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## NY's LaGuardia Airport to get a \$4 billion redesign

Once called a “third world” airport by Vice President Joe Biden, New York’s LaGuardia International will now get a \$4 billion redesign that will double the current operational space, New York Governor Andrew Cuomo unveiled this week.

The comprehensive redesign will transform the airport from its current layout of multiple, fragmented terminals, into a single, structurally unified main terminal with expanded transportation access, significantly increased taxiway area and best-in-class passenger amenities, including new and expanded retail space.

“We are transforming LaGuardia into a globally-renowned, 21<sup>st</sup> century airport that is worthy of the city and state of New York,” says Cuomo.

Construction on the first half of the new unified terminal will be managed by LaGuardia Gateway Partners, a new public private partnership chosen by the Port Authority of New York and New Jersey to build the project.

The new design is expected to break ground in the first part of 2016 and open in 2019. It calls for demolishing the existing Terminal B building and replacing it with a larger structure, located closer to

the Grand Central Parkway, the major road adjacent to the airport. This western half will include new terminal space and a new Central Arrivals and Departures Hall, and will link to Delta’s Terminals C and D.

The eastern half of the new unified terminal will be constructed on a parallel track by Delta Air Lines redeveloping its existing Terminals and connecting them to the new Central Arrivals and Departures Hall.

LaGuardia served a record high 26.9 million passengers last year. It is one of Delta’s hub airports.

### PEOPLE

Perfetti Van Melle GTR has appointed **Michiel Havermans** as its new Director of Export North, West, Central, Eastern Europe & Global Travel Retail.

Havermans succeeds **Marc Van Campenhoudt**, who has been named Commercial Director PVM Benelux & France.

Havermans has been with PVM since 2001 and has held senior positions in the UK, Philippines and Vietnam.

**Canada’s Frontier Duty Free Association** announces that registration is now open for the 30<sup>th</sup> Annual FDFA Convention taking place in Vancouver, Nov. 15-18, 2015. Go to [www.fdfa.ca](http://www.fdfa.ca) for details.

## Safilo holds immersive HPP event for Carrera eyewear in MIA



Safilo worked with JCDecaux to place high visibility banners for Carrera’s “Out There” campaign throughout Miami International Airport in July, as shown above in the North Terminal Rotunda. Bottom right shows Carrera’s special event in MIA’s South

is able to communicate with passengers through a “Welcome to MIA airport” message and offer 30 minutes of free Wi-Fi after they view a 30 second Carrera video.

The message is prepared in English / Spanish / Portuguese, and invites travelers to “Discover new Carrera collection at the duty free store.”

At the same time, Carrera is presenting its new “Out There” collection at the main entry of the South Terminal in the high traffic location after security. Here, an interactive event offers passengers an instant photo souvenir with Photo-Flyer that includes a removable coupon for a free gift, to be redeemed

in the duty free store.

Jean-Luc Decaux, co-CEO of JCDecaux North America, comments: “We are excited to see the relationship evolve between ourselves and Travel Retail brands in our US airports. JCDecaux was happy to partner with Safilo’s Carrera brand and Duty Free Americas to bring this innovative, immersive experience to Miami International Airport passengers. Experientials have become a key component within the airport landscape and we continue to see how brands are moving past standard purchase incentives to engage with the potential consumer.”

Safilo launched a first of its kind HPP activation for Carrera sunglasses at Miami International Airport in July.

The high visibility “Out There” campaign is designed to reach the one million travelers passing through MIA in the month of July, and consists of an integrated campaign using media banners in MIA’s North and South terminals, digital screens around the airport featuring Carrera and a consumer event in the airport’s main traffic space in South Terminal.

The campaign reinforced the media banners with a digital campaign targeting passengers, and a special event to engage consumers in the terminal and drive them to the point of sale at the Duty Free Americas duty free stores.

