



## International Shoppes unveils new IS Beauty store at JetBlue's JFK Terminal 5

Duty free retailer International Shoppes recently opened a dedicated Beauty Shop at the JetBlue Terminal 5 at New York JFK International Airport.

The new store was opened in time to take advantage of JetBlue's latest customer improvement at the terminal, the opening last week of an international arrivals hall extension that includes six international arrivals gates -- three new and three converted from Terminal 5 -- and an International Arrivals Hall with full Federal Inspection Services for customers arriving from international flights on JetBlue.

The new T5i arrivals facility -- designed in partnership with U.S. Customs and Border Protection -- will create a more seamless experience for customers traveling to and from JetBlue's international network. One-third of the airline's flights are currently outside the continental United States, says the airline.

To start, T5i will welcome JetBlue's current schedule of up to 39 daily international arrivals from points including Barbados, Cayman Islands, Colombia, Costa Rica, Curacao (as of December), Dominican Republic, Haiti, Jamaica, Mexico, Saint Lucia, St. Maarten, Trinidad & Tobago, and Turks & Caicos.

The international extension is able to accommodate up to 1,400 customers per hour. It will house 40 state-of-the-art automated passport control machines and 10 Global Entry kiosks to expedite travelers through Customs. In the last decade, JetBlue has invested nearly \$1 billion at JFK for the T5 and T5i International Arrivals Hall, says the airline.

Matthew Greenbaum, vice president at International Shoppes, which operates the duty free concession in Terminal 5, says that with the new T5i extension passengers on planes coming in from international destinations no longer have to go to Terminal 4 to disembark.

"Now passengers can go through the Customs checkpoint right in this building, and if they are continuing on to another Jet Blue flight, they are already in Terminal 5 -- they pass through Security and go right back into the Concessions area," Greenbaum tells *TMI*.

"We at International Shoppes welcome the expansion because it means that Jet Blue will be able to accommodate more flights, and we hope that many of those flights are international. The extension is especially welcome since we have just remodeled our retail concessions in Terminal 5, and in September added a 1,000 sqf stand-alone Beauty store concept adjacent to the existing Duty Free store in the center of the terminal. The new Beauty store is nearly as large as the original Duty Free store."

Greenbaum says that IS has pulled fragrance out of the Duty

Free store, and added skincare and cosmetics to the product mix.

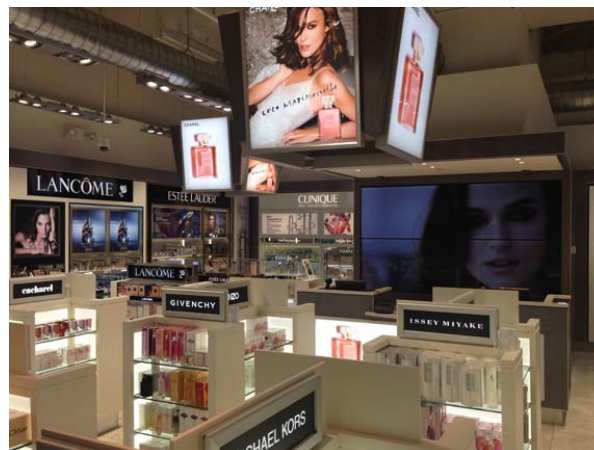
"We never had skincare or cosmetics in T5 before. Using a series of personalized back walls along the perimeter of the store, the IS Beauty store features Clarins, Lancôme, Christian Dior, Chanel, L'Occitane, Clinique and Estée Lauder, along with three fragrance back walls for Gucci, Dolce & Gabbana and Giorgio Armani. There are also generic gondolas for the all the other fragrance brands.

"These brands are being serviced by vendor-trained Beauty Advisors. So we are able to offer cosmetic brands that were never offered in T5 before, and passengers are going to get service on par with our other outlets where we have the vendor-trained reps in the store," says Greenbaum.

IS is expecting the store to capture many new customers.

"By moving these categories from the Duty Free store, we are hoping to encourage domestic passengers -- and specifically American passengers who might be hesitant to come into a duty free shop -- to come in and shop those categories," he says.

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### 2015 FDFA Board elected

Canada's Frontier Duty Free Association culminated the first day of its 2015 Convention in Toronto on Sunday, Nov. 16, with the election of a new slate of officers and Board of Directors.

The election topped off a full day of meetings among the Operators of the 28 retail stores that comprise the Association.

