

TFWA

ASIA PACIFIC
EXHIBITION &
CONFERENCE

TFWA
daily
THURSDAY 16 MAY 2024



03

**Workshop: Decoding
Today's Dwell Time**
Full report from
yesterday

04

**Singapore
Social Club**
Last night at
Southside, Sentosa

06

Exhibition news
Comprehensive
news from the
exhibition floor

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Workshop: Decoding Today's Dwell Time

In yesterday morning's Workshop: Decoding Today's Dwell Time, the audience heard from Stephen Hillam, Managing Director, Pi Insight & Research Ltd; Siddharth Pathak, Senior Partner, Kearney; and Puan Hani Ezra Hussin, Senior General Manager of Commercial Services, Malaysia Airports Holdings Berhad.

“A key opportunity for dwell time to be used to attract shoppers and drive meaningful interactions”

Stephen Hillam, Managing Director, Pi Insight & Research Ltd, shared details of the Pi Insight Global Shopper Database, which is a major consumer insight hub updated on an annual basis. “Over the past few years, there has been a shift in the way in which shoppers approach the duty free environment in the Asia Pacific region, with today's shopper being less planned and more open to experimentation,” said Hillam. “This presents a key opportunity for dwell time to be used to attract shoppers, drive meaningful interactions and immerse shoppers in the shopping environment and experience.”

On average, the Asia Pacific shopper spends approximately 28 minutes in store, with this split across each of the categories they visit. “There are several factors that can determine the time spent in store and within each category, but the main influencers are available time and shopper engagement,” Hillam explained.



Stephen Hillam, Managing Director, Pi Insight & Research Ltd: “Attraction and engagement is a key factor that can determine in-store dwell time among the Asia Pacific shopper base.”



Siddharth Pathak, Senior Partner, Kearney: “With shortened dwell times and more distractions, the purchase journey needs to start earlier – before the traveller even sets foot in the airport.”

The need to capture travellers earlier in their journey

Siddharth Pathak, Senior Partner, Kearney, explained that, while the travel retail industry in Asia Pacific is well-equipped to serve travellers, there is an increasing challenge around dwell time. “Dwell times at airports have fallen by 16% – from 125 minutes in 2018 to 104 minutes in 2024 – giving them less free time to see what travel retail has to offer,” said Pathak. “The travel retail industry now faces a fundamental challenge, one which they have not encountered before – competing to win with their consumers who have less dwell time and multiple distractions by offering an experience that allows higher spending. The battleground has expanded from share of wallet to share of time.”

He added that, to gain a competitive advantage, the travel retail industry will need to capture travellers earlier in their journey, before they even arrive at the airport.

Transforming airport experiences

Puan Hani Ezra Hussin, Senior General Manager of Commercial Services, Malaysia Airports Holdings Berhad, highlighted internal factors such as store layout and ambiance, strategic product placement, positive staff interactions, and enticing promotions, which all contribute to prolonging in-store visits and encouraging exploration. “Conversely, external factors such as flight timings, passenger demographics, security checks, and the overall airport experience directly impact shopping time and behaviour, ultimately influencing dwell time in duty free stores.”

As part of Malaysia Airports Holdings Berhad's 3-year Digital Transformation Strategic Plan, key initiatives were prioritised and realigned to enhance the efficiency of travellers' in-store time, ensuring seamless navigation and convenience. “By aligning all systems, processes, and procedures, we aim to provide passengers with a smoother shopping experience, minimising any potential disruptions and maximising their satisfaction,” said Puan Hani Ezra Hussin.



Puan Hani Ezra Hussin, Senior General Manager of Commercial Services, Malaysia Airports Holdings Berhad: “External factors such as flight timings, passenger demographics, security checks, and the overall airport experience directly impact shopping time and behaviour, ultimately influencing dwell time in duty free stores.”



Singapore Social Club

Last night's spectacular Singapore Social Club at Southside, Sentosa, was a fitting finale to the week, offering a further opportunity to network with peers in a relaxed environment.







Food Accademia – panettone, pasta, prosecco – all things nice, and Italian

There is a huge appetite for the authentic Italian foods, confectionery, wines and spirits that Food Accademia offers to the global travel retail and duty free sector, according to Fabrizio Canal, CEO of the new exhibitor at the TFWA Asia Pacific Exhibition & Conference.

