



AIRPORT CONCESSIONS

Dallas holds outreach meeting for new concession program

Dallas Fort Worth International Airport (DFW) held a Concessions Outreach meeting on November 5, 2014 in preparation for the upcoming Request for Proposals (RFP) for approximately 30 concession locations for duty free, food/beverage, specialty retail, and services.

Most of these opportunities will be located in International Terminal D, plus a few in Terminals B and E. The new Terminal D master plan is proposed to increase the retail walks and food courts by 17,000 sqf, in two centers known as the north village and the south village.

Airport staff said that the duty free includes affordable and premium luxury, an experiential and sampling bar for food items or products and a concierge. The premium branded retail concept will include superior high-end brands located next to Coach. The airport is also seeking a spa operator for professional facials, manicures, massages and pedicures.

Special retail concepts will include news/coffee/convenience in a variety of locations with branded and unbranded coffee /cafés; a candy store appealing to children and adults; a consumer electronics store with entertainment, communication and accessories products and major brands and local/regional team branded athletic wear.

Retail is 40% of airport locations; food/beverage is 60%. In FY 2012, DFW reached \$275 million in food/beverage and retail gross receipts. The average spend per passenger was \$9.45.

The RFP is scheduled to be released the first week of December, said Zenola Campbell, DFW Vice President Concessions. Campbell outlined the upcoming opportunities in Terminal D with three main principals guiding the airport's vision: 1. To engage passengers immediately after security and keep them engaged throughout the airside area; 2. To provide exciting and innovative opportunities beyond food and

beverage and retail; and 3. To create a total passenger experience with the result of making Terminal D *Worth the Walk!* New spaces will be created, connected by retail "walks" and food/ beverage areas.

The new RFP is the latest stage of DFW's redevelopment program that began in 2010. The airport is investing \$2.3 billion to invigorate all four domestic terminals and upgrade its retail and food/beverage program.

Phase One started in Terminal A with new retail and food/ beverage scheduled to open in May 2015. Terminals B and E are in a phased renewal process that should be completed by March 2016.

Several meetings have been held and/or are planned with the pre-proposal conference scheduled for Dec. 9, 2015. There will be another Duty Free information session on Nov. 13, 1:30-6:00 pm., at the Hyatt Regency DFW, adjacent to Terminal C.

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TFWA Board and Management Committee elected

The nominations of the 37 members of the TFWA Management Committee took place at TFWA World Exhibition & Conference in Cannes last week. Their election or re-election were unanimously approved by the Annual General Meeting on October 30.

The new Management Committee will serve for two years to October 2016.

All five Vice-Presidents on the TFWA Board have been elected to serve a further term: Patrick Bouchard de Puig (Commercial), Frédéric Garcia-Pelayo of Inter Parfums (Finance), Carla Guiducci of Giorgio Armani (Marketing), Thom Rankin of Capi Global (Conferences & Research) and Alessandra Visconti of Reflecta (Corporate).

Erik Juul-Mortensen, President TFWA, whose presidency comes up for re-election in December, said: "Membership of the Board and Management Committee of TFWA requires considerable commitment but it is a most rewarding experience. We are very grateful to all the individuals, both retiring and present, who have agreed to give their commitment, time and energy, and also to their respective companies for agreeing to make them available for their involvement with TFWA."

Networking Group Women in Travel Retail (WiTR) raised a fantastic €35,000 at TFWA in Cannes, which was more than enough to purchase the truck for the All As One charity in Sierra Leone, which was the primary goal. The remainder will be put towards the building materials for a children's center under construction, and other challenges that might arise from the Ebola crisis. The next WiTR meeting will be held in Canada at the FDFCA Convention on Nov. 18, and at the MEADFA Conference in Dubai later this month.

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TFWA Cannes 2014 a true week of celebrations

By all parameters, the 2014 TFWA World Exhibition was a resounding success, enhanced by a general attitude of positive optimism from attendees and exhibitors.

Celebrating its 30th Anniversary, TFWA kicked off the week with a series of leisure activities, the highlight of which was a charity run along the Croisette in support of the TFWA CARE Foundation. With more than 150 participants, the inaugural walk/run raised €3,700 for TFWA CARE, and is sure to become a regular feature of forthcoming World Exhibitions.

The Monday morning Conference also received rave reviews from the record audience -- up 36% on last year's attendance. Keynote



speakers – Air France-KLM CEO Alexandre de Juniac and former U.S. Secretary of State and U.S. General (Retired) Colin Powell – were engaging, informative, relative and candid. TFWA President Erik Juul-Mortensen set the scene with a look back over the past three decades of development.

