



A SPECIAL TRAVEL MARKETS INSIDER COMMENTARY

# An Extraordinary Farewell Send-Off for the Extraordinary Fred Hayman

*Some words of remembrance from Carol Davy*

*Carol Davy was one of the privileged few who had the opportunity to work directly with the iconic Fred Hayman when he was a leader not only on Rodeo Drive, but also a leader creating cutting edge fragrance launches in the 1980s. Hayman died on April 14, 2016, in Malibu, California, at the age of 90.*

*"In putting together these memories I really realized how fortunate I was to meet Fred at the Fragrance Foundation Awards in NYC while I was with the May Company in the early 80's. He offered me the opportunity to create my own Visual Merchandising Department within his company and, literally, changed my life," Davy tells TMI.*

On Sunday, May 15, a group of loving family and friends and those of us who were fortunate enough to have worked with and for him throughout the years, paid their respects to the man best known as the "Godfather of Rodeo Drive." This of course was Fred Hayman, who's Giorgio Boutique transformed a sleepy retail area in Beverly Hills, California into a world renowned pantheon of global shopping streets.

Lovingly organized by Katy Sweet, a longtime personal friend and spokesperson for Mr. Hayman, over 500 guests assembled to celebrate his vision of glamour and luxury for Beverly Hills as well as the impeccable style and grace of this very special man and the generosity in which he lived his life.

The event itself was a wonderful combination of all that was Fred Hayman – a welcome from his close friend, George Schlatter - a well-known TV producer (Rowan & Martin), followed by warm words from Donna Elman Garber, the current Mayor of Beverly Hills, an emotional rendering of "My Heart Will Go On" sung by Tenor Rafael Moras from the LA Opera and genuine heartfelt comments by David Horner, the former EVP of Giorgio Beverly Hills Perfume.

The speeches closed with loving tributes to their father from both Nicole and Robert Hayman.

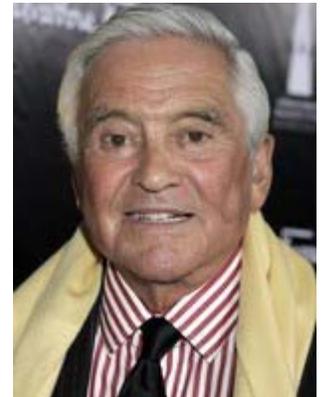
There was not a dry eye in the group when Robert invited everyone in attendance to enjoy the prestigious champagne and Beluga caviar as well as Wolfgang Puck's amazing catering.

For all of us who had known and worked for Fred Hayman and had the benefit of his genius and passion for only the best, it had indeed come full circle.

A food and beverage man brought to Los Angeles by Conrad Hilton to open the Beverly Hilton, Fred Hayman made the hotel into a first class hotel, even bringing the Golden Globes ceremony there.

Fred then purchased the Giorgio boutique, situated on a very sleepy street with locally-owned modest shops, a gas station and the Brown Derby restaurant on the corner of Wilshire and Rodeo Drive -- and magic began to happen.

He installed a plush oak bar, a pool table and a reading area with a newspaper rack to entertain the men accompanying their wives or their girlfriends while the women shopped. He added a Door Man, wrote personal thank you notes in his signature red script and delivered both customers and their purchases in his stately 1952 Rolls Royce.



*Fred Hayman 1925-2016  
 "Mr. Rodeo Drive"*

Soon the Boutique was drawing more Hollywood stars than at an opening night.

The store became a magnet for Hollywood's elite – from Barbra Streisand to Jacqueline Bisset, and at Oscar time, at least ten percent of all of the gowns worn at the ceremony had a Giorgio label.

Fred Hayman was all about service and taking care of customers – his store was an extension of his home and your comfort was important to him. The drinks were on the house.

And then came the heady fragrance – *Giorgio Beverly Hills* -- with the signature yellow and white stripes replicating the awnings of the boutique. Developed with only the purest and most expensive of fragrance oils and presented in true show biz fashion, Fred launched an entirely new way of marketing.

*Continued on page 2.*



*Carol Davy (in white skirt), with Robert Hayman, (in the red tie) and the rest of the former Giorgio Beverly Hills team at the tribute for Fred Hayman on May 15.*

## A Farewell to the visionary Fred Hayman



*Fred Hayman's famous Rolls Royce.  
Photo courtesy of Ari Bussel.*

*Continued from page 1.*

To hear David Horner speak of the robust relationship he and his partner Jim Roth – both senior corporate executives – combined with the entrepreneurial vigor and steel will and passion of Fred Hayman, there was no way their fragrance was not going to succeed!

