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TRAVEL MARKETS Vol.15-40 INSIDER

Covering the Americas & the Caribbean. parsnip5@aol.com

New era for LAX as flight ops begin in South Concourse of new TBIT

The opening of the New Tom Bradley International Terminal, which began flight operations on Sept. 18, marks completion of Phase I of the overall \$1.9-billion New TBIT Project, which is considered the crown jewel of the \$4.1-billion LAX Capital Improvements Program-Phase 1.

The largest public works project in the history of the City of Los Angeles, the centerpiece of the New TBIT Project is the 150,000-square-foot Antonio Villaraigosa Pavilion that will feature more than 60 premier dining and luxury retail shops – including 22 local L.A. brands – plus a DFS duty free program enhanced by a \$25 million upgrade and other world-class amenities.

The new dining and retail collection will phase-in as concessions transition from pre-security to post-security. The existing concessions will remain open as the new dining and shops are opened progressively in the coming days and weeks.

Another significant feature of the New TBIT is one of the most advanced multimedia Integrated Environmental Media Systems (IEMS) at a North American airport. Designed to create an unprecedented passenger experience and a non-aeronautical revenue source for LAX, the IEMS includes seven very large media features built within the new terminal's interior architecture.

World-class dining, retail and duty free

Terminal concessions manager Westfield and its partners are investing \$79.8-million to deliver a world-class traveler experience at the new TBIT. With 31 in-demand new options – three times more than before – ranging from luxury dining to healthy-and-fresh sit-down to grab-and-go, Westfield's dining collections will showcase freshness, demonstration cooking,

and sophisticated architecture, and celebrates local restaurants from renowned top chefs.

Blending many of the world's best known luxury designer brands with a distinctly Los Angeles flavor, Westfield's retail collection, joined by a \$25-million investment in the duty free program by DFS Group, will provide travelers with an array of shopping choices in news-and-gifts, specialty retail, and duty free shopping, including shops from local institutions such as Fred Segal and Kitson.

Among the other retail boutiques in the new TBIT are Bulgari, Michael Kors, Emporio Armani, Coach, Porsche Design, Tumi, Victoria's Secret, Hugo Boss, iStore Boutique and Bliss.

"The opening of the New Tom Bradley International Terminal marks an important milestone in the elevation of LAX to its rightful status as a world-class airport," said Polly Nelson, managing director of DFS North America. "DFS would like to congratulate the City of Los Angeles and particularly Gina Marie Lindsey and her team at Los Angeles World Airports on the opening of this incredible new facility. Through its presence in the new complex, DFS is very pleased to play its part in this transition and is committed to providing a duty free customer shopping experience that will place LAX among the world's favorite airports for international travelers."

Project Scope

Phase 1 of the New TBIT Project broke ground in February 2010, and besides the Great Hall includes north and south concourses with 9 boarding gates on the west side of the terminal that can accommodate larger, new-generation aircraft.

The project adds nearly 1.2 million square feet to double the size of the existing terminal.



The centerpiece of the New TBIT Project is the 150,000-square-foot Antonio Villaraigosa Pavilion that will feature more than 60 premier dining, luxury retail and duty free shops.



TAG Heuer-sponsored Oracle Team USA wins 34th America's Cup in amazing come-from-behind win

Congratulations to ORACLE TEAM USA, who staged an amazing come-back, beating Emirates Team New Zealand in the final race of the 34th America's Cup, in San Francisco Bay, California, on Wednesday, Sept. 25, 2013. At one point the defending world champions were trailing 8-1, but then won the last 7 races going into Wednesday's final. TAG Heuer has been supporting ORACLE TEAM USA for almost 2 years, and are strong partners of the team.

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New CEO and brand ID for AIRMALL USA

There has been a changing of the guard at airport concessions developer AIRMALL USA, which has appointed Brandon Blaylock as the company's new CEO and president. Blaylock replaces industry icon Mark Knight, who has headed the company since 1992.

"For 21 years, Mark Knight's steady hand guided AIRMALL to its many successes. He oversaw the launch of the first AIRMALL at Pittsburgh International Airport and engineered the company's growth in the ensuing decades as it expanded its operations to other key cities," Blaylock said. "We thank Mark for his many contributions, and we wish him every success in his next chapter."

