



ASUTIL focused on numbers and coping at 2016 conference

The 20th annual ASUTIL conference, which took place in Santiago, Chile June 8-11, presented attendees with a broad range of information about the current challenges facing South America in an effort to provide data and tools to go forward during today's difficult environment.

One highlight of the event included an in-depth analysis of the current economic and political situation in Brazil by Gustavo Fagundes, Managing Director of Dufry Brazil & Bolivia. Brazil is facing its most serious economic crisis ever, and is plagued by plummeting consumer confidence and spending, one result of the wide-ranging corruption scandals rocking the region's largest economy.

Brazil's GDP in the first quarter alone dropped -5.4%, and is affecting business throughout the region.

ASUTIL Secretary General Jose Luis Donagaray reported that sales

results in the first quarter of 2016 in Central and South America (15 operators across 12 countries) were down by -19%, even though passenger traffic had grown by 3%.

Donagaray also said that ASUTIL had been holding conversations with the IAADFS about the possibility of hosting a single conference event between the two organizations in the future.

TMI contacted Michael Payne at the IAADFS, who confirmed that the two groups have discussed options for more cooperation and coordination, but that nothing has been decided to date:

"I'm sure we'll talk some more. We've always done it at some level," he noted.



ASUTIL Secretary General Jose Luis Donagaray, left, and Gustavo Fagundes, MD Dufry Brazil & Bolivia, right, honor London Supply Chairman Teddy Taratuty with the 2016 ASUTIL Lifetime Achievement Award at the Association's 20th Conference held in Santiago, Chile.

Attendance at the Conference was down -13.4% this year, but still ended up with nearly 300, a respectable turnout in light of the economy and being compared to last year's venue in Panama, which is a travel hub and headquarters for three major operators. *See more ASUTIL coverage in the next issue.*

US Duty Free market will expand to \$5bn by 2020, says research

UK research firm Verdict Retail reports that the US will remain the largest duty free market in the Americas by 2020, driven by rising international footfall, especially from China, as well as the implementation of new laws that increase duty exemptions for US citizens up to \$800. The study also says that US government initiatives to boost tourism will bolster sales.

The Verdict Retail study analyzed nine major American markets in its report Duty Free Retailing in the Americas 2015-2020: the US, Brazil, Canada, Mexico, Chile, Peru, Argentina, Colombia, and Venezuela.

The report says that the Americas duty free market will outpace pre-recession levels and grow faster during 2015-2020 at a CAGR of 5.1% to US\$7.4 billion.

Increased international arrivals, expanded duty free retail space, entry of established European duty free operators and upcoming major events will drive growth in the region, it says.

The US market was worth \$3.9 billion in 2015 and will expand by \$1.1 billion at a CAGR of 5% to reach \$5 billion by 2020. The US will record highest value growth on the back of ongoing modernization of airports, duty free retail space and high influx of Chinese travelers.

Verdict Retail Global Research Director Maureen Hinton says: "Duty free retailing has been under-exploited by US airports until recently, but having seen the success of duty free retailing in other regions, US airport operators have realized the revenue benefits of having attractive retail facilities

for travelers.

"Major airports such as La Guardia, Pittsburgh International, Dallas, Denver and Los Angeles are investing heavily in expanding and redeveloping their sites, including retail, while major duty free operators such as Dufry, Lagardère Travel Retail, and Gebr. Heinemann expand in the region."

The second largest market, Brazil, is behind the US at \$0.8 billion in 2015, but is also set to grow by a CAGR of 5% to reach US\$1 billion by 2020. Verdict predicts that Brazil will benefit from a greater number of international travelers following the Rio 2016 Olympics, while high import taxes make duty free purchasing very attractive for Brazilian travelers as well.

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PEOPLE



Assa named to new role at ELC

Israel Assa has been appointed to the newly created role of Senior Vice President and General Manager, Business Operations, Travel Retail Worldwide, at **The Estée Lauder Companies**, effective July 1, 2016. He will continue to report to **Olivier Bottrie**, President, Travel Retail Worldwide.

In this role, based in Switzerland, Assa will lead ELC's three regional Travel Retail organizations.

