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TRAVEL MARKETS INSIDER

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ASUTIL 2013 memorably focuses on networking, people

The 2013 conference of ASUTIL, the South American Duty Free Association, provided a superb networking setting, with ample opportunities for industry stakeholders, operators, suppliers, trade groups and others to mingle in casual and formal meetings during the 3+ day event at the Barceló Bávaro Beach Resort in Punta Cana, Dominican Republic.

Two occurrences were most memorable however. London Supply Vice President Victor Hugo Bonnet, a duty free pioneer and ASUTIL founder who has been with the company for 56 years, received this year's Lifetime Achievement Award. His remarkable acceptance speech touched

on highlights of his industry-spanning career and focused on the impact the school built by the London Supply Foundation in Iguazu is having on the region.

"Someday we may even have a Latin American University at Iguazu," he concluded.

On a much lighter note, in what may be an industry first, Nancy Giambanco, The Hershey Company's Americas Business Manager for World Travel Retail, was proposed to by her fiancé Antonino Amato, during the Saturday social outing traditionally arranged by the Association. The proposal, ably abetted by the "soul of every gathering", (as per ASUTIL's Inés Sisto) David Spillane and Barry



London Supply's Victor Hugo Bonnet wins ASUTIL's 2013 Lifetime Achievement Award.

Geoghegan, took place before a cheering audience of ASUTIL attendees.

The conference sessions, under the theme 'Creating New Paths, were focused on two main

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PEOPLE

Parbel. Nicola Taconet has joined **L'Oréal Luxe Americas** as **Division Manager** for YSL, Biotherm and Kiehl's, effective July 15. Taconet relocated from France where he was area manager for YSL, Biotherm and Helena Rubinstein. He will replace **Gabriela Rodriguez**, who will be assuming a new position at the company. More information to come.

Lymarie Prudencio has joined **Godiva Global Travel Retail** as area manager for Latin America.

Karen Granit, formerly with Godiva, has joined confectionery company **Ferrero** as Travel Retail Area Manager Americas & Caribbean.

BT Fashions—parent company of **Bijoux Ternier**—has been sold to a private investment group. The new name of the company is **Bijoux Nouveau**. No additional information was available from the company at this time.

Jill Scalamandre has joined **Coty** as sr vice president of **Philosophy** and **Coty Prestige Skin Care**. She reports to Coty Prestige **President Jean Mortier**, and **Marc Rey**, president of Coty Prestige U.S. and regional vp of Coty Prestige NA. Scalamandre is currently chair of Cosmetic Executive Women, and was head of marketing at Chrysalis Inc., (StriVectin and Nia24 skin-care brands).

Jose Chao has ended his affiliation with **HK Global Duty Free**, effective in mid-June. HK Global Vice President Business Development **Alan Huxtable** takes back the additional position of Commercial Director and will temporarily be responsible for the **Horizon Premium Brands** business until a suitable replacement can be found.

IMF downgrades global eco forecasts; Brazil suffers biggest drop

In its World Economic Outlook report released on July 9, the IMF revised its global growth forecast, which is now projected to remain subdued at slightly above 3% in 2013, the same as in 2012.

The IMF says that the slow growth is largely driven by appreciably weaker domestic demand and slower growth in several key emerging market economies, as well as a more protracted recession in the euro area.

Global growth will recover from slightly above 3% in 2013 to 3¼% in 2014, some ¼% weaker for both years than the April 2013 projections.

In the revised July figures, Brazil suffered the largest GDP growth downgrade of all countries for 2014, with the IMF changing next year's outlook for the Brazilian economy to an expansion of 3.2% versus the previous estimate of 4% it made in April.

The IMF also revised its average 2014 growth prediction for Latin America and the Caribbean to 3.4% versus the 3.9% it had previously predicted.

Growth in the United States is projected to rise from 1¾% in 2013 to 2¾% in 2014. The projections assume that the sequestration will remain in place until 2014, longer than previously projected.

In other highlights, the IMF says that the euro area will remain in recession in 2013, with activity contracting by over ½%. Growth will rise to just under 1% in 2014, weaker than previously projected.

In Japan, growth will average 2% in 2013, moderating to about 1¼% in 2014. The stronger forecast for 2013 than previously projected reflects the effects of recent accommodative policies on confidence and private demand, says the IMF.

At 5% in 2013 and about 5½% in 2014, growth in emerging market and developing economies is now expected to evolve at a more moderate pace, some ¼ percentage points slower than in the April 2013 WEO. This embodies weaker prospects across all regions.

