

## Bijoux Terner launches new AdiXion concept as it returns to Las Vegas market

Bijoux Terner has unveiled a refreshed image and a newly designed AdiXion brand, which is on display at the 1,500sf store that it opened in December at the Treasure Island Hotel & Casino in Las Vegas.

Gabriel Bottazzi, president and CEO of parent company BT Fashions, says that this "significant development" not only brings the company back into one of its most important US travel markets, but also becomes the show place for the new AdiXion concept – a multi-priced range of premium fashion accessories with a focus on "inspired" statement pieces.

Treasure Island is the first location to launch with the new AdiXion range, and the first to offer the AdiXion concept side-by-side with the single-price \$10 Bijoux Terner brand. The boutique features new artwork, new signage, and a fresh new image for Bijoux Terner.

The new format follows the

experimental AdiXion store that BT Fashions opened in Miami International Airport about 18 months ago. That store was just doors away from an existing Bijoux Terner location.

At that time, Bottazzi explained that AdiXion was an "evolving concept" that would be fine-tuned according to customer response.

After the successful test, the fashion retailer is rolling out the AdiXion brand to a series of concept stores, of which Treasure Island is the first.

"We learned since opening the first AdiXion store that there is a tremendous demand for premium fashion pieces, and that the core competencies we developed as Bijoux Terner – sourcing quality fashion accessories for more than 40 years – are entirely transmittable into luxury fashion accessories at higher price points," says



*The refined AdiXion concept is featured in the new Treasure Island boutique in Las Vegas.*

Bottazzi.

The company unveiled the refined AdiXion concept in the new Treasure Island boutique, where it has grouped a number of top-selling luxury accessories under one brand, with prices ranging from \$18 up to \$125.

"BT Fashions has been able to capitalize on its extensive sourcing network, and world-class

*Continued on page 2*

### PEOPLE

**Paul Petit**, formerly President of the Beauty & Lifestyles Group at Actium and VP International at Clarins Group, has joined **Cartier** as Vice President – Americas of Cartier Fragrances. Petit will be responsible for local markets in the US and North & South America, as well as the Caribbean and Travel Retail. [Paul.Petit@cartier.com](mailto:Paul.Petit@cartier.com)

**Steve Carter**, formerly with Andrew Peller Ltd. and Coors Brewing Company, has joined **Diageo** as Key Account manager for Canada Duty Free. [Steve.Carter@Diageo.com](mailto:Steve.Carter@Diageo.com)

Following its decision to set up its own importing company in the US and manage its portfolio of brands directly, Stolichnaya vodka owner **SPI Group**, has appointed **John Esposito** president of its US operations. The veteran drinks exec has 20 years experience, most recently as president and CEO of Bacardi North America. Esposito was also CEO of Moët Hennessy USA, president of Schieffelin & Somerset and president of Premier Beverage in Florida. He will be based at the Stoli US headquarters in New York. William Grant & Sons is the current distributor of Stoli in the US.

**The Caribbean Hotel and Tourism Association (CHTA)** president **Richard J. Doumeng** has announced that **Vanessa Ledesma** will assume the role of director of operations, a new position with responsibilities for overall day-to-day oversight of the Association. She will also retain her position as director of conferences and events, a job she has held for the past 12 years. The CHTA has commenced a search for its new director general, following the retirement of **Alec Sanguinetti** on Jan. 31. Sanguinetti, who has spent 19 years in CHTA executive positions, and more than 50 years in the travel industry, announced his retirement last November.

## 2013 IAADFS Exhibit Space sells out

The IAADFS announces that it has sold out all 75,000 square feet of exhibit space on the Trademark floor for the 2013 Duty Free Show of the Americas. The show will take place April 7-11 at the Orlando World Center Marriott in Orlando, Florida.

Among the exhibitors returning after an absence are Anne Klein Watches, a division of E Gluck Corp., CBM Inc./Meade Ray,

Crislu Corporation, INCC Group, Joanel Inc., Specialty Wines & Spirits Inc., SPI Spirits Cyprus td., Troika Germany GmbH, and The Underberg Group.