Using the latest digital technology available in MIA, Carrera



## One on One with Henri Blomqvist: Safilo focuses its brand-led and design-inspired philosophy on Travel Retail



Safilo Group's Henri Blomqvist, Global Commercial Director

Safilo Group is continuing to build its Global Travel Retail business, following the establishment of a new dedicated division to handle the channel on a worldwide basis in 2014. The appointment of Marc Schulte in May to head up the division was another step to strengthen the division and meet the company's goals to secure Safilo's continued success, commented Henri Blomqvist, Global Commercial Director, in the announcement.

Schulte comes to Safilo with 14 years of professional experience at the L'Oréal Group, where he mastered several retail channels globally, including as General Manager L'Oréal Luxe in Mexico since 2008. In Mexico, Schulte oversaw significant turnaround and best practices.

In his new role Schulte will be based in Italy at Safilo Group Headquarters, coordinating worldwide areas with specific focus on strengthening Safilo's market leading position in Asia, while continuing to accelerate growth in EMEA and the Americas.

Blomqvist, speaking with *TMI* at the Duty Free Show of the Americas in Orlando, says that the appointment of Marc Schulte as new Head of Global Travel Retail is an indication of how Safilo is dedicated to building

global travel retail in line with the company's commercial purpose, which is to deliver quality sales and quality distribution in a very targeted and meaningful way.

"Mark Schulte has the right leadership capabilities, values, and experience to deliver this for us. And of course, he will make sure that we accelerate our growth in the Americas and in MEA while strengthening our market leading position in Asia. That's the aspiration, obviously long term for the Americas, and in Europe, Middle East and Africa," says Blomqvist.

### Creates dedicated Global TR organization

"The first step for the group was to create the Global Travel Retail organization, which we did at the end of last year. Now we have a dedicated global organization responsible for this business, and the head of global travel retail reports directly to me.

"Global Travel Retail is a separate channel from the other regions that we have in the world, because we want to make sure we have those unique capabilities specifically needed for this channel. The Travel Retail operation is unique, the customers are unique, and the retail is about building capabilities, having an organization that is designed for global travel retail. That was really the first step in terms of our goal to market capabilities," he says.

The products are the same in all channels, even as the logistical, support, and sales structure have been modified to meet the specific challenges of travel retail, says Blomqvist.

"We have a great organization and Marc is a prime example of the talent that we have in the

organization. Now we need to make sure that the leadership that we have can take the business to the next level.

### Proprietary brands -- Carrera, Polaroid and Smith -- propel growth

"Travel retail is a crucial part of the total group, an important business for us. Our recently presented 2020 plans, which call for Safilo to reach plus 40% total line growth versus 2014, means that in six years GTR is expected to grow fairly aggressively within that total plan. And obviously, because the sun eyewear always leads the brands and the optical portfolio, we see travel retail as a trend-setting channel for us. Starting from this year, the biggest product initiatives will focus on our propriety brand Carrera, and a whole new product collection.

"We are also looking to continue the incredible momentum of Polaroid. Since we acquired the brand [in early 2012], the business has grown very rapidly and is probably the fastest growing sun eyewear brand in Europe at the moment. In the Americas travel retail market, Polaroid and Carrera



Marc Schulte, Safilo Head of Global Travel Retail

are well-developed brands. In our Latin American business [not global travel retail] our propriety brands represent 40% of Safilo sales."

The third pillar among Safilo's propriety brands is Smith, which will now take on a more global role in the company.

"This outdoor sports brand is the US market leader in ski goggles and ski helmets. The eyewear is now being expanded globally, under a more lifestyle approach," says Blomqvist. "Directly linked to this initiative, Safilo is opening a design studio in Portland, Oregon, which will be responsible for designing Smith eyewear to the world.

*Continued on next page.*



## Safilo focuses on proprietary brands and fashion licenses for travel retail

*Continued from page 2.*

“We are planning to design not just for North America from this location, but to the world. We want to be where trends are born, and outdoor trends are born on the West Coast of the US. They are not born in Italy. A lot of things are born in Italy, but not these trends, so we are very proud of what we are doing here.”

### Fashion licenses lead the way

Safilo will also devote significant attention to its licensed brands portfolio.