After four years in office, outgoing Board President Abe Taqtaq stepped down, and was succeeded by Peter Brain of Blue Water Bridge Duty Free. Philippe Bachand of Boutique Hors Taxes de Philipsburg was elected Vice President, Jim Pearce of Peace Bridge duty Free is Treasurer, and Simon Resch of DFS Ventures is Secretary. Justin Guay of IGL, Len da Silva of West Coast Duty Free and Paul Dickinson of Abbotsford Duty Free were elected Directors. Laurie Karson is Executive Director.



Photo top: New FDFA President Peter Brain with FDFA Executive Director Laurie Karson, at the Great Gatsby-themed Opening Cocktail. Bottom: Abe Taqtaq presides over the FDFA Operator's Meeting as outgoing president of the Canadian land border duty free association.

## Brazilian border shops could open as early as June

### Rules discussed at meeting in Rivera

The new Brazilian border shops could be open as early as June 2015 and should be able to sell goods to Brazilian travelers, according to top news released during the Second Border Shop Meeting held this week in Rivera, Uruguay, by the South American Duty Free Shops Association (ASUTIL) and the Uruguayan Chamber of Free Shops (CEFSU).

Entitled "Facing up to New Challenges" and attended by border shop operators, suppliers and government authorities, the meeting discussed issues facing the border shop operators in the six cities in Uruguay where duty free sales are permitted.

Frederico Antunes, a regional MP from Rio Grande do Sul in Southern Brazil, presented the important news about the Brazilian border stores, advising delegates that the rules on the Free Shops in Brazilian territory were almost finalized. He expects that the new stores would be able to open by the end of June 2015, and confirmed that the legislation would allow Brazilian travelers to make purchases in the stores.

Brazilian nationals would be restricted to a \$300 per month allowance, to be controlled by a special software program linking the stores to a database controlled by La Receita Federal, the Brazilian Customs Authority. In another critical decision for the industry, shop operators would be able to manage stores in more than one border location.

The conference was opened by ASUTIL Secretary-General José Luis Donagaray, Carlos Loaiza of CEFSU, and Riviera Mayor Marne Osorio.

Presentations included an outlook on three regional economies by economists Carlos Melconian -Argentina, Alberto Furuguem - Brazil and Magdalena Domínguez - Uruguay.

A presentation by Clara Pérez, from travel retail market research specialist mInd-set, dove into the purchasing behavior in the different duty free stores in the region, with special reference to border stores and ferries compared to airports.

The Conference also examined the new mixed-use business model on the Uruguayan Brazilian border, where

shopping complexes have duty free and duty paid stores co-existing alongside food courts and entertainment options.

Mario Garbarino of Garbarino Lombardo talked about the Río Branco Shopping and hotel complex where DFA is - planning to open a 4,000 sqm anchor store; London Supply's Víctor Hugo Bonnet presented details of the recently completed extension of the company's 9,000 sqm flagship store in Puerto Iguazú, Argentina. Claudio Marchesano and Santiago de Tezanos detailed the development of the Melancía Mall complex in Rivera where Neutral and Grupo Wisa will open 4,000 sqm stores around June 2015. Rafael Parodi of Siñeriz Shopping discussed the history of one of the oldest companies in the town; and announced plans to add 6,000 sqm of retail space to the company's 10,000 sqm flagship store and enlarge the food court.

Enrique Canon, Director of the Uruguayan Customs Authority, and Neutral CEO Enrique Urioste, President of ASUTIL and Board member of CEFSU closed the conference.

ASUTIL's Donagaray said that the Conference attracted 100 delegates, up 15% from last year. Part of the delegate conference fees- totaling US\$3,850--were donated to the Caqueiro Social Project charity.

Tuesday night's welcome dinner was organized by Siñeriz Shopping and sponsored by Siñeriz, Neutral, Grupo Wisa, Duty Free Americas and The Place.

## International Shoppes opens T5 Beauty store

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To enhance the appeal of the store even further, IS has installed "very dramatic, very large digital signage," says Greenbaum. "Right in the center of the store behind the cash wrap, we put together a series of four 55-inch screens where we play our own content that calls out promotions that we have. We also allow the brands featured in the store to play their own campaigns. Customers entering from the Security check-point can see a campaign that is familiar to them all the way from where they enter the building. It is that large a display.

"It couldn't be in a better location in the terminal. It is a great showcase for the brands being featured. Everyone is thrilled. The brands that are partnering with us are really happy with how it is working out for them."

Greenbaum reports that T5 is now the second busiest terminal at JFK after Delta, which is in T 2 & T4.

"The JetBlue terminal has a great energy to it. It is really different than any other terminal at JFK - maybe even any other terminal in North America. It is very youthful. It feels fun. I think they did a great job developing a really enjoyable space with a lot of unique retail concepts," says Greenbaum.

As a result of the extra space opened from removing fragrances from the original store, International Shoppes was able to redesign the Duty Free store, with expanded back wall areas from all the liquor houses.