First time exhibitors include Atra-Odyssey, Bodegas Franco-Espanolas, Elite SRL, Ellessco LLC, Extreme Design Srl, F Beverages Ltd., Fervor (SAG Trading LLC), Flawless Holding LLC, LuckyClover, Inc., Marlite

Inc., Naftali Inc., Opticaset Inc., Parfums Berdoues, Sazrkli Repurchase Ltds., Svalia Group LLC., Schaefer Toy Company GmbH, Shopper Shop Inc., TPR Holdings LLC, Tu-Be Branding LLC, and Wefort Inc.

Pre-registration is currently underway at [www.iaadfs.org/dutyfreeshow](http://www.iaadfs.org/dutyfreeshow)



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## Bijoux Terner

*Continued from page 1*

operations and logistics, and all of this enables us to secure these premium accessories, at prices that beat the competition,” explains April Morris, BT Fashions area manager for the US & Canada.

Chief Creative Officer Lina Henao says that the AdiXion line

offers “collections of inspired statement pieces” and a much wider range of products and price points than were offered previously. “With the new concept, we will be able to source more higher-quality merchandise with a bolder, edgier look, and cater to consumers who want a higher fashion,” she adds.

“We think that this AdiXion

brand is a bellweather for us in the market and also for the concept of BT Fashions going forward,” says Bottazzi.

“This store is transformative for us, not only because we are surging in the important Las Vegas market, but also because we are rolling out this exciting new concept.

“BT Fashions’ accessories are

available in nearly 1,000 locations around the world and, over the next few years, many of those boutiques can begin to look more and more like the concept stores being opened today,” he concluded.

For more information about the Bijoux Terner – AdiXion boutique concept, contact April Morris at amorris@btfashions.com.

## AIRMALL Pittsburgh launches initial phase of \$10-Million Upgrade to Concessions Program

North American airport concessions developer AIRMALL USA, operator of the Airmall at Pittsburgh International Airport (PIT), has launched the first phase of a yearlong construction project that will result in the most significant overhaul of the concessions program since the airport opened in 1992.

Later this month, construction crews will begin work on five new retail units in the Center Core of the AIRMALL between concourses A and B, and prepare other concessions space in the Center Core for future development. In total, the development work to be completed during the first phase of the project encompasses 6,000sf of retail space. This initial phase is part of a \$10-million upgrade to the entire concessions program at PIT, a plan that was approved by the Allegheny County Airport Authority Board of Directors last summer.

The changes are due, in part, to PIT’s evolution from a hub to an origination-destination airport. “Every departing and arriving passenger passes through the Center Core of the AIRMALL at PIT, and that’s why we’ve targeted this area for a major upgrade and the introduction of new brands,” said Jay Kruisselbrink, vice president of development for AIRMALL USA.

The demolition and construction work will be conducted in phases so as not to impact on

passenger flow. The AIRMALL will be erecting barricades and signs that provide travelers with clear direction on how to navigate through the construction zone.

Five new shops will be opened when the first phase of the renovation is completed this summer, said Kruisselbrink.

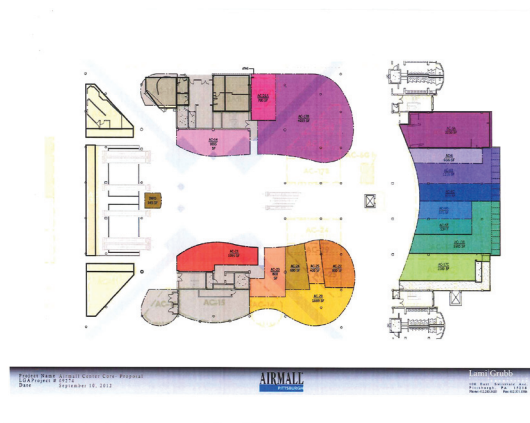
The overall plan calls for the addition of nine units for a total of 76 shops, restaurants, bars and other retail establishments throughout the airport. The entire project is expected to be completed by year’s end. Once the program is fully operational, AIRMALL expects the enhanced concessions program will grow annual revenue by as much as 10 to 20% over current figures.

In an interview with *TMI* late last year, Kruisselbrink said that the new configuration is focused on Specialty Retail. The company spokesperson told *TMI* that exactly which shops will be in the first five locations have not been announced yet.

