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Bobbi Brown Cosmetics names actress Katie Holmes as its first celebrity face

In a major coup for the brand, Bobbi Brown Cosmetics announced today that it has signed a deal with American actress Katie Holmes to be the brand's first-ever celebrity face.

"Katie Holmes epitomizes the modern 'Bobbi woman'..." says Bobbi Brown. "Katie is a classic natural beauty, entrepreneur, and mother. When I met her, I thought she was a natural fit for my brand, and felt an instant connection with her because we have so much in common."

"Bobbi is exceptional and Bobbi Brown Cosmetics is a company that we, as women, all turn to because it is makeup that is very accessible and makes you feel pretty," says Holmes. "...Makeup is powerful and I am thrilled to be a part of this brand."

The first iteration of the partnership will appear in spring 2013 print ads, light boxes, on-counter and with supporting editorial features. Additionally, Bobbi will be the lead makeup artist at the Spring/Summer 2013 Holmes & Yang Fashion Show, the eponymous line founded by Katie Holmes and celebrity stylist Jeanne Yang.

"This is a very exciting time for Bobbi Brown Cosmetics, and we are thrilled to be embarking on this new partnership with Katie, whose influence spans the globe," says Maureen Case, President of Bobbi Brown Cosmetics. "We are confident that this partnership will raise the brand's profile with strong, smart, powerful women, while also introducing the brand and its compelling ethos to new consumers."



Katie Holmes

More than 20 years after its founding, Bobbi Brown Cosmetics is the number one makeup artist brand founded by a woman. Acquired by the Estee Lauder Companies in 1995, it is now available in 60 countries and offers a full range of color cosmetics, skincare, fragrance and accessories.

Lights! Camera! Grey Goose! Bacardi and Nuance feature the premium vodka at the Toronto Film Festival

Passengers traveling through Toronto Pearson Airport during September for the Toronto International Film Festival (TIFF) will get the full Grey Goose Experience in a partnership between Bacardi Travel Retail, The Nuance Group, HMS Host, and the Greater Toronto Airport Authority.

The Grey Goose Experience in Toronto includes a free Grey Goose cocktail at the Grey Goose bar in Terminal 1, a special Grey Goose promotion at the Nuance duty free store, Grey Goose cocktail samples when passengers arrive in Toronto, as well as Grey Goose signs and literature throughout the airport. Grey Goose is also hosting a series of TIFF premiere parties at the new Soho House in the city.

"Passengers can't miss Grey Goose in the airport. The Grey Goose bar is located at the bottom of the escalators coming down from international in Terminal 1. We have [highly trained] young ladies greeting passengers to drive them to the bar with a card offering them a great cocktail, *Amuse Bouche*. We are also sending passengers over to Nuance for a deal for Grey Goose vodka two for \$86. If you enjoy your Grey Goose here at the bar, hopefully you go over to Nuance and buy a couple of bottles," says Lito David, Trade Marketing Manager, Bacardi Travel Retail.



The Grey Goose Bar at Toronto Pearson International Airport is across from the Nuance Duty Free store at the bottom of an escalator guiding international travelers to their gates. From left: Marc Plumridge, Global Brand Ambassador, Bacardi GTR (at bar) Jessica Halloran, Trade Marketing Assis't, Americas Travel Retail - Bacardi USA, Lito David, Trade Marketing Manager, Bacardi Travel Retail, Andy Rattner, VP Buying, Merchandising and Operations at The Nuance Group, Todd Cooksley, Area Sales Manager, Bacardi GTR.

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PEOPLE

Peace Bridge DF announces management changes

Canadian duty free store operator Peace Bridge Duty Free has announced that **Gregory G. O'Hara** has assumed the role of President and Chairman of Peace Bridge Duty Free Inc.

Greg replaces the much beloved George Slipp who passed away in May.

Peace Bridge Duty Free management will be directed by a new Senior Management Team, led by **Jim Pearce**, General Manager along with **Sandy Rienzo**, Store & Operations Manager and **Bonnie Gates**, Marketing Manager.

Glenn Mills, who had been general manager, is no longer with the company. Peace Bridge Duty Free management wished Mills well in his future endeavors, and stated:

"Peace Bridge Duty Free thanks all association members, partners and suppliers for your continued support as we charge ahead to build a business focused on delivering the best products, prices and service and remain committed to operating our business responsibly and successfully."

IN MEMORIAM: KEVIN BRANN

Travel Markets Insider is extremely sad to announce that long time travel retail executive Kevin Brann passed away suddenly last week. Funeral arrangements were private.