"The space that had been used for fragrances before is now all liquor and tobacco and confection. This new design makes a lot of sense to us, especially in this terminal where so many of the passengers are domestic and Americans. It is a good example of how International Shoppes develops stores in the terminal that are appropriate for that environment."





## Diageo and David Beckham launch single grain Haig Club Scotch whisky

Global soccer icon David Beckham met with customers and media at the TFWA World Exhibition in Cannes to support the launch Haig Club, Diageo's new Single Grain Scotch Whisky.

House of Haig is Scotland's oldest grain whisky dynasty and makers of Haig Blended Scotch Whisky and Dimple Scotch Whisky. Built on 400 years of distilling history, the House of Haig can trace its whisky producing roots back to the seventeenth century.

Haig Club was created in partnership with Beckham and British entrepreneur Simon Fuller who have played a fundamental role in developing the brand, says the company. Haig Club was first launched in travel retail in September with an activation in partnership with DFS Singapore at Changi Airport which David Beckham visited just two weeks after the launch.

"It is wonderful to have our Haig Club partner David Beckham at this year's TFWA World Exhibition. Haig Club began to roll out in travel retail earlier this month and we are delighted that David is so heavily involved in positioning the brand in the channel," says Doug Bagley, Managing Director, Diageo Global Travel and Middle East.

"Haig Club underlines Diageo's commitment to innovation and to premiumization in travel retail. Whisky is the most vibrant spirits category in the channel and we are working with our travel retail partners to deliver groundbreaking activations that will support our vision for Haig Club as an accelerator of the whole whisky category.

"I think what is special about Haig Club is the fact that it is a single grain, it is something that is new to people, it is something that if you are interested in whisky but are not a whisky drinker it is a great place to start," says Beckham, who is touring around Asia in November to launch the brand domestically and in travel retail.



*Photos clockwise from top left: David Beckham in Cannes; the Haig Club activation in Miami International Airport, and the new Haig Club in its iconic blue bottle.*

Haig Club began rolling out in duty free outlets across the globe from October with a recommended retail price of £40 GBP / \$62.50 USD for a 70cl bottle. A Haig Club activation is currently in place in the main rotunda in the North Terminal in Miami International Airport (see photos above). Diageo also featured the new product at the Operator's Lunch at the Frontier Duty Free Association Convention on Nov. 16.

## Pernod Ricard installs Pop-Up for Chivas Brothers' Blend at MIA



Alexandre Ricard, Pernod Ricard deputy CEO and COO, speaking from the TFWA World Exhibition, defined the Travel Retail channel as 'fundamentally strategic' to Pernod Ricard. Demonstrating its TR focus on a local level, Pernod Ricard has installed a high profile, customized apothecary themed pop-up POS tasting and display unit for its Chivas Brothers' Blend at Miami International Airport's North Terminal across from the DFA Duty Free store at Gate D30. Staffed by a Hostess on site or a Brand ambassador during peak travel hours, the 10 x 10 wood-paneled pop-up was designed to create the full sensory brand experience for travelers to enjoy the ultra-smooth Chivas Brothers' Blend, a duty free exclusive. Launched last February at JFK Airport, the pop-up will also be installed in Santo Domingo, Dominican Republic, and will return to JFK next March.





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## Martell celebrates 300<sup>th</sup> anniversary with limited edition

Martell is celebrating its 300<sup>th</sup> anniversary with the launch of Martell Premier Voyage, a limited edition blend encased in artwork designed exclusively by French artist Bernar Venet.

Martell Premier Voyage will be released to Global Travel Retail during the Master of Wines & Spirits, organized by DFS in Singapore, and will then be available in the major travel retailers around the world all through 2015, in locations including Hong Kong, Sydney, Los Angeles, Toronto, New York, Amsterdam and Paris.

Thirty of the 300 pieces will be

available in Travel Retail.

"Travel Retail is a channel with ever increasing influence for Martell Cognac. It's an ideal showcase to convey Martell's brand image and meaningful content," says Francois Plantecoste, Community Director for Global Travel Retail – Martell.

Martell Cellar Master Benoît Fil used a unique new blend containing 18 eaux-de-vie from Martell's cellars. Based on Jean Martell's original correspondence, Fil pieced together a map of Jean Martell's key suppliers from 1735-1742. Fil sampled eaux-de-vie and met with the winegrowing families whose ancestors had originally supplied the brand's founder. Martell Premier Voyage was then aged in barrels made from the oak of a 300 year-old tree.

"Martell Premier Voyage takes the best things from the past of Cognac and Jean Martell's vision, and makes them something that we can enjoy today. This new blend truly captures three centuries of Martell turning cognac into art," says Fil.