“Food Accademia has a wealth of experience in selecting, testing, tasting and engaging with the products and producers of everything from olive oil to wine, sweets, to homemade pasta, spirits to chocolate, rice and truffles.”

Working with some 40 brands, Food Accademia prides itself on only engaging with suppliers who deal in high-quality produce using traditional flavours and ingredients, packaged to appeal to the global traveller looking for that special culinary treat, a gift for loved ones... or just themselves.

 **Basement 2/2-N02**

Fancy buying an original Lamborghini (or two) in duty free?

New exhibitor Lamborghini is not a licence agreement – it is the actual wine estate founded by Ferruccio Lamborghini in 1968, and still producing under the patronage of his daughter Patrizia to this day. “It is not widely understood that he spent 10 years producing cars and another 25 years devoted to his vineyard on the border between Umbria and Tuscany,” explains Silvio Tschang, CEO, Tenuta Lamborghini.

In Singapore, Lamborghini has two particular Brut Vino Spumante to show off at its first TFWA Asia Pacific Exhibition & Conference. As you would expect, one is in a beautifully-crafted, handmade octagonal bottle reminiscent of a black Lamborghini Aventador. On an altogether different level the other is the ‘DJ bottle’ – so-called because, due to an electronic insert, its label will actually pulsate in time to the beat of music (that’s right, you read it here). The effect of a row of these Lamborghini bottles lined up on a bar will have an unforgettable impact. Lamborghini-loving DJ Afrojack will certainly want to buy some when he next passes through Schiphol.

 **Basement 2/2-H22**

Travel Blue turning increasingly green



Despite his incredible youthful looks, Travel Blue’s Managing Director, Daniel Levin, is maybe just a few months north of being classed as Gen-Z, but, as we couldn’t find anyone else, he modestly stepped up to model the new range of Travel Blue backpacks being aimed at that very target group when the TFWA Daily visited yesterday.

A lot of thought has gone into the design of the backpacks to make them appealing to this age segment, including provision for electronic items and charging capabilities, and generous expandability – as we all know, young people love to skip checked luggage charges and take all their belongings in an onboard ‘carry-on’. Indeed, despite the attractive \$59-\$99 price point, the backpacks are made to exacting quality and carry a two-year global warranty.

Furthermore, despite the vast array of essential items on offer, Travel Blue has resisted all efforts to cheaply manufacture and over 70% of its range is now made of sustainable materials including recycled and biological plastics – this includes power packs made of 100% bioplastic.

 **Basement 2/2-G1**





English Tea Shop – ethical, organic brand pays its farmers four times more – and tastes great!

English Tea Shop is indeed based in the UK, and therefore not just a quaint name, but it has its roots and origins in Sri Lanka where much of its organic produce is sourced. The company makes the humble claim: “We believe that the concept of *Prajāva* – the Sri Lankan word for community – should act as a guiding star for all businesses.”

Being highly ethical as a core business principle means English Tea Shop has ended the disconnect that it says other merchants have through the auction system which it says produces the vast disparity between the price the consumer pays, and the often-small sums paid to farmers. “We estimate that our organic suppliers are paid up to four times more than others,” says Nicholas Alexander, Senior Executive Tea and Botanical.

3,012 small-scale farmers work with English Tea Shop directly, 46% of its employees are women, 500 farmers have been trained in the sustainable organic farming English Tea Shop must have assured from its suppliers, and the business is 30% employee-owned. “We’re innovating tea to a new level,” says Mayuri Gallage, Assistant Manager Communications.

Furthermore, the tea bags and packaging are 99% compostable, with the outer packaging made from recycled card with beautiful artwork created by Margo Carpenter.

English Tea Shop products are sold in an astonishing 150 countries domestically and at airports in the UK, Iceland, the Netherlands, Canada, Maldives and here in Singapore – but clearly this is an ethical brand which could be easily and successfully made available in a great many more airports. After all, other than water, tea is the most-consumed beverage in the world.

 **Basement 2/2-J23**

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TFWA i.lab Asia: innovation in action



TFWA i.lab Asia is located on the exhibition show floor within Level 1 of the Marina Bay Sands Expo & Convention Centre. It features a blend of returning companies and new names active in fields such as digital traveller engagement, in-store solutions, data analytics, sustainable and social initiatives, and services for travellers.