“We have gone out to the market and received a great reception to the plan from retailers. Everyone has always liked PIT because we have all our passengers in one building past security, and we have that great center core. This configuration improves on that by giving Specialty Retail the most exposure to the customers,” Kruisselbrink told *TMI*.

The AIRMALL USA concessions contract runs through 2029.

*Rendering of the A-B corridor on the right of the plan, where construction is now underway.*



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## Tairo brings Christmas-themed promo to the Caribbean

Caribbean fragrance distributor Tairo International created an appealing Holiday Promotion for some key perfume retailers this Christmas season. Customers who purchased selected fragrances received a free holiday photo session with a choice of classic setting or beach scene backdrops.

The Holiday photo events took

place in Penha Curaçao, Vanity First in St. Martin, Maggy's in Aruba and Kirk Freeport in Grand Cayman.

"Tairo will continue this photo shoot promotion for future holidays and events this year, as it's the perfect souvenir and helps drive sales in-store!" says Tairo Marketing Director Olga Stanley.

*Holiday promotion photos from Penha Curacao (right) and Vanity First in St. Martin (far right).*



## BPI to create Azzedine Alaïa fragrance

Tunisian-born French couture and accessories designer Azzedine Alaïa has signed a fragrance and cosmetics license with Beauté Prestige International, which the designer says "... corresponds perfectly to the spirit of the Alaïa house."

Rémy Gomez, Beauté Prestige's chief executive officer, called Alaïa "a sculptor, a virtuoso of the cut; his dresses are a 'sec-

ond skin.'"

BPI, which is Shiseido's fragrance division, creates award-winning fragrances under license for designers including Issey Miyake, Narciso Rodriguez, Elie Saab and Jean Paul Gaultier.

Paris-based AZZEDINE ALAIA, part of Groupe Richemont, was founded in 1983. Alaïa distributes clothing, shoes and accessories globally.

## Parlux nabs Kenneth Cole fragrance license

The Kenneth Cole fragrance business has gone to Parlux, which is now owned by Perfumania Holdings Inc. The new licensing deal follows a 10-year partnership between Kenneth Cole Productions Inc. and Coty, which in December announced that they had mutually agreed to end the fragrance license. Parlux currently holds the licenses for fragrance brands including Rihanna, Jessica

Simpson, Vince Camuto, Ivanka Trump, Paris Hilton, and Marc Ecko among others.

Parlux Ltd. is a wholly owned subsidiary of Parlux Fragrances, LLC, which in turn is a wholly owned subsidiary of Perfumania Holdings Inc., an independent, national, vertically integrated wholesale distributor and specialty retailer of fragrances and related products.

## L'Oréal Luxe scores top Awards

L'Oréal Luxe was recently awarded two of the prestigious Prix d'Excellence de la Beauté Marie-Claire 2013: one for its *Génifique Yeux Light-Pearl* eye serum, which was launched in September 2012; and one for its *Giorgio Armani Maestro Fusion Make-up*, a new category of make-up that combines a foundation with a skin perfecter.



L'Oréal Luxe's Yves Saint Laurent Beauté also received the Prix d'Excellence Special Jury award for three of its products: *Forever Youth Liberator* skin treatment; *Teint Touche Eclat* and its long-wear glass, lip-color *Rouge Pur Couture Vernis a Levres Glossy Satin*.



*L'Oréal Luxe's top Award-winners at Beauté Marie-Claire 2013. Left: Giorgio Armani Maestro Fusion Make-up. Above: Génifique Yeux Light-Pearl eye serum*

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## The Nuance Group unveils new Branding and Corporate Identity

The Nuance Group has unveiled a new Branding and Corporate Identity.

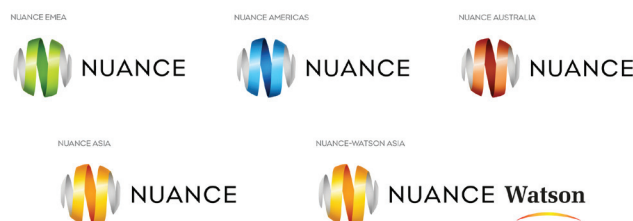
Commenting on the company's new identity, The Nuance Group President & CEO Roberto Graziani, says: "Our new Corporate Identity captures the very essence of what we are, what we stand for and how we want to be seen. To be a truly Global Brand, we need one voice, one look and a consistent way of doing things with, clearly, the necessary local adaptation. We want to be a global brand with a local touch. And, we want to be at the heart of every journey creating excitement for our customers and long lasting partnerships with our stakeholders."