In China, growth will average 7¾ percent in



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Toronto Pearson Airport extends Nuance concession contract for expanded and enhanced duty free program

The Greater Toronto Airports Authority (GTAA) has extended global travel retailer Nuance's duty free concession contract at Toronto Pearson International Airport for five years. Citing Nuance's "past performance and significant investments in the business," the joint announcement said that Nuance will be expanding its duty free program at Terminal 1, and will be offering international passengers enhanced branded retail offerings by the end of the year, including luxury brands such as Burberry, Coach, Michael Kors, Omega, Gucci, Mont Blanc and Ferragamo.

Nuance and the GTAA said they are focusing on delivering programs that are dynamic and relevant, offering more choices from among global and national brands, and an expanded duty free program that will have more space dedicated to luxury and fashion brands.

As part of the duty free redevelopment, Nuance will develop over 1,900 square meters of space in Terminal 1, including 370 square meters of new space.

This will be the first deployment of its new global branding and Duty Free Store concept in North America. The store is specially designed for Toronto Pearson and will incorporate global best practices which focus on optimizing store navigation, product visibility and in-store communications.

Featuring innovative store furniture, the shop environment is designed to specifically engage with customers and deliver a world-

class shopping experience.

"We're pleased to bring the duty free experience at Toronto Pearson to a new level with our partner Nuance," said Pamela Griffith-Jones, Vice President of Guest and Terminal Services for the Greater Toronto Airports Authority. "We know our guests will be excited by the high-end offerings and that a new store concept will give them the airport shopping experience they are looking for. This is another example of how Toronto Pearson is delivering on our brand promise to provide our guests with more branded shopping options."

Roberto Graziani, Nuance President & CEO, adds: "Our new, innovative retail concept is a result of our close partnership with Toronto Pearson, and it delivers a totally new shopping experience to guests. I would like to take this opportunity to thank the airport management for their trust in Nuance and for their very competent and collaborative approach."

"We are excited about the opportunity to further develop the duty free program at Toronto Pearson," said Richard Rendek, CEO Nuance North America.

"Working closely with the airport, we have designed a shopping experience that will meet local needs. I am confident that our joint efforts will enable us to make a difference in creating a truly outstanding retail environment with a local touch. We look forward to delivering a world-class duty free offering to passengers traveling through Toronto Pearson."

The busiest airport in Canada and one of the largest airports in North America in terms of passenger and air cargo traffic, Toronto Pearson handled 35 million passengers in 2012.



Nuance's innovative activities at Toronto Pearson International Airport include such crowd-pleasers as the special Grey Goose promotions in association with Bacardi and GTAA in celebration of the annual Toronto Film Festival shown here.

ASUTIL Conference 2013

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areas this year, the buyer and the geo-political-economic situation of the region and what it means for the travel retailers in South America.

Opening the conference, ASUTIL President José Carlos Rosa pointed out that Latin America is facing more challenges: it is a high cost destination still lacking adequate infrastructure and ill-equipped to cater to a changing traveler profile – and creating new paths is more urgent than ever, he said.

ASUTIL Secretary-General José Luis Donagary reported that the first quarter of 2013 is the first time since 2009 that the regional sales did not see double-digit growth. "We have to find new paths, not sit and wait for customers to come for us."

Despite their cautions, business is still strong in the region. Donagary noted that sales in the period were up by 7.8%, passenger numbers rose 11% and the average ticket was up 4.8%.

By categories, fragrance sales were up 12.9%, alcohol sales rose 9.9%; tobacco was +7.3%, cosmetics, +8.5%; electronics, +1.8% and other (fashion, leisure, sport, gifts etc.) increased 6.8%.

A further discussion of the conference sessions will be covered in future issues. Photos of the conference and the Gala Beach Party hosted by Dufry Brazil and Brugal Rum can be found on the [Travel Markets Insider Facebook page](#).



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Clinique launches improved Clinique Dramatically Different Moisturizing Lotion+

Clinique has reformulated and improved one of its most iconic skincare products. Launching this month in travel retail, Clinique Dramatically Different Moisturizing Lotion+ provides a 50% improvement in moisture and a 54% improvement in the skin's barrier strength in 8 weeks, with no additional oil and without altering its texture, reports the company. Clinique says that a bottle of Dramatically Different Moisturizing Lotion is purchased every 4.87 seconds.