In his new role, Blaylock will oversee and direct all of AIRMALL USA's retail concessions operations at Pittsburgh International Airport (PIT), Boston Logan International Airport (BOS), Baltimore/Washington International Thurgood Marshall Airport (BWI), and Cleveland Hopkins International Airport (CLE). He will also oversee business development initiatives for AIRMALL USA as it grows its portfolio of airports in North America.

Blaylock comes to AIRMALL with more than 30 years of experience in development, engineering, banking,

investments, company operations, and fund management. He is the co-founder of Faros Infrastructure Partners, a private investment firm based in London and Darien, Ct. His background includes a broad range of sectors, including oil and gas, transportation, and energy.

Blaylock's appointment comes at a time when AIRMALL is preparing to unveil a new brand identity for the company, one that the company says speaks to its role as a change agent for airports and cities alike that seek to enhance the passenger experience and maximize revenues from a high-quality concessions program.

"Our new tagline is 'Go With Us,' and we believe it speaks definitively to what AIRMALL can bring to any airport," said Blaylock. "When you go with AIRMALL, you're going with an approach that brings the very best local, national and international brands together, and you're committing to a program that requires those operators to compete for the passenger's dollar. This model set the industry standard and has generated among the highest-per passenger spends on the continent. Our programs also turn into economic engines, bringing more jobs to the region and providing critical infrastructure dollars that translate into permanent improvements for airports."

TR confectionery pioneer Alain Bonardo to retire

Alain Bonardo, one of the pioneers of the Duty Free industry, will be retiring at the end of December 2013.

On Dec. 31, 2013, Bonardo Travel Retail will officially cease activity as Agent for Duty Free well known confectionery suppliers Frey and Villars; both companies-- Chocolat Frey SA and Villars Maître Chocolatier --will be handling their duty free activities internally as of Jan. 1, 2014.

Alain Bonardo highlighted the potential of confectionery duty free for Nestlé back in 1981 and initiated this activity from scratch in the Nestlé Group. He was also one of the first to create special packaging for duty free in 1983 and this was recognized as an important step to differentiate duty free products with strong gift connotation compared with products available on domestic markets.

After a long and successful career with Nestlé, Bonardo decided to form his own company in 1994 "Bonardo Travel Retail" and successfully launched and introduced several brands on the duty free market such as Swiss Delice, Frey, Villars, and Maestrani among them.

Bonardo was also a member of the original Management Committee of Tax Free World Association and was still in the Management Committee until October 2012.

From the beginning of 2014, Alain Bonardo will be acting as consultant for selected suppliers and operators especially in Asia.

Former Nestle executive **Clive de la Roche**, who has represented the Frey and Villars brands for Bonardo in the Americas, has confirmed to *TMI* that he also will be retiring at the end of the this year.

LVMH invests in the J.W. Anderson brand and appoints the designer creative director of Loewe

LVMH announced on Sept. 25 an agreement with designer Jonathan Anderson for the development of his London-based J.W. Anderson brand. He remains the majority shareholder of the company.

Pierre-Yves Roussel, Chairman and CEO of LVMH Fashion Group also noted that Jonathan Anderson has been appointed the Creative Director of Spanish fashion house Loewe, one of the companies in the LVMH Leather and Fashion Group.

Born in Northern Ireland, Jonathan Anderson, 29, studied at the London College of Fashion and started his career in 2008 designing menswear. He quickly expanded into womens wear, gaining the immediate attention of the fashion world for his exacting cut, his mix of traditional and modern and his approach in exploring the ideas of a shared wardrobe.

Loewe, the luxury Spanish retailer specializing in leather goods founded in Madrid in 1846 and owned by LVMH Group since 1996, is a global brand distributed around the world. Known for its exceptional leather know-how and remarkable craftsmanship, Loewe is also committed to support art and culture through its eponymous foundation.

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*Source: The NPD Group, Inc. / Annual 2012, Dramatically Different Moisturizing Lotion is the top-selling moisturizer within the U.S. Prestige Beauty for the year 2012.



London Supply Group Foundation meets with Pope Francisco in Vatican City

On the morning of Wednesday, Sept. 25, Teddy Taratuty and other members of the London Supply Group Foundation had an audience with Pope Francisco in the Vatican City with the principal objective of showing the Pope the social and educational projects carried on in the cities where the London Supply Group operates and which are sponsored by the Foundation. The main purpose of the meeting was to show him the work done by the Foundation in the Primero de Mayo Neighborhood, in the City of Puerto Iguazú in Misiones where it has built and donated to the province an Educational Area that currently looks after the needs of more than 1,000 school-age children.