Reporting to Assa will be: **Sue Fox**, Vice President, GM Travel Retail Europe, Middle East, Africa; **Nathan Moris**, VP, GM Travel Retail Americas and **Javier Simon**, SVP, GM Travel Retail Asia Pacific.

This new structure is designed to complement the Company's existing operations in Lachen, Switzerland, and enhance the organization's ability to service global and regional clients, says the company announcement.

"Israel's relationships with retailers and airport management, combined with his deep understanding of the Travel Retail business and our brands, make him an ideal candidate for this key leadership appointment. I am looking forward to working with him in this new capacity," commented Olivier Bottrie.

Assa joined ELC in New York in 2001 as Executive Director, Travel Retail Marketing, was named VP, GM Travel Retail Americas in 2006, and SVP, GM, Estée Lauder, Travel Retail Worldwide in 2014. His successor will be named at a later date.

BrandZ™ Top100 Most Valuable Global Brands:

Louis Vuitton, Hermès, Chanel buck trends slowing value rise of most luxury brands

Louis Vuitton is the world's most valuable luxury brand for the 2nd year in a row, according to the 2016 BrandZ™ Top100 Most Valuable Global Brands ranking compiled by Millward Brown and WPP.

Overall, it was a challenging year for the category performance in the BrandZ™ Top 100 Most Valuable Global Brands. Six of 14 categories declined in value compared with only two last year. Apparel led category growth with a

14% increase after being flat a year ago. Most categories that increased last year also increased in the 2016 Global Top 100, but more slowly. For example, retail and technology rose 8% and 6% respectively this year after having each increased 24% in the 2015 ranking.

Conversely, some of the categories that last year increased only slightly or declined in value, declined sharply in the 2016 global ranking. The precipitous plunge in oil prices, which drove this change,

also impacted many of the other categories. Global economic forces, particularly the slowdown of Brazil, China and Russia, also impacted the brand value performance of many categories.

Luxury best illustrates the influence of these factors. The category declined 5% from 2015 after declining 6% a year ago. Only three of the BrandZ Top 10 Luxury Brands showed growth: Louis Vuitton (up 4%), second ranked brand Hermès, growing 5% and Chanel, in 4th place, grew 15%. Christian Dior, new to the list, came in at number 10.

Despite the decline in the value of luxury goods this year, the BrandZ full report indicates that Luxury brands have sustained and even increased their desirability, even as the global financial crisis and a recalibration of purchasing attitudes away from conspicuous consumption and toward what The Futures Company calls "considered

consumption," have affected sales.

It credits Brand Heritage, Brand Experience and Brand Love for the underlying strength of the Top Ten Luxury Brands.

"Luxury brands balance heritage and Innovation to simultaneously preserve brands and renew them," says the report.

The BrandZ ranking measures consumer brand perception along with financial data to calculate brand value. The full list includes 100 of the world's most valuable brands.

To download a full copy of this excellent report, please go here: http://wppbaz.com/admin/uploads/files/BZ_Global_2016_Report.pdf

The section on Luxury begins on page 152. Other areas that may be of high interest to TMI readers are Brazil, beginning on page 94; Latin America, beginning on page 98, and China, page 102.

The BrandZ Top 10 Most Valuable Luxury Brands 2016

	Value 2016 \$ Million	Brand Contribution	% Change 2016 vs. 2015
1 Louis Vuitton	28,508	4	4%
2 Hermès	19,821	5	5%
3 Gucci	12,592	5	-9%
4 Chanel	10,316	5	15%
5 Rolex	8,153	4	-4%
6 Cartier	6,747	4	-11%
7 Burberry	4,594	4	-20%
8 Prada	4,405	4	-33%
9 Tiffany & Co.	2,468	3	-24%
10 Christian Dior	2,066	3	N/A (New)

Source: BrandZ™ / Millward Brown (including data from Bloomberg)
Brand Contribution measures the influence of brand alone on earnings, on a scale of 1 (lowest) to 5 (highest).

US, Americas Duty Free market research

Continued from page 1.

Verdict Retail's report also states that, of the nine major markets, Canada will grow fastest at a CAGR of 7.6% during the forecast period, reaching US\$554 million by 2020.