“Of course, we expect the licensed brands to continue to grow in a very healthy way. Dior is the benchmark of the quality of the product, of the execution, the distribution quality; we are very proud of our longstanding partnership with Dior.



*Safilo creates a special event for Carrera eyewear in Miami International Airport's South Terminal to generate excitement and drive travelers into the Duty Free Americas duty free store.*

### New and Exclusive in Duty Free: Clinique Travel Boxes



*Estée Lauder Travel Retailing has unveiled a collection of new travel retail exclusive Clinique Travel Boxes, each filled with five beauty products in shades hand-picked for specific destinations, and presented in a destination-theme zipped pouch.*

*Four cities are currently available - Paris, London, Hong Kong and New York.*

*Travel Box New York includes: All About Shadow Quad, in Teddy Bear; Quickliner For Eyes Intense, in Intense Chocolate; High Impact Mascara, in Black; Cheek Pop, in Ginger Pop; and Chubby Stick Moisturizing Lip Color Balm.*

“Then we have other important brands, Hugo Boss, Max Mara, Kate Spade, Marc Jacobs, and Tommy Hilfiger. I'd like to mention also Fendi, Jimmy Choo, and Celine for the group, the higher end brands that are growing very fast.”

Looking ahead, Blomqvist expects to complement the licensed brand portfolio with partnerships with fashion houses that share the same values as Safilo. He cites the 2014 license renewals/extensions for Tommy Hilfiger and Jimmy Choo, and the signing in March of this year of a new license with Givenchy.

“Fashion partnerships bring something that complements our total portfolio offering,” he comments.

“It's obviously very important for us to have this strong brand portfolio because we are branded and design-inspired.

“That's how we characterize ourselves as an eyewear creator. It all starts from the product, the quality of the product, and it goes to the quality of our distribution and how the brands really come to live in front of the consumer.

“And with our customers -- in this case, the duty free travel retail customers -- we want to

work in a win-win partnership and our first measure is customer sell-through. This is what we measure, what we want to measure, and what we want to drive. We are not interested in the 'sell in.' The consumer centered business model really is about sell-through and market share, and customer category sales. We have several solutions when it comes to category management to really take that to the next level.

“Long term, we want to grow the proprietary brands from the 25% that it represents today to 40% by 2020, while continuing the long term partnerships with fashion houses that very importantly share the same values as Safilo does, and with whom the partnership is so much more than manufacturing a product and distributing it. We are very proud to have many of the most prestigious brands in the world given to our care.”

\*Note. Safilo also represents Gucci eyewear until the end of December 2016 when the license transfers over to brand owner Kering's eyewear division, at which time Safilo will continue as the contract manufacturer for the next four years.





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## Cult Perricone MD skincare brand targets travel retail

Cult US cosmeceutical skincare brand Perricone MD is expanding into the international market, including travel retail. Perricone was acquired by British private equity fund Lion Capital in May 2014, and brought in experienced beauty expert Virginie Descamps to develop its international business.

Recognized for its cutting-edge innovation in the category of science based skincare, Perricone has a product line comprising powerful anti-aging topicals and supplements underpinned by a library of over 90-patented ingredients and formulas based on decades of research.

Headquartered in San Francisco, CA, Perricone MD generated sales of \$86 million in 2014, according to the Lion Capital website.

In an exclusive interview in Miami, Descamps, Perricone MD Vice President, International, talks to *TMI* about why the time is right for Perricone to expand into travel retail now.

"Perricone is a leading brand in Sephora and in QVC, and we reach millions of people. The success of Dr. Perricone in the US has been replicated in the UK. So for me it is natural that we be in travel retail in the Americas where we have such great awareness and where Americans drive so much of the business. This is a natural step for the brand.

"At the same time we are in Brazil and Mexico with Sephora and have been in Chile for 10 years. In Puerto Rico, Perricone has main channel presence and is in department stores and spas as well as in doctor's offices because we are a cosmeceutical brand," says Descamps.

