



The #1
prestige moisturizer
in America.*

- Now delivers twice the hydration all day.
- Strengthens skin's moisture barrier.
- Skin glows.

CLINIQUE
Allergy Tested. 100% Fragrance Free.

TRAVEL MARKETS Vol.15-41 INSIDER

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



DFS tops the Beauty offer at JFK T4

DFS Group has been in the vanguard of the multi-million dollar makeovers sweeping through North American airports' travel retail venues this past year. The premier luxury travel retailer is investing \$50 million to upgrade its North American airport stores in Los Angeles International Airport, San Francisco International Airport and New York's JFK International Airport Terminal 4.

While most attention has been focused on the Sept. 18 opening of the DFS' duty free stores at Los Angeles International's Airport new Tom Bradley International Terminal, just two weeks earlier, on August 30, the travel retail giant opened its new stores in the Main Hall of Terminal 4 in New York's JFK International Airport.

The showpiece of the new JFK program is a stunning, 6,600-square-foot Beauty store located in the Center of the new Main Hall in the space previously occupied by a flagship Hudson News.

"We're so excited about the new retail programs," DFS Managing Director North American Polly Nelson told *TMI*. In addition to the Beauty Store, DFS also opened a Spirits & Wine Shop, a Fashion Watch & Sunglasses shop and a Kiehl's in the Main Hall.

Terminal 4 also features a Jo Malone Boutique, a M.A.C Boutique and second DFS duty free beauty store, among others.

"We have the very first Jo Malone boutique in a North American air-

port at JFK, and it has done very well for us. And the Beauty Store features a fantastic Prestige Fragrance area, with a number of brands that have never gone into any airport store before," says Nelson.

"One of these is Bond No. 9, which is a New York City brand with fragrances named after different NYC neighborhoods. Other exclusive brands in the prestige fragrance area are Armani Privé, Tom Ford, Hugo Boss and L'Occitane, among others.

"So we have really been able to open up the offering. We have a very different passenger in JFK than in our West Coast airports. They are European, Caribbean and Middle Eastern, and they are big fragrance buyers. So this area has been a big success for us."

The new DFS Spirits & Wine shop also sells tobacco and food: "We really have been able to amplify the luxury presentation in this shop. It features dark wood tones and a nice club atmosphere that has resonated very well with the passengers and is enhancing the customer experience here," says Nelson.

A Fashion Watch and Sunglasses store carries watches from Coach, Michael Kors and Armani, and sunglasses from Gucci to Tory Burch. "We have a wonderful array of brands. It has met with a lot of positive response from customers and is reflected in the sales as well," says Nelson.



South American Duty Free Association
ASUTIL

**Announces that the
ASUTIL 2014 CONFERENCE
will take place in
MÉXICO DF**

at the
HILTON Mexico City Reforma Hotel
from

Wednesday, June 4 to Saturday, June 7.

“The Border: A future of opportunities”

ASUTIL co-organizes conference with Uruguayan Chamber of Free Shops

South American duty free trade association ASUTIL and the Uruguayan Chamber of Free Shops have announced the first conference specializing in border duty free retailing.

The conference will take place at the Rivera Casino Resort, on Wednesday, November 6, 2013, from 9 am - 1 pm. After the morning session, a lunch will be served.

The title of the event is “The Border: A future of opportunities,” and the organization is planning the participation of local and regional authorities and economists. The conference will look at the development of the Uruguayan-Brazilian border in recent years, the prospects of the region and the world, and the impact on the border in the future.

“This first conference that we are organizing with the Chamber of Free Shops is a major step forward for the border duty free business,” ASUTIL Secretary-General Jose Luis Donagaray tells *TMI*.

“Over the last few years we have seen important growth in all the towns where duty free shops are permitted by law. It is a good time to reflect on the opportunities that exist and try to forecast what the future will hold for all those involved in the industry. We will have a number of speakers at the conference and details will be announced over the next few weeks. I can confirm that Argentine economist, Carlos Melconian, a good friend of ASUTIL, will be at the event, along with Uruguayan economist, Gabriel Odonne.”

Carlos Loaiza, Secretary of the Uruguayan Chamber of Free Shops, commented: “The objective of this first conference is to focus on a region, the Uruguay – Brazil border, which has enjoyed sustained growth over the last few years and has a series of magnificent opportunities in the future. This is based on the increasing numbers in the Brazilian middle class and the structural growth in the regional GDP as well as the consumption habits of the population which make it a center of attention for investments not only in the retail industry but also in cultural tourism, and the hotel and restaurant business.

“All these factors have been a motor for employment and dynamism which has been crystal-

ized in the arrival of the key players in the retail industry who have looked closely at the region.

“The Uruguayan Chamber of Free Shops is part of this dynamic process, concentrating its efforts on a professional management of the relationships with private companies involved in the duty free shop business but above all with the public authorities who are called to regulate and control the various parts of the business. We are proud to say that we have been successful in achieving tangible improvements for the whole sector.

“This conference is another milestone in the whole process, which is ongoing and whose best moments are still to come. The conference also seals something else: our strong belief in quality and our close friendship with ASUTIL, a model institution in the duty free industry, with whom we are honored to co-organize this event.” *JG*

Grupo Wisa unveils updated, new branding concept; opens first Burberry Boutique

Grupo Wisa’s La Riviera stores are ushering in the new year with an updated, refreshed image and corporate logo as the Latin American retail operator introduces a new branding concept for its stores across the Americas. It also opened its first store on the Uruguay border and the first of six Burberry Boutiques in the Americas.