"A weak Canadian dollar and government tourism campaigns will attract American visitors, driving duty free sales in the country. Spending will receive a boost from a new law that has extended the duty free allowance for US travelers, which stands first

in terms of foreign visitor arrivals," says Hinton.

In Latin America, currency devaluation and political & economic instability will have a short-term effect; however Verdict says that untapped tourism potential, growing arrival duty free, opening of new duty free outlets and sporting events in these countries will keep the long-term growth potential intact.

For updates and more information, <http://www.verdictretail.com>



A TMI Feature Interview: One on One with Marshall Farrer, Brown-Forman Managing Director Global Travel Retail

It has been a little over one year since Marshall Farrer took over as Brown-Forman Managing Director Global Travel Retail from Jim Perry. In that short period of time devastating political, socioeconomic and exchange issues have impacted the entire category. Farrer sat down with Travel Market Insider's Michael Pasternak in Brown-Forman's Louisville offices and explained how the 140-year-old family-run spirits giant has not only weathered the storm, but is well-positioned for growth in the future.



Marshall Farrer. In May, the 18-year employee of Brown-Forman and a fifth generation descendant of George Garvin Brown, who founded Brown-Forman in 1870, was named one of three new members of the B-F Board of Directors.

Marshall Farrer's first year as Brown-Forman Managing Director Global Travel Retail was filled with both challenges and opportunities. Since Farrer assumed his role on May 1, 2015, Brown-Forman has bought and sold spirits brands, dealt with chaos in the key emerging markets of Brazil and Russia, and celebrated important anniversaries.

Farrer joined Brown-Forman in 1998 and was most recently vice president, global brand director for Jack Daniel's Tennessee Honey. He previously served as managing director of Australia/New Zealand, and director for Latin America and the Caribbean.

"I'm new to the role, but not new to the channel after seven and a half years across Latin America and Australia. It has been a great first year, very exciting and filled with lots of challenges.

"The biggest challenge unquestionably for us has been foreign currency exchange. The vulnerability of it was as extreme as it has been in recent years. Major emerging economies like Brazil and Russia that index highly in travel retail on our brands were significantly affected," he told *TMI*.

"These are not one-year problems, but multi-year, particularly

when you look at Russia, and Brazil with the chaos down there at the moment. If they can get their act together it would be great, because the Brazilians are really important in the Americas especially."

Farrer says what surprised him the most is the breadth of international passengers that come through travel retail and the fluidity of where they travel to and from.

"Depending on what macro-economic, sociopolitical or other factors driving it, we see the passenger nationalities shifting their preference points. That's exciting because it opens up lots of new opportunities.

"For example, Chinese passengers are shifting out of Hong Kong, but going into Seoul and Tokyo much more aggressively. We've seen it with European passengers in North America, Brazilian passengers in North America. You rely on them in one space and they are gone, but somebody else comes and fills the void. This could mean new airports taking on greater opportunities."

While the changing consumer affects sales, Farrer says Brown-Forman is able to look at the bigger picture beyond just travel retail.

"Sometimes we might lose

consumers in travel retail, but regain them in the local economy. If we are patient and build the brands in the local economy, when they come back we will see real strong sales.

"We like to take a long-term approach. Being a family business with a long-term perspective, we can endure the bumps and bruises along the way a lot better than other companies which are really beholden to quarter results. We understand that there are going to be challenges, yet our brands can still be built very strongly during this period."

Whisky Focus

In the past few months Brown-Forman sold its liqueur brands Southern Comfort and Tuaca and purchased single malt scotches The GlenDronach, BenRiach, and Glenglassaugh. Along with its purchase of the Slane Distillery in Ireland, these moves have made Brown-Forman's spirits portfolio more premium, says Farrer.

"If you look at the history of Brown-Forman's portfolio over the years, there has been this long-term trend towards premiumization. We used to be a very U.S.-focused portfolio and we had agency brands

in the U.S. We really shifted to owning our own brands with long-term premiumization. More recently that meant the sale of Southern Comfort and Tuaca, which are standard-priced liqueurs in not as fast growth segments. Coincidentally, we ended up with three fantastic, very premium single malt brands and an exciting, longer-term Irish Whiskey project, which is quite premium.

