



## AIRMALL's \$10 million renovation at PIT features top fashion and travel retail brands

AIRMALL and Pittsburgh International Airport celebrated the completion of a \$10-million renovation to the airport's Center Core at the end of September. The project created a new retail area featuring top fashion and travel retail brands in the center of the airside terminal.

The new retail stores include international luxury brands, including Italian-based Pinko, which opened its first U.S. store in the AIRMALL. Other stores include Furla, Lacoste, Armani Jeans, Hugo Boss, Tumi, Spanish-based Desigual, Collezioni-The Beauty Gallery and Bottega dei Saporì, an Italian specialty foods store.

The new Collezioni – The Beauty Gallery (3,500 sq. ft) store is a first-of-its kind high-design beauty store that will offer more than 100 fragrance, cosmetic and skincare brands from top international names to “best-kept-secret” exclusives.

The stores have been developed under an agreement between North America airport concessions developer AIRMALL USA and Airst Collezioni, an international travel retail operator based in Italy. Airst Collezioni is the travel retail subsidiary of Airst S.p.A., which manages over 200 retail and restaurant locations across Europe, Asia and the Middle East.

The agreement, announced last March, covers a seven-year contract for Airst Collezioni to open eight new units in the airport's renovated Central Core, covering an area of 10,000 sq feet of retail space.

Pittsburgh is the first North American operation for Airst Collezioni, with more to follow, noted Monica Scarpa, CEO of parent company Airst S.p.A. in a statement.

The new stores are part of a \$10-million upgrade to the AIRMALL at PIT, a yearlong construction project that represents the most significant overhaul of the concessions program since the airport opened in 1992.

Phase one of the construction project began in January. Once the program is fully operational, AIRMALL expects the enhanced concessions program will grow annual revenue by as much as 10 to 20 percent over current figures.

“When we first launched the AIRMALL in Pittsburgh more than 20 years ago, we were the first to introduce some of the top brands to the airport terminal,” said Jay Kruisselbrink, vice president of development for AIRMALL USA.

“Thanks to our relationship with Airst Collezioni, we're poised to set the bar for high-end retail in the airport once again.”

In addition to the new retail concepts, the AIRMALL renovation features two towering 19-foot video walls, wrapped around the Center Core elevator, which create a new interactive experience for the traveling public at PIT.

The video wall will change with the ebb and flow of the day as well as with the seasons.

The opening celebration on Sept. 29 included the airport's first fashion show in the Center Core that features models wearing styles from several of the newly opened AIRMALL stores.



South American Duty Free Association

**ASUTIL**

announces that the 2015 Conference

will take place in

**Panama City, Panama**

**June 3 – June 6**

**Hotel details to come.**

### US to begin testing for Ebola at select airports

TSA announced today that it will monitor travelers coming to the U.S. from Ebola-stricken countries.

People traveling from West Africa will have their temperatures taken via “non-contact thermometer” at five U.S. airports, according to the announcement from the U.S. Department of Homeland Security and the Centers for Disease Control and Prevention.

Screening starts at New York's JFK International Airport on Saturday, with Washington-Dulles, Newark, Chicago-O'Hare and Atlanta international airports following next week. Officials said 94 percent of travelers from Liberia, Guinea and Sierra Leone come to the U.S. through those five airports



*AIRMALL USA. Some of the nine new retail concepts introduced to transform Pittsburgh International Airport's Center Core into a hub for high fashion and accessories for travelers.*

## Hershey Reese's window display launched with Dufry in Newark Airport

The Hershey Company, in partnership with Dufry, launched an exciting window display in Newark International Airport's C1 store location in September focusing on Reese's Peanut Butter Cups, which is rated the No. 1 confectionery brand in the U.S. according to AC Nielsen.

The display features the appeal of local New York City scenery along with the strength and branding of Reese's Peanut Butter Cups, says the company.

The animation uses visuals and digital screens that play various Reese's commercial spots on a loop. Hershey chose the Reese's brand to target the high volume of European passengers departing from terminal C1 and their growing affinity for Reese's.