Kevin worked at World Duty Free Americas, Duty Free Americas and HK Duty Free, among others.

Anyone wishing to send condolences may write to Kevin's sister Kim at KimJDowling@aol.com. Kevin's mother and sisters have also set up a special Facebook page entitled 'In Memory of Kevin Brann' which can be found at www.facebook.com/kevin.brann.3

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Bacardi & Nuance shine spotlight on Grey Goose at Pearson Airport during Toronto Film Festival



"The literature says, 'Toast like the stars.' The drinks that Global Brand Ambassador Marc Plumridge is serving are the same drinks being served at the Soho House. So it is what the stars are drinking."

Andy Rattner, Vice President Buying, Merchandising and Operations at The Nuance Group, says the Grey Goose tie-in to TIFF is the perfect match.

"Grey Goose for us in our trans-border business is our number one selling liquor SKU. Bacardi's Peter Rombaut talked to me about the relationship of Grey Goose and TIFF and it was not only a great idea from a brand and duty free operator standpoint, but also from an airport standpoint. TIFF is a tremendous event in Toronto that brings in so many people and so much money to the city and the airport is very involved in activities that are very community based. So we were able to bring together three great business partners: Bacardi/Grey Goose, Nuance with space and visibility and presence in the airport, and the Airport Authority."

The HMS Host operated Grey Goose bar, which was a Bacardi bar before TIFF, will feature the Grey Goose branding for at least through September, while the Grey Goose promotion at Nuance is in effect for two months.

All the partners in the project say it is

Grey Goose dominates Terminal 3 at Toronto Pearson International Airport this month. T3 caters to transborder traffic between the US and Canada.

all about the passenger during their time at the airport in Toronto.

"The Airport wants folks when they come in and out of Toronto to have an experience of Toronto. This partnership with Grey Goose with the film festival is a great opportunity," says Sharon Rice, General Manager for HMS Host at Toronto Pearson International Airport. Rice says the restaurant next to the Grey Goose bar has changed its menu from the Cuban food it normally serves when it is a Bacardi bar to match up with Grey Goose.

"It is really all about the passenger coming through the airport. The bar will be up for September and we are hoping longer. Grey Goose is the #1 premium vodka in Ontario by a considerable margin," says Todd Cooksley, Area Sales Manager, Bacardi Global Travel Retail, adding that the bar and restaurant have also partnered with *etalk*, which gives daily feeds on screens about what happened the day before at TIFF. "There is a screening room feel keeping the film festival atmosphere alive and it keeps the experience going," says Cooksley.

Arriving passengers in Toronto are also offered Grey Goose cocktail samples at a pop-up location in the airport.

A Grey Goose TIFF Festival Guide, which has Grey Goose cocktail recipes and featured bars in the city are also distributed.

The Toronto International Film Festival takes place every September, screening more than 300 films from 60+ countries. Grey Goose sponsors the pre-premier parties for 12 movies at Soho House during the festival.



The upstairs bar at one of the Grey Goose-sponsored pre-premier parties at Soho House during the 2012 Toronto International Film Festival. Grey Goose sponsors 12 films at Soho House during the festival. Photos and story by Michael Pasternak.

Canada airport sales up in July; one less weekend results in lower land border sales compared to 2011

Canadian duty free sales went in opposite directions in July 2012 with sales at the airport rising but land border sales dropping, according to the latest figures from the Canada Border Services Agency.

Airport sales were up 5.5% for the month versus July 2011 with sales up 9.81% for the year. Both Alcohol (+5.69%) and Perfume, Cosmetics, and Skincare (+6.64%) sales increased in July. However, Tobacco sales were down 8.31% versus the same month last year.

Land border sales were down across the board in July 2012, dropping 6.86% for the month and 1.72% for the year. All three of the major categories sales fell in July with Alcohol (-4.83%), Perfume, Cosmetics, and Skincare (-2.01%) and Tobacco (-10.34%) all falling.

All four Canadian land border regions reported negative sales for the month. Ontario sales fell the most (-7.34%), with Atlantic/Quebec (-6.35%), Pacific (-7.24%), and the Prairie (-3.88%) regions having slightly better months.

The drop in sales on the border was not as severe as they first seem, Laurie D. Karson, Executive Director of the Frontier Duty Free Association, tells *TMI* that the decrease can be tracked to the calendar: "The sales drop is reflective of 4 weekends in July 2012 versus 5 weekends in July 2011. By far, the most duty free sales take place during the weekend so one less weekend does make a difference. Sales are already up for August," she said.