"The moves certainly speak to our strategy to be stronger in whiskey.

"We are leaders in American Whiskey. We are going to drive that and we think we can bring a lot of growth to the industry by being successful in that area. We also think this expertise allows us to participate in other exciting categories of whiskey, and there are hardly any categories more exciting than single malts and premium Irish Whiskey."

The new scotches from The BenRiach Distillery are known by Scotch enthusiasts who are looking to buy beyond the well-known brands, says Farrer.

"In our early learnings about the brands, I would say that true

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One on One with Brown-Forman's Marshall Farrer

Continued from page 3.

single malt enthusiasts are well aware of these brands. And that is really where we hope we will find success.

"They are highly acclaimed whiskies with a clear demand. Our ambitions are not to go knock heads with the three or four biggest single malts in the category, it is to offer a complement in that category, offer excitement and exploration."

With the upcoming opening of its Slane Distillery, Brown-Forman is gaining entry into the booming Irish Whiskey category.

"The category is not crowded. There are very strong competitors, but there is room for a number of other brands to come in and find their own space and add value to the category. We've got an incredible distillery site with unbelievable history and authenticity. Travel retail will be part of the roll out."

Even as Brown-Forman is moving into Scotch and Irish Whiskey, American Whiskey is still the company's number one focus.

"Our commitment is to lead American Whiskey and to make it a major growth contributor for travel retail. You will see more and more focus on American Whiskey going forward and we will bring some exciting concepts," he says.

"We think we have done an outstanding job developing the American Whiskey category in travel retail. It previously didn't exist. It was a fringe category with tertiary visibility and we brought it to the forefront."

Cooper's Craft

This fiscal year the company will introduce Cooper's Craft, its first new bourbon in 20 years, which celebrates the company's 70-plus years of barrel-making and wood expertise.

"With Cooper's Craft we saw an opportunity where we can better connect with the bourbon consumers. We have this incred-

ible asset with the Brown-Forman Cooperage. We are the only distillery worldwide that makes its own barrels, and that is about 70% of the flavor that goes into bourbon. We think the story of coopering barrels and what that does to the whiskey is very relevant to the millennial consumer. We will slowly be introducing Cooper's Craft into travel retail. We want to find the right pockets and find the right way to communicate it effectively and build it up in the U.S."

Farrer says the new brand fits perfectly with its American Whiskey portfolio and will eventually be placed alongside Jack Daniel's, Woodford Reserve, and Old Forester in its American Whiskey display.

Old Forester

Brown-Forman has also been putting more emphasis behind its founding brand Old Forester.

"Old Forester is the only bourbon that was produced before, during, and after prohibition. It's Louisville's bourbon. We've introduced Old Forester into some European airports this past year and had some great success. It's had some distribution in the U.S., but it wasn't something we had prioritized. But with our new distillery opening in 2017, there is going to be a lot of interest in this product.

"Bartenders tell us there is huge category excitement in bourbon, and when people are looking for authentic historical brands, they point people to Old Forester. We've got a great story to tell in travel retail."

Jack Daniel's expands

Brown-Forman's number one and most important brand is still Jack Daniel's. According to The IWSR, it remains the number two brand in Americas travel retail, and the number three brand in travel retail globally.

Even with this success, Farrer says Jack Daniel's is still a relatively new brand internationally

and has only lightly penetrated emerging markets.

"Twenty years ago I think about 86% of Jack Daniel's sales came from the U.S. Now that number is about 44%. We think we have tremendous upside to grow. We're putting a renewed emphasis behind Old No. 7. With some of the economic challenges that are out there we have retailers coming back telling us 'We've been on a real strong super premium strategy, we actually think we need to reinstate with you on Old No. 7. That has a better chance of bringing in more footfall to our stores.'"

Brown-Forman has expanded the Jack Daniel's portfolio with exciting new entries like Sinatra Select and No. 27 Tennessee Gold.

"The Sinatra Select played a great role in introducing Jack Daniel's into the ultra premium segments, garnering excitement and collectability. And now we have Gold that we have been rolling out, which is doing really well in many parts of the world.