"Hershey is very excited to

partner with Dufry to engage the shopper and have fun with our No. 1 brand, Reese's, in the terminal. We are consistently hearing from our partners that Europeans love Reese's and this shop gives them the opportunity to take a piece of iconic American confection home," said Nancy Giambanco, Business Manager at The Hershey Company.

Hershey partnered with Shopper Shop Brand Builders, based in Florida for the design activation.

The company plans to expand this concept around the region focusing on local destination aspects that appeal to the traveling consumer.

"In early 2014 we partnered with Hershey for dedicated space across all of our store locations. We are very pleased that Hershey has consistently posted triple digit



gains each month and is leading category growth.

"Hershey offers a strong assorted mix that caters to all passengers. We will be expanding the Reese's offering with the addition of their new Travel Retail Exclusive Reese's White Peanut Butter Cups pouch which will be launched in store this coming month," said Michael Lembo, EVP Duty Free Operations at Dufry.



## Coty offers to buy Bourjois Cosmetics from Chanel in all stock deal

One week after Coty Inc. released the news that its Chief Executive Officer Michele Scannavini had suddenly stepped down from his role at the company for personal reasons, the company surprised the industry again with the news today that it has submitted an offer to acquire the Bourjois cosmetics brand from French luxury house Chanel.

Chanel has agreed to accept 15 million Class A Coty shares for the masstige beauty brand, which is currently worth approximately \$239 million.

The Bourjois portfolio of color cosmetic products – under the motto "Beauty with French accent since 1863!" – are sold through approximately 23,000 points of sale in more than 50 countries, primarily in Western Europe, the Middle East and Asia.

"We are looking forward to having the Bourjois brand as part of our portfolio of leading beauty products, as well as welcoming Chanel as a Coty shareholder," said Bart Becht, Chairman and Interim CEO of Coty Inc. According to *Women's Wear Daily*, the share transaction will give Chanel Inc. a 4.2% stake in Coty.

The deal is subject to customary regulatory approval.

### Scannavini succession

Coty's Chairman Bart Becht was named interim CEO following Scannavini's departure last week, and is working with Coty's Executive Committee to ensure a smooth transition and oversee major decisions at the company. The company commenced a search process for Michele Scannavini's permanent successor immediately.

Becht will remain as Chairman of the company once a permanent successor has been appointed.

**Meet a skin-changer.**  
 New Clinique Sonic Cleansing Brush

**New**



**CLINIQUE**  
 Allergy Tested. 100% Fragrance Free.





## Patrón adds fire to XO Cafe with Incendio

Patrón Spirits has introduced Patrón XO Cafe Incendio, a fiery-hot chile chocolate liqueur, which combines the spicy, distinctive flavor of Mexican arbol chile with the essence of Criollo chocolate, brought together with Patrón Silver tequila.

The Chile de arbol is a small, slender Mexican pepper typically found in the states of Jalisco, Chihuahua and Zacatecas. Thought to be derived from the cayenne pepper, arbol chile is characterized by its smoky and spicy complex flavor, and is the main component in many hot sauces. The Criollo variety chocolate in Patrón XO Cafe Incendio is produced in Mexico's Tabasco region.

"Patrón XO Cafe coffee liqueur has always been one of the most innovative products in the spirits industry. Long ago we recognized the increasing consumer taste and appetite for premium coffee, and we blended that together with 100 percent agave Patrón Silver tequila to create a truly delicious and unexpected flavor. We then followed that with Patrón XO Cafe Dark Cocoa in response to the developing demand for fine chocolate. And now, consumer research has proven that people want high-quality liqueurs with more



heat, and so again we're innovating the liqueur and shot category with Patrón XO Cafe Incendio, a spirit that combines spicy and sweet, with intense heat," says Ed Brown, President and CEO at Patrón Spirits.

"The word 'incendio' is Spanish for 'fire,' and that's exactly the taste that this unique liqueur evokes."

