airports Sheremetyevo, Domodedovo and Vnukovo, and Pulkovo Airport in Saint-Petersburg – in Azerbaijan, in Vietnam and at Dubai duty free. The company's products are also listed in diplomatic shops with Peter Justesen and negotiations are ongoing for airport and border shop listings in Argentina.

"Currently, we're consolidating and improving our range" says Makarov.

 **Green village K64**



Body beautiful

Moroccanoil is taking the opportunity afforded by TFWA World Exhibition & Conference to show off its new line of body care products.

"We've expanded into a full body line. The consumer knows and loves us for our fragrance – that's why it's called Fragrance Originale," explained Yeolan Delapenna, Director of Global Marketing – Retail & Travel Retail.

The line includes products for every step of body care, from a body polishing scrub with crushed argan nuts and lava pumice stone, to a dry body oil for soft, silky skin.

In addition, Moroccanoil is now offering 100% pure argan oil, without fragrance, that will boost the antioxidant properties of any product it is added to.

"We've been very well received," said Delapenna. "There's so much more awareness to be gained. We're more than just a haircare brand – we're a lifestyle brand."

 **Yellow Village B19**



Full steam ahead

The Three Stills Company has revealed a new addition to its portfolio that it plans to release into global travel retail – a steam vodka.

“This year, in about a month’s time we will be launching our new vodka. It’s called Puffing Billy and it’s a steam vodka,” said The Three Stills Company Commercial Director Tony Roberts.

“It’s something a little bit different from other vodkas because it is, like our gin, made from malted barley spirit, not grain neutral spirit. Our starting point is what would have become malt whisky had we put it into barrels and then we put it through a still named Billy – named after William Kerr’s. We put charcoal where we would put the botanicals, so the vapour passes through the charcoal rather than in charcoal filtering it is the liquid that passes through – because we filter the vapour we were talking about the steam concept,” explained Roberts.

Red Village K17



Perfectly paired

Neuhaus has created a chocolate confectionery collection that has been designed to be paired with wines.

“We have our regular collection and seasonal items with some novelties, but our showcase is the second instalment of our pairing collection,” said Neuhaus Senior Area Manager Travel Retail Asia Pacific Sebastien Bruggeman. “We worked with wine masters and our chocolate masters bringing them together to develop chocolates that are to be paired with red wine and white wine.”

“For each one of them we have tasting cards with the flavour profile of each chocolate also with which type of wine would be a good to pair for it. Then we go deeper and say certain wines that we would recommend,” added Bruggeman

Yellow Village AA11



Scrumptious single malts

The Indian whisky scene is growing, and Paul John Single Malt is at the forefront. Crafted in Goa, the brand’s whiskies have a distinctive taste to rival the finest Scotch, and have won over 200 awards. Its range includes Brilliance, a non-peated whisky, Edited, with a hint of peat, and Bold, a heavily peated spirits. All the barley used in its drinks is sourced from India, which Asa Abraham, who heads up the brand’s PR & Communications, says adds a unique flavour and quality.

New for this year is the second limited run Christmas edition from the brand, an exclusive blend of its older single malts finished in Pedro Ximenez casks.

Paul John has also recently moved into brandy, creating Paul John XO, which is made from the highest quality Ugni Blanc grapes.

This is Paul John’s first year at TWFA Cannes, and the brand’s founder – Paul John himself – says it has been a success.

Blue Village B4



Skincare Masters

Qiriness is displaying a selection of new skincare products as well as a men’s range this year. “Qiriness Sauna Visage is a product that, if added to hot water, with the steam it will purify the skin,” said Qiriness Chargée d’Export Anaïs Grimm, revealing that this year the new fragrance is Sicile – which has a citrus scent.

“Qiriness Soin Bonne Mine is a sun-kissed energising gel that has small balls inside that massage your face and it isn’t tanned, but it gives your skin a glow,” said Grimm.

Other products include: Qiriness Caresse Lèvres Sublimes – a plumping up and contour filler and the Qiriness Booster Temps Sublime – an anti-age concentrate which recently won the Victoire de la Beauté award.

“Qiriness has also launched a men’s skincare range including an anti-aging cream and a beard conditioner,” said Grimm.

Green Village J53

Stand out style

Tous has upgraded its display stands this year to show off its jewellery and accessory products to more impulse shoppers.

“We are showing the new tower we have, which is exclusive to travel retail. We have changed a bit of the design – we used to just have the boxes, but now we have the new display,” said Tous Travel Retail Manager Jacqueline Hernández.

“The company is growing quite steadily. This has been almost the third year in a row that we have been opening 100 stores. We are present in more than 50 countries,” added Tous Expansion Director Levan Tsulukidze.

 **Bay Village Bay 5B**



Chilean notoriety

Chilean wine specialist VSPT Wine Group is introducing its range to visitors of the TFWA World Exhibition & Conference.

“Our focus is on the Gato Negro brand we have, it’s one of the top 10 most powerful brands linked to Wine Intelligence and in duty free people are looking for products that are premium so this Chilean wine brand is the best for this price segment,” said VSPT Wine Group Global Travel Retail Manager Tomás Icaza.

“From the show, we hope to get to meet new customers. We want to develop within the travel retail channel, so we want to show who we are and listen to their needs so we can eventually pull together,” said Icaza.

“Alpaca is the number one wine in Japan,” he revealed and hinted: “We also have things that are more niche too, like Leyda.”