Two years in the making, the company says that the goal of the new image is to make a major visual impact, as it adapts its brand in line with its corporate values and improves its lines of communications with customers, suppliers and the general public.

Juan Luis Correa, Grupo Wisa vice president of corporate affairs, says that the new La Riviera logo incorporates brighter new colors in an effort to enhance the main attributes of the brand, creating a long-lasting differentiation factor as it illustrates the new identity and positioning of the brand. (See above)

“With the new branding image, the La Riviera customers will be able to rapidly identify La Riviera as a chain of luxurious stores that carries fragrances, cosmetics, fine leather goods, jewelry, high-end watches, chocolates and electronics.”

In addition to opening its first of four new La Riviera stores on the Uruguayan border in September, Grupo Wisa last month launched a state-of-the-art Burberry Boutique in Parque Arauco, Santiago Chile.

Correa says that the Group plans to open six more Burberry stores in the following months in Bogota, Barbados, Aruba, Centro Andino (Bogota) and in SOHO Mall in Panama City, Panama.



The #1 prestige moisturizer in America.*

- Now delivers twice the hydration all day.
- Strengthens skin's moisture barrier.
- Skin glows.



*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.



Women in Travel (WiT) meeting in Cannes to raise funds to provide 'A Drop of Life' for remote villages in China

This year industry networking group Women In Travel (WiT) is working with Hong Kong-based NGO **A Drop of Life** to raise funds to bring water to remote communities in northern China where water is the most precious commodity. Each bucket of water needs to be fetched from several miles away, and all in the community are involved - even children sacrifice schooling in order to source the water needed to keep their families alive.

At its annual TFWA World Exhibition meeting this year, WiT is aiming to raise enough funds to build multiple water cellars providing water for one or two households (each costs less than €300) or if HK\$520,000 can be raised it would pay for a water dam - sufficient to supply one whole village. To date HK\$180,000 has been raised through generous donations from many individuals and from King Power Group (Hong Kong).

Tina Tam, who has visited the region with the charity says, "Water brings hope, education changes destiny. Building water cellars and dams not only provides clean water for them, but also offers opportunities and hopes for them to improve their lives."

The meeting will take place on Tuesday Oct. 22, (5:30-7 pm) on level 1 near the Business Centre and Hotels Desk at the Palais des Festivals.

"It's a great opportunity for women in the duty free and travel retail industry to exchange news, views and experiences and all are welcome," says WiT founder Sarah Branquinho.

"So if you are female and planning to attend, do bring other women in your

company. And if you are new to the travel industry, it's a brilliant way to make new contacts and friends."

Funds will be raised through a business card prize draw with products being donated by participants at TFWA World Exhibition.

"We are always overwhelmed by the generosity of both exhibitors and visitors to Cannes with the fantastic prizes that are donated," adds Gerry Munday. "As usual, although the WiT meeting is a women-only event, we do hope that tickets will be purchased by everyone (so that means men too!) in order to raise as many funds as possible."

Prizes will either be drawn or bid for through a silent auction.

"The success of this year's WiT project really does depend on the number of products donated and the number of tickets bought, so please do be generous and dig deep," she says. Entries will be available at €10 per business card or three for €20. Exhibitors are asked to deliver donations to Furla stand (Bay Village Bay 15) by 3 pm on Tuesday, Oct. 22.

Branquinho says that attendees may sell tickets to colleagues in advance of the show, and bring the business cards and cash along to the Furla stand or WiT meeting on the day of the event.



"Tina and all of WiT's members count on your support for this cause which will help so many people, and particularly enable children to attend school rather than fetch water. Please donate whatever you can - every drop counts!"

WiT thanks Rob Grossman of Questexhibits for his assistance with the logistics.

For more information please contact:

Tina Tam - tina.tam@laprairiegroup.ch
 Sarah Branquinho - sarah.branquinho@wdfg.com
 Gerry Munday - gerry.munday@furla.com
 Catherine Bonelli - cbonelli@devanlay.fr
 Amanda Felix - amanda.felix@dfnionline.com
 Lois Pasternak - parsnip5@aol.com
 Marissa Phanivong - m.phanivong@tfwa.com

ACTIUM,

A leading distributor of luxury brands is looking for a **SENIOR AREA MANAGER** to manage a beauty and fragrance brand portfolio in Travel Retail.

The candidate will have a strong commercial, strategic and analytical mind as well as excellent negotiation skills. Solid marketing background and understanding of luxury brands is essential.

Frequent travel, fully bilingual in English and Spanish.

Please send resume to dflores@actium.us

Prestigious French Skincare Company has an immediate opening for a **Regional Sales Manager for the West Coast**, ideally LA based. Local candidates only.

Main Responsibilities:

Drive sales. Implement and manage sellout activities for West Coast Duty Free locations. Motivate & supervise day to day activities of store level staff. 2-5 years related experience required.

Merchandising, training, good communication and computer skills required.

Proven sales and customer service track record.

Position requires flexibility in work schedule and regional travel.

Email resumes to: resumes.dutvfree@gmail.com

The #1 prestige moisturizer in America.*

- Now delivers twice the hydration all day.
- Strengthens skin's moisture barrier.
- Skin glows.



*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.