Patrón XO Cafe Incendio is distilled at 30 percent alcohol by volume, 60 proof, and joins Patrón XO Café and Patrón XO Cafe Dark Cocoa in the Patrón XO Cafe line.

## Starboard Cruise Services names Patrick Gates as CMO

Starboard Cruise Services has appointed seasoned retail executive Patrick Gates as the new Chief Merchandising Officer. In this new role, he will lead the strategic vision for merchandising, planning and distribution for the onboard retailer.

Gates brings more than 25 years of executive leadership in global merchandising, product development, luxury, planning and distribution to his new role. His experience ranges from senior roles at Barney's New York and Neiman Marcus, Home Shopping Network (HSN), QVC, AOL and Discovery Commerce, and most recently, as the COO for Spiegel LLC.

"Patrick's retail experience is unmatched in the industry and we are excited to have someone of his caliber joining the Starboard team," said Starboard president and CEO Beth Neumann. "He will be instrumental in elevating the onboard shopping experience and helping guests create special memories of their dream vacation."

Starboard Cruise Services, a division of LVMH Moët Hennessy Louis Vuitton, currently provides service to over 90 ships, representing cruise lines worldwide.



## IBBI expands brand portfolio, adds staff

International Brand Builders' (IBBI) expanded brand portfolio now includes jewelry (Buckley London, BOUTON, Attwood & Sawyer), Cosmetics (NYX Professional Make up), and eyewear/sun (Missoni, Moschino, Fila), and will soon launch a new brand.

With the portfolio expansion, owner Katherine Sleipnes has commissioned two recognized experts in the trade to help cover the Travel Retail Americas' market.

Zoila Andonie will represent the IBBI brands for select clients in the region. She can be reached at 305- 401-1475, [zoila@internationalbrandbuilders.com](mailto:zoila@internationalbrandbuilders.com).

Melanie Velasquez has joined IBBI to handle the NYX Cosmetics brand management and clients in Latin America. She can be reached at 954-242-5861, [melanie@internationalbrandbuilders.com](mailto:melanie@internationalbrandbuilders.com). Astrid Steinhäuser continues to work on brand projects.

"IBBI's philosophy is to focus on bringing affordable luxury brands to the travel retail Americas' market, and the sell-through proves that travelers are buying at a lower price point," says Sleipnes.

"Retailers who think beyond the traditional DF/TR brands are winning new consumers who appreciate the variety of mid-priced luxury options in this market," she adds.

IBBI will be representing the Buckley London Brand portfolio at the JIS jewelry show on October 11-14 in Miami Beach and at the TFWA World Exhibition in Cannes, France in October. Following Cannes, IBBI will participate in the FDFA convention in Toronto, Canada November 16-19. For more information on the IBBI brands or to make an appointment, please contact Katherine at 954-557-8638, [katherine@internationalbrandbuilders.com](mailto:katherine@internationalbrandbuilders.com).

**Meet a skin-changer.**  
 New Clinique Sonic Cleansing Brush

**New**

**CLINIQUE**  
 Allergy Tested. 100% Fragrance Free.

## Luxury jeweler Metalsmiths Sterling opening first US West Coast store in Portland airport

Metalsmiths Sterling, a UK-inspired luxury brand of sterling silver jewelry, has been awarded its first West Coast U.S. airport location at the Portland International Airport (PDX) with a planned opening of Jan. 1, 2015.

The new 995 sqf store will be located in PDX's Concourse C and will offer travelers a selection of upscale hand-crafted sterling silver jewelry at the same prices as Metalsmiths Sterling's off-airport locations.

Metalsmiths Sterling, which opened its first North American airport location at Edmonton International Airport in 2012, now has 8 airport locations in Canada - Edmonton (2 locations), Winnipeg, Halifax airports, and Toronto Pearson (3 locations with a 4th opening October 1, 2014).

U.S. locations include Pittsburgh (opened in March, 2014) and Boston (2 locations opening later this year).