Xiaohongshu Workshop: a bridge to connect brands and consumers

Xiaohongshu (Level 1 – i.lab 9) hosted a dedicated workshop in the TFWA i.lab Asia yesterday. Cindy Mei, Monetization Team Lead, explained that Xiaohongshu – China’s leading social media and lifestyle platform and a pioneering force in fashion and lifestyle trends – boasts an impressive network of over 80 million content creators.

“Since its inception, Xiaohongshu has embraced global shopping as a core element of its development, evolving into China’s premier social media platform where millions come together to share lifestyle inspirations,” Mei said. “Our platform stands out for its ability to engage and sway travellers at every stage of their journey, from initial planning to reflective post-trip moments. With an extensive collection of destination-inspired content, user-generated itineraries, and expert shopping guides, Xiaohongshu serves as a comprehensive resource for travellers seeking both inspiration and practical advice.”



Cindy Mei, Monetization Team Lead, Xiaohongshu: “At Xiaohongshu, we understand the importance of seamlessly integrating shopping experiences into the travel journey, and our platform catalyses connecting travellers with unforgettable shopping experiences worldwide.”

TFWA i.lab Asia at a glance

- TFWA i.lab Asia is hosted in partnership with the Singapore Tourism Board.
- Opening hours: **09:00-17:00** on **16 May**
- Location: Level 1, Marina Bay Sands Expo & Convention Centre.



BeLive Technology participated in yesterday’s TFWA i.lab Asia pitch session, highlighting its digital customer engagement solutions.

BeLive Technology: digital customer engagement solutions

BeLive Technology (Level 1 – i.lab 10) participated in yesterday’s TFWA i.lab Asia pitch session, highlighting its digital customer engagement solutions. BeLive Technology transforms text, image-heavy websites and apps into beautiful, swipeable video experiences. Its interactive live commerce and shoppable video solutions allow the region’s most loved brands like Grab, Mediacorp, ShopBack and Rakuten to deliver high-converting live streams and reels directly on their platforms. Live streams powered by BeLive have reached over 100 million viewers worldwide.

TFWA i.lab Asia participants

| | |
|--------------------------|--------------------|
| BeLive Technology | Level 1 - i.lab 10 |
| China Trading Desk – NEW | Level 1 - i.lab 2 |
| Elba Group – NEW | Level 1 - i.lab 8 |
| FXMedia – NEW | Level 1 - i.lab 15 |
| Hylink Group – NEW | Level 1 - i.lab 7 |
| iClick Interactive | Level 1 - i.lab 11 |
| Kotozna – NEW | Level 1 - i.lab 1 |
| Mapxus – NEW | Level 1 - i.lab 14 |
| Mela Platforms – NEW | Level 1 - i.lab 3 |
| Outform – NEW | Level 1 - i.lab 13 |
| PERFECT CORP – NEW | Level 1 - i.lab 6 |
| Travel-X | Level 1 - i.lab 5 |
| Virtual Wander – NEW | Level 1 - i.lab 4 |
| Xiaohongshu – NEW | Level 1 - i.lab 9 |
| Yegaan – NEW | Level 1 - i.lab 12 |

Partners:



Outform's tech transforming the future of retail

Outform (Level 1 – i.lab 13) is a retail agency that develops tech and design strategies for future-proofed shopping experiences. Its team brings insight, technology and creativity to transform the retail experience. Outform designs, codes, engineers, produces, and manufactures across three continents, to deliver for brands and retailers in-store all over the world. Its tech is transforming the future of retail, especially in the travel sector.

In the TFWA i.lab Asia, Outform is showcasing an interactive guided shopping experience. Harriet Sheffer, Creative and Marketing Director, Outform, explained that this is designed to solve travel retail pain-points. The technology helps products stand out in multi-brand travel retail spaces, has O2O functions that encourage travel retail mini-program scanning, and provides personalised product suggestions which increase basket spends. Meanwhile, the holographic and digital displays also drive foot traffic.



Outform's activities in the travel retail space include executions for Absolut at Miami International Airport, as well as an immersive experience zone for Samsung within Heathrow Airport's InMotion Terminal 5 store.

How to turn Karl Marx into a must-have, must-buy souvenir

Ghoco Myths' General Manager, George Chouseas, poses with the 'Karl Marx' chocolate bar caricature – and one of himself which bears a striking likeness to the new exhibitor at TFWA Asia Pacific Exhibition & Conference.