In its statement, the company said that the Nuance vision is "To lead through partnership and retail excellence," adding that together with its partners, the company is delivering exciting retail environments to travelers around the globe.

"To be at the heart of every

journey" is the defining thought at the very core of the Nuance operations, says the statement. "The company creates a sense of excitement and anticipation for passengers when they travel throughout the airport. Nuance stores are destinations that customers look out for and return to. Nuance wants to be an indispensable part of the customer's journey, the essential stop, they have to make."

Developing Nuance's brand was a comprehensive exercise and involved many parties, Graziani continues: "Developing our brand was a very interesting and exciting journey. Together with our agency, Designhouse, we developed the visual identity and the brand strategy. Furthermore, during the development process we involved all company's stakeholders. We interviewed our airport and brand partners who gave us valuable advice on how to further develop our cooperation with them. We also organized Corporate Identity workshops on four continents to



engage our employees, who generated excellent ideas on how to bring our new Brand and Corporate Identity to life."

The new Nuance logo is formed from a dynamic ribbon shaping a globe at the centre of which is the initial 'N' of the company's original logo. The ribbon represents a retail journey, which, in forming a sphere, depicts the global nature of Nuance's retail

business.

As a truly global company, Nuance retains a local touch wherever it operates. Under the corporate global umbrella, unique colors have been assigned for each region demonstrating the importance of local adaptations: blue for Americas, gold for Asia, okra for Australia and green for EMEA.

## NPD: 2012 Prestige beauty sales up in US, UK, Mexico; Europe, Argentina down

The total US prestige beauty industry showed an increase of +7% in dollar sales in 2012 vs. 2011 according to NPD. The global information company presented the US and global beauty industry's 2012 year-end results for skincare, makeup, and fragrance in New York last week in an event hosted in partnership with Cosmetic Executive Women (CEW).

"Coming off the wave of 2011, one of the most robust sales periods in over a decade for the beauty industry, 2012 has shown some great highs, along with some modest lows," said Karen Grant, vice president and senior global industry analyst, The NPD Group.

According to NPD, sales of the Prestige Beauty Category in 2012 versus 2011 showed the US market up +7%, and the UK and Mexico markets up by +5% each.

But Prestige beauty sales fell by -1% in France, and were down -4% in Italy, -7% in Spain and -10% in Argentina.

All of the US prestige beauty categories posted healthy growth, reports NPD: Prestige skincare sold in US department stores generated the largest growth at +10%, followed by makeup at +7% and fragrance at +5%, compared to 2011.

"Even though consumer confidence continues to waver, there is momentum at both ends of the price and product spectrum. In 2012, along with smaller categories in beauty, we are seeing investment spending on premium-priced makeup, skincare, fragrance, as well as premium-priced sets, which lead in growth once again. Even in Europe, where the economic environment is more

challenging, the major premium-priced category, fragrance, was positive. Premium-priced products remain one of the brightest spots in beauty and will continue to carve out market share across all categories and geographies in the New Year," said Grant.

Grant adds that US growth remains positive for both the prestige and mass channels.

"The trend of prestige beauty outpacing mass beauty continues to be evident since the recessionary period of 2009 and will likely continue into 2013," she says.

(NPD Sources: U.S., France, U.K., Italy, Spain: The NPD Group, Inc.; Mexico: Segmenta Projected Sell In/Sell Out; Argentina: Segmenta Projected Sell In/Sell Out, 12 months ending Sept. '12)

## M·A·C Cosmetics to open Champs Elysées Flagship store in Paris

In February 2013, M·A·C will open the brand's third global flagship location on the exclusive Champs Elysées in Paris following the success of the two in New York, one on Times Square and a second on Fifth Avenue, which opened to rave reviews at the end of November.

"As a trendsetting brand, we have been waiting for just the right opportunities to present themselves in these fashion capitals," says Karen Buglisi, Global Brand President, M·A·C Cosmetics.

"We anticipate these to be high volume doors for the brand, due to the large number of visitors they attract from around the world. Each year, approximately 167 million people travel to the Champs-Élysées."