 **Green Village H58**

Guaranteed security

Tru Virtu offers safety and security for the discerning traveller thanks to its patented technology, which keeps credit and debit cards unflinchingly protected from thieves thanks to its RFID-protected design, which prevents any illegal scanning of personal data or demagnetisation.

New for this year is a stylish, futuristic carbon-fibre model, which is notable for its lightness and portability, which the brand’s marketing director Katrin Mengel highlights as a key selling point.

But it’s not just about security – the wallets offer a wide range of styles for the discernible traveller, all made with the finest Italian leather: from simple but stylish blacks to audacious glitter to bamboo, there’s a Tru Virtu wallet to suit all tastes.

The brand is also big on CSR: it’s facility in Germany employs many disabled people, who get the chance to work under fair and protected conditions, giving them a valuable step on the career ladder.

 **Red Village J21**



News and brews

Unilever has a stand this year that combines its four brands side-by-side covering wellbeing through a range of products.

“We now have four brands: Murad, Living Proof, Carte D’Or and T2 Tea. This is the first time we have exhibited T2 Tea, so we are offering out some freshly brewed teas – herbal and fruit too – to people who stop by the stand,” said Unilever Travel Retail Global Business Unit Lead Rosalyn Frayna.

“You can have tea, chocolate and cake here,” said Connor Stephenson, Wholesale Customer Support at T2 Tea.

“You can have your hair done and there’s a wellness booth upstairs too. It’s really experiential,” Frayna added.

 **Green Village K50**



Advanced VIPs

Tintamar is displaying a range of its VIP [Very Intelligente Pocket] pouches for bags so that those on the go can keep their essentials neatly together, along with a new range with an additional power bank for charging mobile phones.

“More than 45 airlines and several duty free shops have sold the VIP for many years. Now, we have enriched the VIP with a power bank, so it is no longer just a bag organiser, it is also a way to power your iPhone or device too. It still has the same functionality from one bag to another,” said Tintamar Brand Director Edith Petit.

Petit explained that Tintamar has also introduced a kids range of VIPs that convert to small rucksacks and Smart Alarm bags, camera bags and backpacks that alert the owner if the zip is opened via an app.

Blue Village H29



Stunning Spanish wines

Prestigious winemaker Torres has unveiled a spectacular new travel retail exclusive red wine, which travellers are sure to fall for.

The Celeste Traveller's Editions is a delectable Ribera Del Duero Temperanillo with a “very juicy burst of red and black fruits”, according to Torres Brand Manager Lucas Gailhac, with a “smooth, toasty and creamy character thanks to its oak aging”.

As well as rolling out into travel retail, the launch was showcased at the Frontier Awards last night.

It comes as Gailhac said shoppers were looking for increasingly “versatile” wines to accompany more adventurous tastes – although he insisted the new wine would be ideal with tapas such as Jamon Iberico. Gailhac added it would retail between €15-€20.

Torres has also launched four limited edition packs for its 10yo brandy, with tantalising designs playing up the party spirit of Barcelona.

Blue Village D3

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MAVALA 60th Anniversary

SWITZERLAND

MAVALA is 60 years old!

In 2019, the Swiss family brand, which has become big while remaining small, is happy to celebrate its diamond anniversary.

Since the invention in **1959** of the first nail hardener – MAVALA Scientifique – by a visionary beautician in the kitchen of her apartment in the city centre of Geneva, MAVALA has developed its expertise by keeping its independence and its entrepreneurial spirit next to the world giants of beauty! A great example of success “made in Switzerland”.

Very quickly, the brand was able to assess the needs of women and offer them innovative products.

In **1962**, creation of the **Mini Color** nail polish. Shine and long-lasting formula created for the first time in a mini format, allowing women to use their nail polish until the last drop, before it dries in a bottle too big! Less waste, and thanks to its small price, more possibilities to please with its many shades. Available today in over 300 shades, they are always irresistible!

In **1967**, launch of **Double-Lash** for longer and thicker eyelashes. Created as a night care, to allow women to use make-up according to their mood thanks to a wide range of MAVALA make-up!

In **1986**, formulation of the Swiss Hand Care Programme, with its **Repairing Night Cream** containing hyaluronic acid, an ingredient still little known at the time, especially in hand care.

In **1995**, MAVALA extends its field of action to another noble extremity of the body and develops a line of care and beauty for the feet, including the latest, the star product, **Hydro-Repairing Care**.

In **2016**, launch of **MAVALA Swiss Skin Solution**, a range of expert and beneficial skin care products combining Alpine botanical treasures with advanced dermatological key ingredients. Its mission: to solve problems of demanding and delicate skins thanks to effective and sensorial solutions. Already present in some thirty countries, the range continues its rise with passion and enthusiasm.

Tomorrow's challenges

“MAVALA is looking to the future to invent its next 60 years. We have built a relationship of trust with women, which is precious to us. To preserve and renew it for future generations, quality and innovation must remain at the heart of our DNA.

We also want to continue to expand geographically, especially on the Asian continent, which is an impressive reservoir of growth for MAVALA.

Finally, we have already taken the turn of science of the coming years: sustainable cosmetics. We are already hard at work to find alternative formulas respecting even more the environment, our health and, of course, are just as effective. An inspiring challenge for today and tomorrow.”

This is how MAVALA has become one of the best-known Swiss cosmetic brands in the world.

Three generations of women, seduced by the efficiency and honesty of products.

Keys to success that are both simple and rare: 60 years of advanced and responsible innovation, 60 years of quality, authenticity and sincere yet daring communication.



Doris **Maute Bobillier**,
MAVALA S.A.
CEO

Anniversary Edition
Hand Cream

TFWA

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