Choco Myths has now created over 200 characters that your travel retail outlet can offer on its chocolate bars to promote famous real or mythological people who define or represent your country – Sherlock Holmes, Napoleon Bonaparte, or possibly Hera, Poseidon and the many other gods to choose from Choco Myths' very own Greece.

Choco Myths can tailor the caricatures to what you need – and it need not be a character – it could be a building or other icon which turns a humble chocolate bar into a must-have, must-buy purchase. This inducement is helped by the fact that the artwork is carefully caricatured by artists – computer design, clip art, or Google Image plays no part in creation. On the back of the bar there is also always an informative text explaining the background to the character.

Besides chocolate bars, chocolate boxes, biscuits and other edible treats, Choco Myths is open to tailoring a caricature on the travel-exclusive souvenir of your choice.



 **Basement 2/2-K29**

Bottega highlights ready-to-drink cocktails and zero alcohol products

Bottega outlines how crucial the Asian market is and highlights how trends for ready-to-drink cocktails and zero alcohol products are still gaining interest.

Speaking at the show, Bottega Spa Founder and Managing Director Sandro Bottega said: "Asia is the most important market in the world for the future. It has more than half of the global population and we cannot forget this market."

Bottega explained: "We are also presenting all of our novelties, but the most important is the Lemon Spritz, our pre-mixed cocktail made with sparkling wine and limoncello and it is possibly the only one that is not carbonated artificially. It is perfect for summertime and perfect as an aperitivo."

 **Basement 2/2-M9**



Distilleries et Domaines de Provence shows absinthe has global appeal

Distilleries et Domaines de Provence is drawing people to its stand this year to see its hand-painted porcelain-bottled absinthe, as well as its coffee gin brand.

"We are a French company based in Provence," said Jean-Pierre Trouillet, Export and Duty Free Manager, Distilleries et Domaines de Provence. We are not far from Nice and Marseille. We are just 35 people and we are producing spirits and aperitifs made from local botanicals from the area of Provence."

He added: "Provence is, after Paris, the most visited place in France. Many people visit and buy bottles to bring back and this is how we started to export and now we export to 70 countries. But we have developed a lot in duty free because we have one main product that has become extremely strong in people's minds: absinthe."

 **Basement 2/2-N10**

Whyte & Mackay's diverse approach



Whyte & Mackay is looking at methods to diversify its audience and how it represents its brands in a bid to encourage more women into the whisky category, as well as the business in general.

Speaking at TFWA Asia Pacific Exhibition & Conference, Whyte & Mackay Managing Director: UK, Europe & Global Travel Retail Mike Greggs revealed: "We are looking at recruiting more women to really try to better understand the female consumer and her mindset, as well as show better diversity across our products."

The team at Whyte & Mackay has had meetings all week and a packed schedule of networking ahead to talk about its GTR range and how it will be moving forwards with both its brands and its initiatives to better represent whisky drinkers."

 **Basement 2/2-N2**



Marcolin returns with a positive outlook

Marcolin is really pleased to be back in Singapore and is putting the focus on some of its core eyewear lines.

Marcolin Global Channels Trade Marketing Manager Giovanni Mianté said: “We are happy to show to our customers the novelties of our most important brands: Tom Ford, Guess, Zegna, MaxMara, Adidas, BMW, Timberland and GANT. The business is going very, very well.”

In terms of which brands will gain more interest in Asia, Mianté explained: “We are working a lot with Guess across Asia for a travel retail exclusive line, so this will be our main focus.”

When it comes to target markets, Mianté added: “For India, of course, we will be putting together a strong business brand for this region.”

 **Level 1/1-M11**

BEAUTYPRO’s Wonderbalm proves to be the next travel retail wonder product



It’s the cliché in retailing that is not always believed: that a product is ‘flying off the shelf’. But in the case of new exhibitor BEAUTYPRO, it seems to be true with its aptly-named ‘Wonderbalm’. This 100% plant-based cream is Vegan Society-certified, and cruelty free-certified by PETA, and it is as incredibly versatile as it is good. It may be used as a hand cream, lip balm or just to moisturise. It RRP’s at \$32, and the travel retailers visiting this week seemingly love it.