Clinique reports that it took six and a half years and one hundred formula trials to perfect Dramatically Different Moisturizing Lotion+, which is part of Clinique's 3-Step Skin Care System. The extensive clinical testing – the biggest Clinique has ever undertaken-- included 1,600 people of different ethnicities across 5 countries.

The company has created two travel retail exclusive sets featuring the new Dramatically Different Moisturizing Lotion+:

Daily Essentials includes deluxe travel sizes of Liquid Facial Soap Mild, Clarifying Lotion 2 and Take The Day Off Makeup Remover For Lids, Lashes & Lips, DDML+ and All About Eyes.

Moisture Basics includes two Dramatically Different Moisturizing Lotion+.

See below. Both are on counter now.



Elizabeth Arden launches new fragrance pillar with *Untold*

Elizabeth Arden, in its latest step in repositioning its flagship brand, is launching its first new fragrance pillar since Red Door in 1989.

Untold by Elizabeth Arden – a multi-faceted “luxurious and modern rendition of a sensual floral composition” is shipping now and is expected to hit counters as early as mid-July. It is being pre-sold online, as well. By September, the scent is expected to be completely rolled out in all global doors.

“*Untold*, which will be Elizabeth Arden’s biggest fragrance pillar launch in nearly two decades, is a modern jewel,” Marieli Prudencio, Business Development Director at Elizabeth Arden, tells *TMI*.

“The new franchise will immediately send a message to the consumer that there is a new Elizabeth Arden and a new Arden customer,” she says. Featuring a new model, and a new face, along with significant launch support, *Untold* is targeting a younger consumer than Arden’s classic Red Door and Fifth Avenue franchises.

Arden began seriously working on repositioning the brand after its 100th anniversary in 2010.

Phase one of the repositioning included establishing roughly 50 flagships globally to maximize business, updating case lines and completely revamping existing packaging.

Additionally, as part of the “reinvigoration” of the brand, Elizabeth Arden increased its investment in the famed Red Door Spas, where it now has an equity stake.

Results are encouraging, says Prudencio. The Arden brand has reportedly enjoyed a 22 % lift in the repositioned doors in North America year over year.

With *Untold*, Arden is now focusing on fragrances. The company says that the new pillar is inspired by “the untold story behind every modern woman who is thriving in her life’s journey.”

Untold is a modern interpretation of a woman, which will bring younger consumers to the franchise. It will be a gateway for those consumers to show the brand is relevant to them. The fragrance concept is downtown New York cool, thought to have a universal appeal, says the company.

The scent, created by Clement Gavarry of International Flavors & Fragrances is built around five



facets of a woman, which are also represented in the multi-faceted bottle.

The Vibrant facet is represented by sparkling pink pepper and crisp bergamot; the Unpredictable facet is shown by pear and Blackcurrant Bud LMR; the Refined facet comes from delicate gardenia petals and Egyptian Jasmine LMR; the Mysterious facet comes from nuances of Patchouli Heart LMR and sandalwood, and the Sensual facet is from heated ambers and hypnotic musk.

*LMR= Laboratoire Monique Rémy. International Flavors & Fragrances Inc.’s in-house, natural facility situated in Grasse, France, that specializes in extracting natural raw materials through a craftsmanship technique.

Chanel appoints Olivier Polge as new creative head

Chanel has named **Olivier Polge** as its new perfumer. In September Olivier Polge will be joining his father, **Jacques Polge**, Creator of Chanel Fragrances, and **Christopher Sheldrake**, director of research and development at the Chanel Fragrance Laboratory. Olivier Polge has been a perfumer at IFF since 1998. He was awarded the “Prix International du Parfum” in 2009.

Jacques Polge, who has played a major role at Chanel since 1978, will continue in this position until Olivier Polge replaces him as Creator of Chanel Fragrances.

Christopher Sheldrake will carry on his role of ensuring the smooth functioning of this department while working in creative tandem with Jacques Polge, and then Olivier Polge.



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Leadership change at Diageo GTME

Diageo Global Travel and Middle East (GTME) has announced that Roland Abella is stepping down as Managing Director GTME and will be succeeded by Doug Bagley. Abella is leaving the position he assumed in 2012 to return to his family business in Lebanon.

Doug Bagley is currently Commercial Director for Diageo Asia Pacific and will immediately become COO of GTME before assuming his new role as MD on October 1, 2013.

Bagley joined Diageo as GM, Greater China, in 2009 before being appointed as Commercial Director for Australia. Last year, he joined the Asia Pacific executive team in his current role. He has almost 25 years of consumer business experience and held senior roles with Unilever globally before joining Diageo.