Metalsmiths Sterling CEO Lee Konidas, commenting on the West Coast location opening, says that Portland and its surrounding Oregon region are important to the future growth of Metalsmiths Sterling:

"We are very much looking forward to becoming part of the community as we begin our expansion into this key market. Future development plans include establishing a Metalsmiths Sterling store in the Lifestyle centers and upscale shopping centers in the region," he says.

Metalsmiths Sterling has created over 30 exclusive collections with more than 800 different pieces

scaled for individual styles and ranging in price from \$80-\$2650. Many items feature an array of all natural, premium grade stones cut to the highest standards.

View the collections at [metalsmiths.com](http://metalsmiths.com)

[smiths.com](http://metalsmiths.com). For more information on travel retail opportunities contact Dr. Patricia Ryan, Director of Business Development - Airports, Metalsmiths Sterling. [patryanx@aol.com](mailto:patryanx@aol.com)



*Architectural rendering of proposed new Metalsmiths store for Portland International Airport.*

## FCCA Conference & Trade Show in full swing in St. Maarten

The 21st annual Florida-Caribbean Cruise Association (FCCA) Conference & Trade Show opened Tuesday, Oct. 7, gathering approximately 1,000 cruise tourism stakeholders and 100 cruise executives, presidents, and CEOs. The 15 FCCA Member Lines operate more

than 100 ships in Caribbean and Latin American waters.

The four-day event features business sessions, networking opportunities, and chances to maximize cruise tourism's impact, along with the attention and knowledge of cruise line personnel who decide where cruise ships call, what to sell on board, and if they should invest in destination infrastructure.

The Trade Show—the largest in the event's history—allows exhibitors to target the influential audience looking to source new business and expand existing business.

In addition, Port St. Maarten partnered with government and local businesses to show off its setting, activities, and WOW factor through some of the same experiences and venues that cruise passengers see and do.

PPI Group is the exclusive media sponsor of the 2014 FCCA Conference & Trade Show.



WITR's annual TFWA World Exhibition meeting & fundraiser will take place on Tuesday, Oct. 28, 5:30-7:00 pm on level 1 in front of the newly located Press Centre, near the Business Centre and Hotels Desk at the Palais des Festivals. All women in the duty free and travel retail industry are welcome to come along. Women in Travel Retail invites all exhibitors and visitors to enter the draw to win fabulous prizes. Each business card entry raises €10 towards (three entries for €20). We will carry more information on the 2014 charity in the next issue of TMI.

### ESSENCE CORP.

has an immediate opening for an **Account Executive/Promoter for the Caribbean Territory.**

The ideal candidate must have retail sales experience preferably within the luxury brand industry. Willing to travel 50% - 60% of the time. 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 advisors, sell-out actions and in store promotions.

Must have a high level of skills using Excel, PowerPoint and other MS Office applications. Fluent in English and Spanish both written and oral.

Please send resumes to [musallan@essence-corp.com](mailto:musallan@essence-corp.com)

### Heinemann Americas, Inc.

has an immediate opening in the Miami office for a **Junior Business Development Manager for the Americas region**

The ideal candidate must have a minimum 2-4 years' work experience in business development preferably in TR, commercial center concessions or consultancy.

Must have strong analytical skills, able to apply strong project and time management skills, self-motivated, very flexible and able to work under pressure. Good interpersonal and communication skills are implied. Strong command of English and Spanish are essential, written and oral.

Proficiency in MS Office and Adobe Illustrator are required.

Please send resumes to: [info@heinemann-americas.com](mailto:info@heinemann-americas.com)

**Beauté Prestige International** has immediate openings in the Miami office for the following position:

**AREA SALES MANAGER TRAVEL RETAIL for Central/South American Region.**

Ideal candidate must have a minimum of 3-5 yrs experience in the luxury brand industry, preferably in TR.

Must be highly organized with outstanding sales and managerial skills. Must be fluent in English and Spanish and have good computer skills. Ability to travel 40-50%.

Send resumes to [to\\_gcamplani@bpi-sa.com](mailto:to_gcamplani@bpi-sa.com)