French conceptual artist Bernar Venet created the artwork that



houses the cognac. Venet's design features metal arcs which are divided into three clusters, which shelter a teardrop-shaped Sèvres crystal decanter.

The blend can only be drawn from the sculpture with a fusil; a special pipette used by the Cellar Master to extract and taste eaux-de-vie from the barrels.

Each bottle of Martell Premier Voyage will be individually signed, numbered and produced to order.

Pernod Ricard revealed and sampled The Martell Premier Voyage in Cannes

### Heinemann Americas

is looking for an  
**Accountant**

based at its headquarters  
in Miami, Florida.

The successful candidate will report directly to the Finance Director, and be responsible for the month end closing and financial reporting on a monthly basis for the regional HQ.

#### Responsibilities of the position:

Responsible for handling the full sets of accounts; Ensure timely submission of financial and management reports; Prepare management and statutory reporting, forecasting and annual budgeting; Liaise with auditors, tax agents and related local government agencies; Perform other ad-hoc assignments to be directed by the line manager.

#### Competencies and minimum requirements:

Degree qualified accountant with strong business acumen; Minimum 5 years of relevant experience with a minimum 3 years handling full sets of accounts in SAP; An independent self-starter with dynamic personality; Strong interpersonal and communication skills; Strong Excel skills; Must be highly pro-active, hands-on and motivated; Have an eye for details and meticulous; Enjoys working independently as well as in a team.

United States/Permanent Resident preferred

Salary will commensurate with experience.

Please send resume to  
[info@heinemann-americas.com](mailto:info@heinemann-americas.com)

### BEAUTE PRESTIGE INTERNATIONAL

has an immediate opening for a  
**Brand Manager for the Latin American Local Market.**

This position is responsible for assisting the Marketing Director with the budget preparation process, ensure follow-thru of marketing plans, forecasting, communication, coordination of media plans, as well as organization of special events for the local markets.

Ideal candidate has three years of luxury industry experience and holds a degree in Marketing/Business Management. Submit resumes to  
[gcamplani@bpi-sa.com](mailto:gcamplani@bpi-sa.com)

### ESSENCE CORP.

has an immediate opening for an  
**Account Executive/  
Promoter  
for the Caribbean Territory.**

The ideal candidate must have retail sales experience preferably within the luxury brand industry. Willing to travel 50% - 60% of the time. Strong communication and presentation skills and ability to conduct training seminars and motivate sales staff. This individual will be responsible for in-store visits, counters, beauty advisors, sell-out actions and in store promotions.

Must have a high level of skills using Excel, PowerPoint and other MS Office applications. Fluent in English and Spanish both written and oral.

Please send resumes to  
[musallan@essence-corp.com](mailto:musallan@essence-corp.com)

**THE HERSHEY COMPANY**  
has an immediate opening  
in **World Travel Retail,  
Europe & Middle East.**

Position is responsible for the business development and profitable growth of Hershey's Travel Retail business in Europe and the Middle East. This position plays a central role in profitably growing Hershey's Travel Retail business in Europe and the Middle East and will be accountable for delivering aggressive net sales and operating income targets in these strategic growth markets. This position has clear command of the Travel Retail business in the region and has the ability to tap current opportunities in the short term while being able to contribute at a strategic level in mapping the future. 8-10 years of experience in Travel Retail Channel in Europe required, with high level key account penetration success achieved in the industry in prior positions.

Please send resumes to  
[ejmiller@hersheys.com](mailto:ejmiller@hersheys.com)

### L'OCCITANE AMERICAS

has an immediate opening for an  
**East Coast Sell Out Manager.**

The ideal candidate will have strong experience in the fragrance/cosmetics industry and have worked in similar sales management positions.

Ability to work from home is required.

#### **Mandatory requirements:**

Fluent in English; Spanish a plus  
Ability to read, prepare and analyze sales reports

Good proficiency of Excel and PowerPoint

3-4 years of relevant professional experience (Account Management or Retail Management);

New York Based; 30-40% travel

#### **Job Description**

Coordinate sales development according to brand objectives, client needs/considerations and guidelines provided by Regional Sales Manager.

Build and maintain link between the RSM and respective accounts on the territory  
Direct management of dedicated Beauty Advisors.

Maintain proper merchandising according to the brands' guidelines.

Analyze sales on each point of sales and reports suggestions to the Regional Sales Manager.

Coordinate sales goals, recruitment, trainings, schedules, etc... for the Beauty Advisors on the territory.

Send resumes to  
[loccitane.eastcoast@gmail.com](mailto:loccitane.eastcoast@gmail.com)