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Katherine Patch Sleipnes launches company that focuses on brand expansion into the Americas



Well-known travel retail specialist Katherine Patch Sleipnes announces the launch of her new company, IBBI (International Brand Builders), which she describes as a brand-building partner, focused on developing and expanding brands with growth potential

into the Americas.

Patch Sleipnes, tells TMI that she is partnering with brands that have a strong presence in other markets and/or potential to thrive in the Americas, based on their consumer appeal, marketing, and price points.

“*Buckley Jewellery*, with its proven track record on some of the top airlines in the world, has the right mix of design, quality and price to make it a viable new player in the Americas,” says Patch Sleipnes.

Buckley London has also been shortlisted for Star Product of the Year for this year’s Frontier Magazine Awards, she says.

IBBI is also planning to re-launch Buckley’s sister brand, *Attwood & Sawyer*, which will be showcasing its new collection in Cannes.

The UK-based company is also launching *Bouton*, an upscale sterling silver and CZ collection, for which

IBBI will be looking for retail partners to launch in both Travel Retail and Domestic markets throughout the Americas.

Please make appointments to see these collections at the Buckley stand in Cannes (H4-Red village) by contacting Katherine at katherine@internationalbrandbuilders.com.

On the fragrance side, IBBI will be introducing *Judith Leiber’s* opulent, upscale fragrances, Night and Amethyst, from US fragrance company Palm Beach Beauté. With their rich juices and bottles inspired by the American designer’s iconic luxury handbags, the Judith Leiber fragrances are now available in 30 countries as well as Bergdorf’s, Bloomingdale’s, Dillard’s and select Neiman Marcus stores. Patch Sleipnes will also be showing other fragrances from PBB (Beverly Hills 90210, Cadillac and American classic brand Ellen Tracey.)

Please call Katherine at (954) 557 8638 to set up an appointment to see the new collections in Cannes at Hotel Majestic, suite Double Deluxe Mer.

TFWA: nominating process is open for Management Committee, President

TFWA has announced that it is inviting its member companies to submit their nominations for the TFWA Management Committee in advance of the Annual General Meeting, which will take place on Thursday, Oct. 25, during TFWA World Exhibition in Cannes.

At the Annual General Meeting, which is open to all TFWA Members, the Management Committee for the coming two years will be approved.

Nominations for the Management Committee should be addressed to the President of TFWA at the office in Paris and received before Sept. 24, 2012.

The Election Committee, which includes representatives from the Board as well as a Management Committee representative from each key product group, will meet the Managing Director, the Membership Co-coordinator and an independent legal adjudicator on Sept. 25 to discuss the nominations received against the agreed seat allocation by product sector.

The validated list of candidates will be communicated to the TFWA Members and the elections by sector will be carried out on Oct. 24 in the Palais des Festivals, Cannes.

Election of the five Vice-Presidents of the association, also for a two year period, will take place at a meeting immediately following the AGM. The seat of Vice President Commercial is vacant following the departure in June of Erik Thomsen, then with William Grant & Sons Ltd. The current Vice Presidents are Frédéric Garcia-Pelayo, VP Finance; Sylvie Lavagno, VP Marketing; Alessandra Visconti, VP Corporate; and Thom Rankin, VP Conferences & Research.

The role of President will also be up for election and this will take place at the next TFWA Management Committee meeting on Dec. 7. This role is open to all members of the Management Committee and also to individuals from outside the MC who would like to put themselves forward and who believe they have sufficient time and capacity to lead the largest and most influential membership association for the duty free and travel retail industry.

All members of the Management Committee can propose candidates from the MC for the presidency at any time before the beginning of the December meeting. Candidates from outside the MC are required to submit their applications to the TFWA Election Committee by Nov. 7, 2012.

For full details of TFWA World Exhibition and pre-registration, which will remain open until Sept. 12, please go to www.tfw.com.

The **Middle East Duty Free Association** and **TFWA** are pleased to announce the program for the **2012 MEDFA Conference**, which will take place on Nov. 26 & 27 in the Jumeirah Creekside Hotel in Dubai. The full program with details of speakers can be found at www.tfw.com. Pre-registration for the MEDFA Conference will open on Sept. 26, 2012. The 10th anniversary MEDFA Conference in November 2011 was attended by a record 470 delegates.