Wonderbalm is already listed on Virgin, Singapore Airlines, Emirates, Ethiopian and Kenyan. Managing Director Ibs Ansari is pictured here (right) with co-founder and Product Development Director, David Herdman (left), and ‘special-agent’ Martin Lovatt (centre). Among the flurry of visitors Ansari reports that, as a result of their presence and efforts, one Asian airline which visited this week has already agreed a listing.

The award-winning skincare specialist has many other solutions – including its Photon LED Light Therapy Facial Mask, and a LED Wand more suitable for travellers on the move. But, given the choice of things we can write about in this small space, it is the ‘On the Glow’ sheet mask (RRP \$18) that deserves the shout-out.

 **Basement 2/2-B4**

Amorepacific eyes broader appeal

Amorepacific reveals how its high-end brands are gaining traction across GTR, but this has largely been down to the company’s goal of broadening its reach.

Amorepacific Beauty Sales Unit Global TR Sales Team Regional Sales Manager Alison JiYeon Jang said: “Sulwhasoo is our most high-end skincare brand, but we also have other powerful brands and make-up across products too.”

JiYeon Jang explained, for instance, “the Ultimate S line is our most popular brand and Laneige as well.”

Describing where the focus is and what consumers want the most, JiYeon Jang noted that currently Amorepacific is “trying to broaden our lines into Western culture” and hinted that its “number one product is a line of water sleeping masks”. JiYeon Jang added: “They are very good for moisturising and you can use it while sleeping. Afterwards, you feel more moisturised and it is a strong part of that brand. We also have a pink sleeping mask which is very effective too.”

 **Level 1/1-R27**



Joyful cosmetics

Finding items for your children in travel retail that are not soft toys or confectionery can be tricky, which is why TOOT! was invented.

Speaking at the show this year, TOOT! Founder Karlijn Vlasblom said: “We are a relatively new brand and only two-and-a-half years-old now. I started the brand when my daughter was seven and she was asking for make-up. I’m from the beauty industry and looking at the products I didn’t want to give those to her, but I still wanted to allow her to experiment and try, so I looked for something that was natural and good for her delicate skin on the one hand, but still fun and joyful and I couldn’t find that combination, so that is how the brand was born.”

Vlasblom added: “TOOT! is all about



enabling kids and teens to express themselves worry-free and for parents to give them a nice gift. The products are all natural, vegan, cruelty-free and have no microplastics or talc

in them, so it is like regular natural make-up, but with all the nasties taken out.”

Level 1/1-P12

A beautiful love story

EviDenS de Beauté Global Sales External Consultant Kenji Calmèjane said:

“EviDenS is an anti-aging luxury skincare brand. It is based on a love story between a French man and a Japanese woman and the Japanese woman had very sensitive skin and she couldn’t find anything that suited her skin. So, he created these products for her and she shared it with the world. The most popular product is the special mask and one sells every minute across the whole world.”

Level 1/1-M7



Victoria’s Secret expands in Asia



Victoria’s Secret is branching out into Singapore’s GTR scene and placing an emphasis on the fashion lingerie space.

Victoria’s Secret TR Planning and Operations Leader Jerry Frengou said: “We have been meeting with partners and engaging with them with business opportunities. Victoria’s Secret is obviously known for lingerie, like bras and we also have a beauty business within the travel retail industry. The focus this year is to find out how we can be beauty-dominant and consider how to expand our growth in the fashion lingerie space.”

Frengou also revealed: “We are opening our first VSBL, or ‘Victoria’s Secret Beauty and Lingerie’ store in Changi Terminal 1, which will open in the fall. It will be our first in Asia.”

Level 1/1-P27



Proximo debuts 12yo Pedro Ximenez

Proximo has debuted 12yo Pedro Ximenez. The travel retail exclusive (TRX), joins the 15yo TRX (Bourbon Cask) and 21yo TRX (Three wood – Bourbon, Sherry, Marsala) to complete the World Wood Series TRX single malt range. 12YO Pedro Ximenez will be available in Q4. “As the pioneers of Irish single malt, we at Bushmills are delighted to debut this expression at the TFWA Asia Pacific Exhibition & Conference in Singapore,” said David Hackett, Global Marketing Manager, Bushmills Irish Whiskey. “The exhibition gives us a fantastic platform to share this expression for the first time as a representation of our strategy to expand in APAC using our strengths in premium malt whiskey and tequila. Our new Travel Retail Exclusive 12 Year Old single malt completes the World Wood series and represents our commitment to delivering quality Single Malt Irish Whiskey to the channel, and specifically to our customers in the APAC region.”