Because of this exposure, Perricone MD has been organically growing – even without the media support that the big brands can afford.

"We have a very loyal and growing base of customers, which is the number one reason why we are now targeting travel retail."

Descamps said the brand is

looking at travel retail in Asia, the Americas, and the UK.

"These will be the first steps to other markets," she notes.

"We are building on our consumer strength. We have a very strong business in the US, Puerto Rico, Mexico,

Brazil and Chile. We have been in Australia for the last 12 years also. I want to reach this consumer and be with retailers who serve this customer," she says.

Although Perricone has been in some travel retail venues from time to time over the years, this is the first time it is getting a coordinated, overall exposure. The only travel retail venue it is currently in now is on British Airways with Tourvest. Perricone is very interested in the airline business, says Descamps.

"So many people are watching the infomercials on the QVC programs in the US, the UK, Germany and Italy. QVC is an amazing vehicle to build awareness and bring your brand to a lot of shoppers. The sales numbers are astronomical. Perricone is the number 2 skincare brand on QVC.

"I ask myself where are all these Perricone users shopping? I want to give them another opportunity to buy the brand when they travel. And I want to give them exclusives."

To this end, Perricone has



begun to develop some travel retail exclusive sets. The first one comes out on September 15, says Descamps.

"Between the Sephora business and QVC, we have millions of users in these markets. Many of these users buy on subscription, and they keep coming back because they love the results."

Perricone is looking to gather new users from the exciting new collection it launched in London on June 19. Called No Makeup Skincare, it combines Dr. Perricone's anti-aging skincare technology with makeup. The 8-SKU collection (in the US) is designed to restore the healthy, radiant color of youth lost with age, with breakthrough formulations that feature Perricone's Neuropeptides and other ingredients. The No Makeup Skincare line includes foundation, foundation serum, a bronzer, blush, mascara, concealer, lipgloss and lipstick, priced domestically from \$30-\$50 on the Perricone website.

### BEAUTE PRESTIGE

#### INTERNATIONAL - BPI

has immediate openings in the Miami office for the following positions:

#### Commercial Assistant (full-time) -

Candidate must be fluent in English and Spanish and possess exceptional customer service and organizational skills. This position will be responsible for processing orders and assisting the Area Manager with day to day operation.

Knowledge of MS Office applications (with strong proficiency in Excel) is a must. SAP knowledge and industry experience is a plus.

Use reference

\u001A\mktcrd072015\u001A when submitting resume.

#### Merchandising Coordinator (part-time temporary to permanent)

\u001A 20 hrs/wk to assist the Marketing Department with merchandising projects. This position calls for strong proficiency in computer-aided design (CAD) packages, such as AutoCAD and SketchUp, to create/modify designs for counters and in-store displays.

Use reference

\u001A\mrchcrd072015\u001A when submitting your resume. Knowledge of French is a big plus.

Send resumes to

[gcamplani@bpi-sa.com](mailto:gcamplani@bpi-sa.com)

(Apply only if you are able to legally work in the USA)

## Carnival Corp. to build new cruise terminal in Barcelona

Carnival Corp. this week announced it has signed an agreement with the Port Authority of Barcelona to invest more than 30 million euros to build and operate its second private cruise terminal at the Port of Barcelona, the largest cruise port in Europe. Barcelona is used by seven of the company's 10 cruise line brands as both a destination and home port.

Carnival will begin the final design process and start construction of the new terminal in 2016 and could open as early as 2018. The new port will be one of Europe's largest at 11,500 square meters.

The new port will also include public parking

for more than 300 cars.

Carnival Corporation operates four additional global ports, including Puerto Maya in Cozumel, Mexico; Grand Turk Cruise Center in Turks and Caicos Islands; Mahogany Bay in Roatan, Honduras; and Long Beach in California.

A sixth cruise port, Amber Cove in the Puerta Plata region of the Dominican Republic, will open in October 2015.

Carnival Corporation also operates two private island destinations in the Caribbean, Princess Cays and Half Moon Cay.