It was launched with the party of all parties in a parking lot across the street from the store (now Via Rodeo) where mariachi bands played, famous movie stars from both New and Old Hollywood mixed with local political figures

and where Fred Hayman's close personal friend, Patrick Terral, the owner of Ma Maison, catered a meal of new California cuisine prepared by his now famous Austrian chef, Wolfgang Puck. History was made that night.

Faced with minimal budgets for the launch and with a large investment directed toward the product, not to mention the over-the-top launch party, which was a "must have" in his mind, Fred and partners David Horner and Jim Roth developed a direct mail strategy with a revolutionary new sampling device – the perfume encapsulated in a scented piece with Fred Hayman's red signature inviting them to try his fragrance. It worked brilliantly and soon

Giorgio Beverly Hills was the most sought after fragrance in the US. Giorgio Beverly Hills broke all the rules of retailing, keeping distribution highly selective and exclusive, keeping major retailers literally begging for the fragrance...I traveled with Fred and his VP of Sales Mary Beth Peterson (currently the President of REN North America) where retailers were challenged by Fred to change the color of their beauty department carpeting to meet Fred's critical eye. And they did.

Fred would become the unofficial grandmaster of more than a dozen Academy Awards shows and the founder of the Rodeo Drive Committee, which encouraged designers such as Chanel, Giorgio Armani and Gucci to open boutiques on Rodeo Drive, and the rest is history. He truly understood the possibilities of branding in the retail universe. Giorgio quickly became a global brand with prestigious launches at the American Embassy in Paris and in the UK and then worldwide and travel retail.

Fred Hayman was an American revolutionary. Under the yellow-and-white colors of his Giorgio Beverly Hills store and his namesake follow-up, he really did radically change the way the world considers Los Angeles style and how the beauty business operates. Under his tutelage, we created *Giorgio Weeks*, wrapping stores in yellow and white from exterior windows, to cosmetic ledges and onto the fashion floor. More was definitely more. And the sales followed.

The fragrance business was sold to Avon Products in 1998 for over \$100 million dollars, with the monies quietly donated throughout the years to charities by Fred and his beloved wife Betty.

Loving. Kind. Fun. Family. Caring. Warm. Thoughtful. Generous. Gracious. These are the words that best describe this marvelous man I was blessed to work with.

While the speakers were sharing their thoughts from the podium on Sunday, a monarch butterfly appeared and fluttered throughout the presentations and when Robert Hayman completed his tribute, the butterfly flew off. We all did our best to capture this butterfly with our iPhones and even the professionals took shot after shot...but none of us could capture it. The butterfly at the send-off for Fred Hayman, the celebration of his gifts to us and the love and laughter felt and heard from old colleagues and family and friends reminded us all that Fred Hayman still remains with us.



*Fred Hayman's son Robert speaking at the Rodeo Drive tribute.  
Photo courtesy Ari Bussel.*



## Aéroports de Montréal inaugurates C\$350 million expansion project with 8,000 sq. feet of retail space to create a Montreal Sense of Place

Aéroports de Montréal (ADM) inaugurated \$350 million worth of expansions and improvements at Montréal Pierre–Elliott Trudeau International Airport on May 10, with a big focus on a Montreal Sense of Place.

The wing opened for business Thursday, May 12 with Air Transat flights to and from Paris’s Charles de Gaulle Airport.

The 65,620-square foot expansion includes 8,611 square feet of

additional retail space, six new boarding gates, murals created by local artists, a children’s play area and showcases dedicated to Montréal’s main museums, including the Musée d’art contemporain de Montréal, Pointe-à-Callière, the McCord Museum, and the Montreal Museum of Fine Arts.

A new commercial space was added between the existing Gates 52 and 53 with distinctive

architecture and an open-plan layout. The retail space will be further expanded to 14,585 sq. feet by the end of 2016, a 38% increase compared to the area five years ago.

Aer Rianta International, HMSHost, SSP and Paradies Lagardère operate the retail and Food & Beverage, many of which offer food and brands with a typical Montreal flavor, says the airport.