Doug Bagley

Gilbert Ghostine, President Diageo Asia Pacific, said: "Doug has a diverse background in working with customers around the world, in improving the capability of our sales force and is relentless in demanding high execution standards. I am confident that under his leadership, GTME will continue to strengthen its reputation for being first in innovation, in luxury and in creating the best retail experiences around the world."

Ghostine added that Roland Abella's presence and leadership will be sorely missed.

Braun °CoolTec wins tech and product design awards

USA Today selected the Braun °CoolTec electric shaver as one of its 2013 Trend Products – the shaver contains an integrated active element that cools down the skin during the shaving process to minimize skin irritation and provides a relaxed and fresh skin sensation right after shaving.

The Braun °CoolTec also recently won the prestigious 2013 reddot product design award in recognition of its functional and aesthetic design, which Braun says is based on the ergonomic body of the shaver, its distinctive aesthetic design and the intuitive handling.

With this reddot product design award, the new Braun °CoolTec enters an exclusive range of over 250 Braun products which were awarded with leading international design awards throughout the last 5 decades.

Diageo Global Travel releases The Singleton Reserve Collection



Diageo Global Travel last month introduced The Singleton Reserve Collection of Single Scotch Whiskies – a series of Single releases from the Dufftown, Glen Ord and Glendullan distilleries, which will be permanent Travel Retail exclusives.

The collection has been handcrafted for Travel Retail by The Singleton Master of Malts, Maureen Robinson, who was given total freedom to explore The Singleton reserves, says the company.

"We are always looking for new ways of making the best tasting whiskies, bringing together traditional craft and contemporary skill to pioneer new possibilities. This collection perfectly encapsulates that commitment and its creation has been incredibly exciting flavor journey," said Maureen Robinson.

Steve White, Diageo GTME Marketing Director, said: "The launch of The Singleton Reserve Collection is one of the most significant advances in the Malts category in Global Travel Retail for many years. It fully delivers on the desire of our customers for new and fully differentiated offerings that will drive strong additional growth in a category that is already growing rapidly."

"By following the forward looking tradition and ethos of The Singleton we have created a Reserve Collection that offers consumers exactly what they are looking for when they shop in travel retail – great-tasting Single Malt Whiskies that cannot be found in domestic markets and which give something new and out of the ordinary."

The Singleton of Dufftown Reserve Collection is currently being rolled out in Europe and MENA Travel Retail; The Singleton of Glen Ord Reserve Collection is now available in Asia Pacific Travel Retail outlets; and The Singleton of Glendullan Reserve Collection will be available in the Americas Travel Retail from July 2013. Prices range from US\$56 to UA\$149.

Glenfiddich Age of Discovery range launches in Brazil exclusively through Dufry

William Grant & Sons is launching its travel retail exclusive Glenfiddich Age of Discovery range in Brazil exclusively through Dufry, where, as of August, it will be sold at the Dufry duty free shops at São Paulo and Rio de Janeiro airports.

"Single Malt Whisky is a fast growing category in Brazil and travelers are increasingly looking for brands and expressions that offer something different and unique. Glenfiddich Age of Discovery is a true reflection of the pioneering spirit of the brand and provides a perfect opportunity to travelers to discover three very different and unique expressions," commented Christiano Protti, Glenfiddich Ambassador for Brazil.

"At Dufry Brazil we are always keen to work with brand partners to offer our customers exciting and innovative products that give us a point of difference over the high street. The Glenfiddich Age of Discovery range offers an opportunity to generate huge interest around a differentiated product for travelers. The new range is a perfect example of suppliers approaching the duty free category with real commitment and we are delighted to be working with William Grant & Sons," said Laura Chedid, Liquors Manager at Dufry Brazil.

Glenfiddich Age of Discovery 19 Year Old comes in three variants, each celebrating a pioneering moment in history:

Age of Discovery Madeira Finish honors the Portuguese explorers of the 15th Century who discovered the New World.

Age of Discovery Bourbon Cask Reserve is inspired by the American Rivers that once transported the oak casks filled with American bourbon towards New Orleans and is exclusively matured in American Bourbon casks for 19 Years.

Glenfiddich Age of Discovery Red Wine Cask Finish celebrates Darwin's voyage on board The HMS Beagle in 1831. This rich variant is finished in oak casks previously used to produce South America wines using Malbec, Merlot and Cabernet Sauvignon grapes.