More than 150,000 people gathered in St. Peter's Square, coloring the scenery with flags and banners representing their countries, before the meeting between the Pope and Teddy Taratuty, his daughter Maria and architect Enrique Marianetti, who designed the educational facilities built by the Foundation in Puerto Iguazu. Once the Public Audience had finished, Pope Francisco went directly to where the Bishop of the Iguazu Diocese

Marcelo Martorell and the Foundation representatives were. Pope Francisco was shown the project of the Parish Church "Beato Juan Pablo II" (Blessed John Paul II) of the Primero de Mayo Neighborhood.

Upon seeing the sketches and the plans of the new building, Pope Francisco congratulated the Group and blessed the project.

Then, Teddy and his daughter, María, showed the Pope pictures of the Educational Area in the Primero de Mayo Neighborhood that consists of the "Doña Mercedes García de Taratuty" Primary School and the "Don José Taratuty" Secondary School. In addition, they told Pope Francisco about the building of the Nursery School "Madre Teresa de Calcutta" that will take care of babies from 45 days to 3 years of age and will have a classroom for 4-year-old children.

Pope Francisco received with joy the letters and drawings that the Foundation had taken and he said he was touched by the banner sent by kindergarten children.

John Gallagher



María Taratuty, Teddy Taratuty y Eric Lauzat.



Enrique Marianetti, María Taratuty y Teddy Taratuty.

WGS launches The Balvenie Triple Cask in Brazil with Dufry

William Grant & Sons' travel retail exclusive range of handcrafted single malt whiskies, The Balvenie Triple Cask collection, is being launched to travelers in Brazil exclusively through Dufry from September. Comprised of 12 year old and 16 year old variants, the collection will be available at Duty Free shops in all airports in Brazil.

"We are delighted to be introducing The Balvenie Triple Cask collection within Brazil and the fact that it is exclusive to travel retail is a real plus. We are seeing an increasing demand from traveling consumers for products which are not available on the High Street and for connoisseurs, this is a particularly high quality offering," said Laura Chedid, procurement manager at Dufry for Liquors.

The Triple Cask range is created by combining The Balvenie that has matured in the three most traditional types of cask – first-fill bourbon, refill bourbon and sherry – in a large wooden vessel known as a marrying tun. Each expression offers something unique, says the company: The Triple Cask 12 year old is elegantly sweet and spicy, with a mellow taste of dried fruits, vanilla and cinnamon; while the Triple Cask 16 year old delivers a rich vanilla sweetness alongside hints of toffee and gentle oak.

Christiano Protti, Global Brand Ambassador for The Balvenie adds: "The Balvenie Triple Cask collection again shows that WGS is totally committed to the travel retail category. We are delighted to be working with Dufry to ensure that their passengers are given the widest possible choice available within the whisky category and very much look forward to seeing consumer reaction to the range."



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B-F to establish new European Head Office in Amsterdam

Brown-Forman Corporation announced on Friday that it will establish a new head office for its European operations in Amsterdam, The Netherlands, effective January 1, 2014. Brown-Forman's corporate headquarters will remain in Louisville, KY.

The opening of the European head office follows significant recent activity in the region, including the consolidation of the company's Western Europe and Greater Europe organizations into a single pan-European operation on January 1, 2013.

Brown-Forman also created a fully integrated German company in 2010, formed its own distribution company in Turkey in 2012, and will establish a new distribution company in France in January 2014. It also owns and operates distribution companies in Poland and the Czech Republic.

In total, Europe accounted for 30% of Brown-Forman's total net sales in fiscal 2013.

"We've spent a significant amount of time evaluating how to best structure and where to locate management oversight of this important region so that we can work more effectively and efficiently in driving results that will help Brown-Forman achieve its strategic B-F 150 goals," said

Mark McCallum, Brown-Forman exec. vp, who is responsible for the company's business in Europe, Africa, India, Asia Pacific, and Travel Retail.

"We believe locating our European leadership team and key functional leaders together in Amsterdam will help this important region sustain its healthy growth rates and contribute more to Brown-Forman's future prosperity."

Finlandia Global Brand Team also to move to Amsterdam

Brown-Forman will also relocate its Finlandia Global Brand Team to Amsterdam from Louisville, KY.

"The growth of our vodka portfolio – and Finlandia in particular – is a vital part of our B-F 150 strategy," said Lawson Whiting, sr. v-p and chief brands officer for Brown-Forman. "With more than 80% of Finlandia's business sourced in Europe, it makes sense to put our global Finlandia leaders closer to their largest consumer base and to where the vodka is produced in Finland."