Level 1/1-Q17

Why Dyson came to the show – “because hair is growing in travel retail”

While the TFWA Asia Pacific Exhibition & Conference is overflowing with household name brands, there is little doubt that the presence of Dyson in the exhibition has raised some additional interest this week.

Of course, Dyson has its global HQ in the city. But, according to Wilmer Ryan Cu, Dyson’s Global Senior Manager Business & Channel Development (pictured here with Winnie Lo, Global Director Business & Channel Development) there are much bigger strategic reasons for Dyson wanting to become involved in the pre-eminent travel retail event, and that centres on its “priority” to align its hair care technology with travel retail’s core beauty category.

Dyson now has three innovative hair care products, a line-up which Wilmer calls “the holy grail” of hair care technology:

- Dyson Supersonic™ hair dryer: “Fast drying. No extreme heat.”
- Dyson Airwrap™ hair styler: “Dry, curl, smooth and hide flyaways... award-winning multi-styler and dryer.”

Sekonda’s smart watches prove increasingly neat solution



Sekonda has returned to the TFWA Asia Pacific Exhibition & Conference after a four-year hiatus to highlight its latest range of great value watches, including a particularly strong portfolio of 25 next-generation smart watches, which have been updated across the range.

The strengthened category has helped Sekonda to expand its listings with leading airline partners, including Vietnam Airlines and KrisShop by Singapore Airlines, while Emirates is also a new listing. Also new for this year are airport partnerships with King Power in Hong Kong, Eraman in Malaysia, Jakarta Duty Free with Aer Rianta International, as well as with Hyderabad Duty Free.

“Sekonda has always had a great reputation in Asia and is well-positioned in the affordable luxury and fashion watch categories with a broad appeal for travellers,” says Myalee Sofield, Head of International, pictured here with Pete Ogle, the ‘brand-new’ Chief Executive Officer.

Level 1/1-Q11



- Dyson Airstrait™ hair straightener: “Wet to dry straightening, with air. No hot plates. No heat damage.”

“Beauty has long been core to duty free and it makes total strategic sense for Dyson to align with this platform – hair is growing in travel retail.”

Level 1/1-N11



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TFWA celebrates 40th anniversary

This year is the 40th anniversary of TFWA's founding, a milestone the association is celebrating here in Singapore and in Cannes at the end of September. In addition to special 40th

anniversary branding displayed here at TFWA Asia Pacific Exhibition & Conference, attendees may have seen 40th anniversary messages on Instagram, LinkedIn and elsewhere.

Pernod Ricard GTR introduces The Glenlivet Caskmakers

Pernod Ricard Global Travel Retail is introducing The Glenlivet Caskmakers – the newest release from the iconic Speyside single malt. A Convivial Drinks Reception was held yesterday here at TFWA Asia Pacific Exhibition & Conference, where Simon Van Moppes, General Manager, Pernod Ricard GTR North Asia, made a Caskmakers toast.

This distinguished Scotch whisky is the result of a remarkable feat in craftsmanship in which two casks are uniquely combined to deliver a complex interplay of flavours. The Glenlivet Caskmakers is available exclusively in selected duty free stores in airports and travel hubs around the globe from May 2024.

Basement 2/2-N22



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Mixsoon shows purity sells

Parket Inc is highlighting the power of gentle skincare from South Korea with its Mixsoon skincare line.

Parquet Inc General Manager Janet Kim said: "Our company name is Parquet and our brand name is Mixsoon. We are a Korean skincare brand. Mixsoon is a combination of two words: 'Mix' and 'soon'. 'Soon' means 'purity', so 'Mixsoon' means a 'blend of purity'."

According to Kim, Parquet has some core values and these centre around "minimalism, clean beauty and ingredient oriented".

Kim explained: "When we say 'minimalism', it means minimal in terms of formula, so if you see our core serum line, they only have one core ingredient inside. This means each natural ingredient has a high concentration. It's safe, mild and even children can use them."

Kim added: "Our products are now being sold in the US and Europe and we are selling in more than 50 countries."

Basement 2/2-L33



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