"We've just been rolling out Jack Daniel's Tennessee Fire, which is having real early success. The initial feedback and data from Australia to Germany and U.S. Travel Retail has been encouraging."

Anniversaries

In another development, Brown-Forman is celebrating the 150th anniversary of Jack Daniel's Distillery this year with partnerships with travel retailers around the world.

"We have a number of retailers that are supporting the 150th anniversary. DFS really jumped on the concept from the outset and are putting on a year-long program allowing us to promote and support the brand."

Unique individual barrels of Jack Daniel's Single Barrel selected by DFS teams working with Jack Daniel's Master Distiller Jeff Arnett and Assistant Master Distiller Chris Fletcher will be bottled and sold exclusively at DFS

airport stores in New York JFK, San Francisco, Los Angeles and Honolulu as well as Hong Kong and Singapore. Each bottle will carry a special DFS and 150th Anniversary medallion.

Brown-Forman is also celebrating the anniversary by placing 150 barrels worldwide filled with prizes that consumers will be able to locate by following a series of clues.

"It is very much like a treasure hunt," says Farrer, who says B-F has placed barrels in several airports around the world. "The ultimate prize is winning a trip to the distillery for a 150th anniversary celebration," he adds.

This year Brown-Forman is also celebrating the 70th year of barrel-making at the Brown-Forman Cooperage in Louisville as well as the 20th birthday of the Woodford Reserve Distillery.

Still a Brown in Brown-Forman

More than 145 years after it was founded, many Brown family members remain in various leadership roles at Brown-Forman.

Founded by George Garvin Brown in 1870, George Garvin Brown IV today serves as chairman of the board.

Farrer, himself a member of the Brown family, (and just named to the Board in May) says the Brown family remaining involved in the company is crucial.

"The family has a deep emotion and care about the company and its impact on the community.

"We've found that being a family company provides a sense of continuity among ownership and management, and gives them tremendous comfort when they need to come to us about opportunities or problems. We are not a faceless corporation. We are a family-backed business."

The family aspect also helps in global travel retail, where many operations are family-run.

"When I am able to sit down with the heads of those companies, often times those meetings include

Continued on next page.

Godiva, DFS team up to present exclusive 90th anniversary event with artist Oli-B at SFO and LAX

As part of its 90th Anniversary celebration, Godiva Chocolatier is collaborating with DFS to mount a special event at San Francisco International Airport featuring the work of renowned Belgian artist/illustrator Oli-B. A similar event will be staged at Los Angeles Airport in August.

Godiva, founded in Brussel, Belgium in 1926, is marking its 90th anniversary with a series of celebrations throughout this year, including the launch of a limited edition gift box, Collection Anniversaire, which was designed by Oli-B.

On May 28, Oli-B completed an exclusive work of art at SFO commissioned by Godiva. With its firework-like design and bright colors against a luxurious gold backdrop, the artwork symbolizes the brand's values of quality and refinement, originality and innovation.

Oli-B put the finishing touches to his unique illustration watched by an attentive crowd of passing travelers. His 'canvas' was a set of 36 gold-colored Godiva gift boxes mounted in a two-meter frame in a specially decorated zone in the airside travel retail shop at San Francisco International Terminal.



Belgian artist Oli-B completing his Godiva artwork at the DFS store in San Francisco International Airport at the end of May.

Travelers were invited to have their photo taken with Oli-B against his artwork, surrounded by display units filled with Godiva chocolates. The artist signed commemorative greeting cards and presented some lucky travelers with mini-ballotins of Godiva chocolates.

A complimentary Oli-B rainbow-colored rucksack was offered as a free gift to each customer who spent over US\$85 on Godiva products.

The Godiva 90th Anniversary promotion – along with Oli-B-- will next move to Los Angeles International Airport in time for a special event on August 13.

Revlon to acquire Elizabeth Arden

Two of the beauty world's most iconic brands – both with a strong presence in travel retail -- are joining forces. Revlon, Inc. and Elizabeth Arden, Inc. announced last week that they have signed a deal for Revlon to acquire Elizabeth Arden for \$14.00 per share in cash, representing an enterprise value for Elizabeth Arden of approximately \$870 million. The purchase price represents a 50% premium over Elizabeth Arden's closing share price of \$9.31 on June 16, 2016.