By January, Thomas Hinrichs, sr v-p and managing director of Brown-Forman's Europe operations, and other key members of the company's European leader-

ship team will move to Amsterdam from Hamburg, London, Paris, Prague, and Louisville.

In addition, Carmen d'Ascendis, sr v-p and managing director of Brown-Forman's vodka business, and other key leaders of the Finlandia Global Brand Team will relocate to Amsterdam from Louisville, KY.

Ultimately, the company expects to have approximately 40 employees based in Amsterdam, although it will probably take a few years before that number is reached.

McCallum said Brown-Forman chose Amsterdam as the head office for the company's recently consolidated European team because it is centrally located with easy access to the rest of Europe and other international markets. The Netherlands also provides an excellent business climate and a well-educated and multi-lingual workforce.

Brown-Forman Director of Public Relations Rick Bubenhofner says that the establishment of the new European headquarters is not expected to involve changes in the travel retail division of the company, which continues to be headquartered in Louisville.

Sunglasses Workshop & Awards announced for Cannes 2013

Sunglasses manufacturers Luxottica, Marcolin, De Rigo, Marchon, Maui Jim and Safilo will be hosting the annual Sunglasses Workshop & Sunglasses Awards during the TFWA World Exhibition in Cannes on Oct. 22, 2013.

Under the theme of "From Passenger To Customer," the workshop is aimed at providing a focal point for driving growth in sunglasses in travel retail, sharing best practices, and recognizing excellence in sunglasses retail through the Awards. The program will take place from 6-7:15 pm at

The Scene, Gare Maritime.

According to Generation, sunglasses sales grew +14% in 2012 versus 2011, and is now worth over US\$1.4 billion a year. The category achieved the highest growth in the Fashion & Accessories segment.

The annual **Sunglasses Awards** recognizes and rewards the best and most progressive travel retailers. For the first time ever, travel retail retailers have been asked to submit their own entries for the awards, and to convince the supplier judging panel of exactly why their sunglasses retail initiatives should be considered best in class.

This year there are 6 awards: **Best New In-store Environment for Sunglasses, Best Dedicated Sunglasses Sales Team, Best Standalone Concept, Best Off-airport Sunglasses Retailer, Innovation Award and Sunglasses Retailer of the Year.**

The judging panel will include Francis Gros of Luxottica; Chiara Polverini of Marcolin; Giles Marks, Maui Jim; Francesco Leccisi, Safilo; Erwann Le Guennec, Marchon; and Enrico Molin of De Rigo. For more information, please contact: Bettina.danet@uk.luxottica.com

PEOPLE/COMPANY NEWS

Gita Sekhri has joined **Marcolin USA** in the position of area sales manager, Latin America & Travel Retail. Sekhri brings extensive experience as former commercial director for Bentrani Dominican Republic and regional sales manager for Swatch Group. She will be based out of Marcolin's Miami offices. She can be reached at 1-305-512-5782, 1-305-512-5788 gsekhri@marcolin.com

Aer Rianta International (ARI) has promoted **Gerry Crawford** to the position of Director, Retail Operations.

In this new role, reporting to ARI Chief Executive **Jack MacGowan**, Crawford will have responsibility for delivering enhanced and more consistent standards of retail excellence across ARI's operations worldwide. ARI's business units in North America and in China will also report directly to him.

Crawford joined ARI in 1994 and has worked in Dubai, Pakistan, Russia, Cyprus, Lebanon, Bahrain and Egypt. His most recent role was as Head of Retail Strategy and Concessions with ARI Ireland. *Source: The Moodie Report*

The Edrington Group Americas has opened a Miami office under **Juan Gentile**, area director, Latin America and Duty Free Americas. The new office is located at 1399 S.W. 1st Ave., Suite #200, Miami, Florida, 33131. For more information, contact Gentile at jgentile@eddrington.co.uk or Suzanne Mahoney, regional coordinator, at smahoney@eddrington.co.uk.

The German beauty group **ZWILLING** will be showcasing its international beauty tool business in Cannes for the first time. It is featuring its Zwilling brand premium stainless steel tools with a special focus on giftable manicure sets and its award-winning **Tweezerman** tweezers and beauty tools, on stand N 13 in the Mediterranean Village. Contact Jürgen Jost j.jost@zwilling.com for information.