The expansion also offers free Wi-Fi and 1,000 seats with charging stations and USB ports.

These investments were financed entirely by ADM, without any public funding.

“The project is part of a master plan to create a facility that is both functional and vibrant, as well as emblematic of Montréal,” says James Cherry, President and Chief Executive Officer of ADM. “It has been completed showing imagination and taking into account our limited financial resources.”

The main innovation is the development of an interior open-plan area designed to create a unique atmosphere through the integration of artistic and cultural elements, including a lighted ceiling installation titled Nuée de verre (Veil of Glass) composed of different colored glass triangles illuminated by spotlights. There are also large murals created by local

artists, showcases dedicated to Montréal’s main museums, and a fanciful children’s play space.

“Although representing a small percentage of the budget, it is these little extras, in conjunction with the open-plan, transparent architectural design, that make all the difference,” Cherry says.

The expansion of the terminal’s international jetty, the most significant project in terms of budget, was completed four months ahead of the original schedule.

The international jetty expansion project also stands out in terms of sustainable development, since it incorporates many elements that should lead to a first LEED certification for Montréal–Trudeau.

The construction featured the use of building information modeling (BIM) technology and a construction-management approach, which helped to minimize do-overs and extras, ensuring that the project was completed on time and within budget.

In 2015, 15.5 million travelers passed through the airport, up 4.5% from the previous year. Around 40% of the passenger traffic is international.



*Montreal Airport’s airy, open new layout delivers a Sense of Place with Montreal-themed food offers and shopping.*

## Beam Suntory launches travel retail exclusive Japanese single grain whisky

Beam Suntory Global Travel Retail (GTR) is launching a Japanese single grain whisky exclusively in travel retail.

The Chita will be released in July in Asia Pacific and Europe and in limited quantities in the Americas, and will be available outside of Japan for the first time.

“The Chita is a perfectly balanced Japanese whisky that reflects the artistry and diversity of The House of Suntory Whisky. With our rich history of innovation and award-winning Japanese releases, Global Travel Retail will continue to be a priority platform to showcase innovative new products from the Beam Suntory portfolio to the rest of the world,” says Beam Suntory Global Marketing Director, Travel Retail Michael Cockram.

The whisky will be available in a 70cl format and presented in an indigo blue gift box. It carries a RRP of US\$55.





## LaGuardia Gateway Partners begins lease and redevelopment of LGA's Central Terminal B

Privately-owned LaGuardia Gateway Partners (LGP) last week took over a 34-year lease at New York LaGuardia Airport's Central Terminal B.

LGP, a consortium of Vantage Airport Group, Skanska and Meridiam, together with the Port Authority of New York and New Jersey, signed a lease agreement that continues through 2050 for the public-private partnership redevelopment. The project will create world-class facilities, an improved passenger experience, and greater airline efficiencies, says the partnership.

The project includes a new 35-gate Terminal B, Central Hall, West Garage, related roadways and supporting infrastructure.

During construction, the existing terminal will remain

fully operational and flights will not be affected.

New facilities will begin opening in 2018, with scheduled substantial completion in 2022. The \$4 billion public-private partnership is one of the largest for new transportation infrastructure projects in the U.S.

The new LaGuardia Central Terminal B will feature dual pedestrian bridges spanning active aircraft taxi lanes—a first in the world—that connect the terminal to two island concourses. This islands and bridges design allows for improved airline circulation and gate flexibility, which will help reduce airport delays. From the western concourse bridge, a view of the Manhattan skyline epitomizes how the new terminal design uniquely reflects New York.

Inside the new facility, there will be food, retail and beverage

options that reflect regional and national offerings. The terminal will be flooded with natural light at all levels, have short curb-to-gate walking distances, and have spacious and comfortable waiting areas with more seating capacity.

The more than 1.3 million square feet of the new Central Terminal B is expected to achieve LEED Silver certification for sustainable design.

LaGuardia Gateway Partners' members have worked on more than 350 aviation and transportation projects globally and domestically, including international airports in New York JFK, Chicago, Doha, Delhi, Los Angeles, Santiago, and Nassau.

### 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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Please send resumes to

[musallan@essence-corp.com](mailto:musallan@essence-corp.com)

### 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](mailto:prodrigues@actium.us)

### 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](mailto:gcamplani@bpi-sa.com)

### 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>