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Estée Lauder tops \$1 billion in sales in TR in FY2012

The Estée Lauder Cos. Inc. reported that sales grew 10.3% in FY 2012, ended June 30, 2012, reaching US\$9.71 billion. This was double the rate of the prestige global industry as a whole. Travel retail paid a significant part in this growth.

In a presentation made in New York City on Aug. 14, ELC President & CEO Fabrizio Freda told financial analysts that travel retail net sales topped \$1 billion for the first time.

“Travel retail again had fantastic double-digit growth, more than 4 times the rate of international air passenger traffic,” said Freda.

“Our travel retail sales have doubled in three years. Net sales



increases came from virtually every brand, and we gained 100 basis points of share in this channel. Our Company became number one in travel retail in Asia-Pacific, and in prestige makeup globally we maintained our leadership in skin care.”

Internationally sales rose 12%. Latin America returned robust double-digit, broad based growth for the third

consecutive year. The ELC business in Brazil soared nearly 50% in local currency. MAC became the number one prestige beauty brand in Brazil, said Freda, and at year-end, had 26 freestanding stores, including six new ones.

He also reported that ELC is the number-one prestige player in Mexico, which is its largest Latin American market.

Business in Europe was solid, despite struggling economies in the Eurozone, with three mature markets -- France, Germany and Italy – turning in double-digit increases. The UK had mid-single-digit growth and outperformed prestige beauty. The emerging markets in the Middle East and Africa had exceptional double-digit growth for the year.

Overall Asia-Pacific sales were healthy, although by country the picture was mixed, said Freda. ELC had strong growth in greater China, a marginal increase in Japan and weak results in Australia. China overtook Japan to become its largest Asian affiliate, and sales in china climbed 28% in local currency. The Estee Lauder brand was particularly strong, and is #1 in its distribution in the country.

“We now do business in 58 Chinese cities, 20 more than last year, and through e-commerce, we reach consumers in nearly 350 cities,” said Freda. He said that much of the company’s strategy is focused on skin care, which saw sharp growth.

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TFWA announces Cannes networking & leisure events

TFWA has announced some of the networking opportunities for the 2012 World Exhibition taking place in Cannes next month.

To register for any of the leisure activities taking place on Sunday, Oct. 21 – except the golf – please contact Maha Abdennbi at m.abdennbi@tfwa.com. Applications for the golf should be sent to Sonja Raupp at s_raupp@gebr-heinemann.de indicating name, home golf club, country, T-shirt size and handicap. The maximum handicap for men is 24 and for ladies 28.

The Sunday Leisure Activities options include:

New this year is an afternoon **Soccer Tournament** at Les Muriers Gymnasium, sponsored by Perfetti van Melle, with up to eight teams of five players striving to become TFWA World Exhibition Cup champions.

The annual Estée Lauder & Gebr. Heinemann **Golf Tournament** takes place at the Old Course, Cannes Mandelieu Golf Club followed by lunch. Now in its 26th year the tournament is played to the ‘Travel Value Scramble’ rules and a charity donation of €100 is requested from each participant.

The popular **jogging and hiking** on the beautiful island of Ile Sainte-Marguerite sponsored by Eastpak offers a choice of trails to suit all abilities and experienced guides on hand to show the way through the island’s pine and eucalyptus forests.

The annual **Pétanque Tournament** will take place in the Place de l’Etang – sponsored by Kipling.

A **Perfume Masterclass** will be held in the historic town of Grasse with the chance to create your own fragrance.

Wine Tasting with the monks at L’Abbaye de Lerins on Ile St Honorat will be followed by lunch.

The **Opening Cocktail** at the Palm Beach on Sunday evening will, as is traditional, end with a spectacular fireworks display courtesy of the City of Cannes as a finale.

Monday-Thursday, Oct. 22-25

The Scene, the TFWA after-hours venue during the week, moves this year to the Gare Maritime, in a building adjacent to the Palais des Festivals. It will be open Monday through Thursday from 10 p.m. to 2 a.m. Tickets can be purchased in advance at www.tfwa.com, on site at the Palais from Saturday Oct. 20, and each evening at The Scene entrance.

Thursday, Oct. 25

Le Premium Evening, a glamorous black-tie party, will take place at the Palm Beach on Thursday, with spectacular entertainment on a Spanish ‘Viva la Vida’ theme provided by Manolo and the Gypsy Guitars.

The Opening Cocktail and Le Premium Evening are included in the Full Delegate package. However, extra tickets may be available for purchase on site subject to availability.

Pre-registration for TFWA World Exhibition closes on Sept. 12. See www.tfwa.com for full details.