



Capturing today's  
travelling consumer

TFWA Singapore



# **TRAVEL RETAIL : A DESTINATION AT THE HEART OF THE CONSUMER JOURNEY**



**Younger travelers**

**Multifaceted journey**

**Higher expectations**



Vividly Product Trial



Celebrity Endorsement



Branding Story Sharing



Magical Interactions



WFF Giftset Selection



Exciting Lucky Draw

BEFORE ... | CHRISTIAN LOUBOUTIN LIVESTREAMING CDF MALL



**DURING ... | CHRISTIAN LOUBOUTIN HTDF SANYA**



**DURING ... ; CHRISTIAN LOUBOUTIN POP UP SHOP GDF**



**BEST IN CLASS STAFF | CHRISTIAN LOUBOUTIN CDF MALL HAINAN**



**BEFORE ... ; PENHALIGON'S UPCOMING LIVESTREAMING FROM LHR**





PENHALIGON'S

PENHALIGON'S

**DURING ... ; PENHALIGON'S SHOP IN SHOP IN DOHA**



**DURING ... ; PENHALIGON'S POP UP SYDNEY**



**DURING ; PENHALIGON'S MAGIC MONOCLE CDF MALL HAINAN**



paco rabanne

paco rabanne

FAME

EXCLUSIVE LAUNCHES ; PACO RABANNE FAME SUMMER 2022




**EXCLUSIVE OFFERS ; L'ARTISAN PARFUMEUR CNY LIMITED EDITION**

A person in a dark suit is holding a white card with three white roses and a perfume bottle. The card has a circular logo at the bottom that reads "MAISON MARTIN MARGIELA". The perfume bottle is black with a pink label. The person's hands are visible, with red nail polish. The background is dark and out of focus.

**OWN THE TRAVELLER JOURNEY**

**POWER OF CHOICE**

**OFFER UNEXPECTED EXPERIENCES**

A close-up, high-angle shot of a woman's face, focusing on her eyes, nose, and lips. She has dark, well-defined eyes and is wearing bright red lipstick. The background is blurred, showing hints of green and yellow, suggesting an indoor setting with plants or decorative elements.

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