With highly complementary brand portfolios, the deal will benefit Revlon with greater scale, an expanded global footprint, and a significant presence across all major beauty channels and categories, including the addition of Elizabeth Arden's growing prestige skin care, color cosmetics and fragrances.

Elizabeth Arden's strong global reach in prestige distribution and travel retail will complement Revlon's strength in mass and salons, strongly positioning the combined company in all key beauty channels.

The company says it expects to achieve \$140 million in cost synergies through the elimination of duplicative activities, leveraging purchasing scale, and optimizing the manufacturing and distribution networks of the combined company.

The deal, which will also help Revlon refinance its heavy debt load, comes six months after controlling shareholder and Chairman Ronald O. Perleman disclosed he was exploring strategic alternatives for Revlon.

E. Scott Beattie, Chairman, President and Chief Executive Officer of Elizabeth Arden will join Revlon's Board of Directors as non-executive Vice Chairman. He will also serve as a senior advisor to Fabian Garcia, Revlon's President and CEO, to ensure a successful integration and transition. The transaction has been unanimously approved by both Revlon's and Elizabeth Arden's Boards of Directors and, subject to regulatory clearances, is expected to close by the end of 2016.

Brown-Forman's Marshall Farrer

Continued from page 4

two generations in those families. I think we have different conversations than they have with other suppliers. Those conversations span history and talk about partnership, and trust. We think it is a tremendous asset."

Looking ahead

It has only been a few years since Brown-Forman has treated global travel retail as a true stand-alone region, and Farrer says there are more growth opportunities as the company gets more serious about the channel.

"There will be more channel exclusives, which we find is a motivator to purchase. You'll see us looking to deliver more experiences inside travel retail stores. You are going to see more of an emphasis on visibility for our

key brands Jack Daniel's and Woodford Reserve.

"Global Travel Retail in Brown-Forman has more attention and focus behind it than it probably ever has had. I think for the first time our brand teams are looking at using the channel to introduce brands, to generate demand and awareness, and help lead local economies as opposed to the other way around."

Even with the issues negatively impacting global travel retail, Farrer is optimistic about the channel.

"Last year global travel retail contracted. You have to have the fortitude to endure challenging years. You can look historically at the channel and one year of contraction is always followed by sustained years of growth."

Courvoisier celebrates Paris heritage with GTR exclusive Artisan Edition

Beam Suntory is launching a new GTR exclusive cognac range -- Courvoisier Artisan Edition—which celebrates Courvoisier's Parisian heritage that goes back to 1889 when Courvoisier was served at the opening of the Eiffel Tower.

Courvoisier Artisan Edition launched with a month long interactive experience at Paris Charles de Gaulle airport beginning May 3. The event incorporated education, tastings, digital interaction and immersive elements. The activation featured the archways of the Eiffel Tower and includes a virtual lift, traditional Parisian bar and photo booth.

Additional activations will follow in Milan, Stockholm, Vienna, Amsterdam, Frankfurt and Munich between April and July.

The Artisan Edition focuses on

the three distinctive types of oak casks used to create the expressions and the important influence the wood has on the final spirit.

Courvoisier, the second largest cognac brand in global travel retail, says it hopes to lead the cognac category as an alternative to classic single malt Scotches by focusing on its craft credentials and luxury cues.





CITIZEN

Essence Corp

has an immediate opening for an

Acct Manager for Travel Retail

The ideal candidate will be based in Miami and must have a minimum of two years' experience within the luxury brand industry.

Willing to travel 50% - 60% of the time to Mexico and West Coast.

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 advisers, sell-in/out actions and in store promotions.

Must have a high level of skills using Excel, PowerPoint and other MS Office applications.

Mandatory Bilingual:
English/Spanish,
written and oral.

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Must have a high level of skills using Excel, PowerPoint and other MS Office applications.

Mandatory Bilingual:
English/Spanish,
written and oral.

Please send resumes to
musallan@essence-corp.com

Japan's Citizen Watch acquires Frederique Constant Group

Swiss watchmaker Frederique Constant has been acquired by Japan's Citizen Watch Co. The price was not undisclosed.

The acquisition, announced on May 26, is implemented under Citizen's mid-term "Citizen Global Plan 2018." The purchase of Frederique Constant is part of Citizen's multi-brand strategy to complete its portfolio through the acquisition of Swiss watch manufacturers.

Citizen's purchase of Frederique Constant will strengthen its brand portfolio and enable it to offer consumers a variety of accessible luxury watches. The purchase also includes Frederique Constant's sister brands Alpina and DeMonaco.

The Japanese brand notes that Frederique Constant's present management and staff will remain after the acquisition.

ACTIUM

Has an opening for an Account Coordinator

Responsible for developing and implementing tools to support the growth of the brand's portfolio, including merchandising, marketing plans, new product launches, animations, and training of sales associates. The brand coordinator partners with the Brand Manager to reach/surpass sell out objectives, and increase markets share by maintaining an active presence in POS, and an excellent relationship with clients, beauty advisers, and in store personnel.

- ° Bachelor's degree in related field
- ° 1-3 years of relevant professional experience
- ° Very open to travel, around 40% of the time
- ° Bilingual English - Spanish. French is a plus
- ° Excellent communication and presentation skills
- ° MS Office skills (Excel and PowerPoint mainly)
Company is based in Miami.
Send resume to
prodrigues@actium.us

Duty Free Dynamics adds Braun watches and clocks to TR distribution portfolio

Panama-based Duty Free Dynamics has announced a distribution partnership with Zeon Ltd., the global licensee of Braun watches and clocks. The deal covers the Travel Retail channel in the Americas, and is effective as of June 1, 2016.

Duty Free Dynamics (DFD), part of the Liberman Group, was created specifically to cater to brands aiming to establish a solid presence in the Travel Retail channel throughout the Americas. DFD was founded in 2015 to handle the distribution of Guess Watches in the Travel Retail Channel of Latin America and the Caribbean.

The addition of Braun's award-winning collection of clocks and watches to the Duty Free Dynamics portfolio fits in perfectly with the company's objective, and complements the work that DFD has accomplished so far with the Guess fashion watches, DFD General Manager Guy Bodart told *TMI*.

Braun is known for design-driven and innovative electrical products. Braun's minimalist, clean aesthetic was built around the brand ethos 'less but better'.

In 1975 Braun launched a range of clocks and watches based on the established visual language that made Braun products iconic. In recent years this range has been revived and updated to bring the past forward.

Zeon Limited, a wholly owned subsidiary of the Hong Kong listed Herald Group, is a leader in the global timepiece market and holds a diverse portfolio of leading international design, fashion and lifestyle brands including Ingersoll, Vivienne Westwood, Barbour, and Braun. It is also a major supplier of OEM product.

MOVADO

is seeking an Area Sales Manager for key chain accounts and independent accounts for the Caribbean.

Position based in Miami and reporting to Travel Retail Sales Director.

Responsibilities include both sell-in and sell-out management, elaboration & implementation of sell out plans to further drive retail sales, assortment & inventory management, working with the marketing department to build the trade plan for each account and ensure retail excellence in stores.

Ideal candidate has at least 5+ years of previous account manager/area manager experience, strong retail experience in luxury or consumer goods industries, Caribbean market knowledge a plus, exceptional interpersonal skills, strong business acumen skills and entrepreneurial mindset and a can do attitude. 50% travel required.

To apply, please copy this link -

<http://jobview.monster.com/Area-Sales-Manager-Job-Coral-Gables-FL-US-167452154.aspx?mescoId=4100666001001&jobPosition=1>

THE SHISEIDO GROUP

has an immediate opening for the following position based in the Miami office.

Travel Retail Sales Manager South America

This position reports to the Travel Retail Director for So. America and is responsible for the development and achievement of sales; implementation of global strategies and marketing plan; management of P&L; negotiation of spaces with major retailers; supervision of field retail managers.

Minimum qualifications:
Bachelor degree or above in Business; 3 years' experience in a sales position within the industry; excellent communication skills (English/Spanish); strong management and analytical skills; 50% travel.

To apply please contact
gcamplani@bpi-sa.com