TFWA also held a series of well-attended work-shops.

At TFWA's first Latin America workshop, ASUTIL President Enrique Urioste presented a comprehensive overview of the region country by country, WDF Group International Operations Director Pedro Castro discussed arrivals stores in the region, and Peter Mohn of M1nd-set presented research findings on travelers in Latin America.

TFWA partnered with French manufacturers' association Unifab to discuss the threat of counterfeit goods. I especially appreciated the presentation by Philippe Lacoste, grandson of Rene Lacoste, who spoke personally on how counterfeiting affects him.

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L'Oréal launches Dermocosmetics and professional hair care in Travel Retail

One of the biggest announcements that took place during the TFWA World Exhibition in Cannes was that L'Oréal's Travel Retail Division would be expanding its product offering in the channel by launching its **Vichy**, **La Roche-Posay** and **Kérastase** brands in select Travel Retail locations by the end of 2014. The first locations would be in Asia, followed by the Americas in the beginning of 2015.

Vichy and La-Roche Posay will be retailed through Dermacenter flagships, "shop-in-shop" outlets devoted to dermocosmetics, which will offer personalized diagnostics and permanent, professionally-trained advisors. Vichy and La Roche-Posay are two leading brands in the dermocosmetic market offering products recommended by healthcare professionals for specific skincare needs.

The launch of Kérastase, a leading brand in luxury professional hair care, will also bring a new category to Travel Retail. A tailor-made retail approach and professional hair and scalp consultations will be available in dedicated Kérastase Hair Studios.

The announcement was made during

a special briefing for the specialized press in Cannes.

The in-depth briefing was introduced by Barbara Lavernos, the outgoing head of L'Oréal Luxe's Travel Retail division. She was followed by Vincent Boinay, who has replaced her as L'Oréal Travel Retail Managing Director as of Nov. 1.

Global Shopper's news was presented by Stephan Glasser, Strategic Development & Retail Excellence Director; followed by Julie Audouin-Urdangaray, L'Oréal Luxe Travel Retail Global Marketing Director.

Olivier Benamou, Consumer Products General Manager discussed L'Oréal Paris and Roger & Gallet and Lynn Serfaty presented developments in The Body Shop Division.

The news about Vichy, La Roche-Posay and Kérastase was presented by Piermarco Luzzatto, L'Oréal Travel Retail Active Cosmetics & Professional Products Divisions Managing Director.

L'Oréal says that it is the only Group to offer such a varied and complete range of beauty products and services within Travel Retail.

Nicolas Hieronimus, President



Vincent Boinay, the new managing director of L'Oréal Luxe's Travel Retail division, opens the Cannes presentations.

Selective Divisions, commented "The launch of Vichy, La Roche-Posay and Kérastase in Travel Retail demonstrates our confidence in the huge potential of this channel. From now on, all of the Group's major brands will have the opportunity to develop on this 'sixth continent'."

The 2013 global Travel Retail market is estimated at US \$60 billion, and is expected to double in value before 2025, according to industry projections. Beauty is the number one category in Travel Retail, and L'Oréal is the historic market leader of this category. L'Oréal's Travel Retail Division is the leader of the beauty category with 21.3% market share in 2013 (Source: Panel Generation).



Clockwise: A sample of L'Oréal's prototype Derma Center for Travel Retail; A gondola for the Body Shop, Piermarco Luzzatto and Barbara Lavernos during the media unveiling of the new product categories.





DFW holds outreach meeting for RFP

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DFW reported a 4.3% increase in air traffic in 2014 over 2013. Traffic now stands at 31.4 million enplaned passengers, with service to 148 domestic and 55 international destinations on 5 continents. The most recent DFW figures state passenger traffic has continued to grow (62 million- up 3%) while concessions generated over \$313 million (up 6%).

John Han, Manager of Marketing for DFW, reported on the airport's passenger segmentation research conducted in July, 2014. The study provided insight into customer wants, attitudes, needs and behavior. Travelers were segmented into several types using a matrix based on high terminal activity vs. low terminal activity against basic airport needs and higher expectations.

Among the findings, 22% of travelers were "indulgent explorers" but generated 50% of the concessions spend; whereas 41% of the "frugal vacationers" accounted for only 11% of concessions spend. The conclusion was that concessions should offer more upscale products for the "indulgent explorers." The passenger segmentation study was conducted specifically on Terminal D to create a profile of the travelers by sections of gates.

Other sessions included information on ACDBE certification, RFP Lessons Learned, Applying for Certification & Key Elements of a Joint Venture Agreement, and Tenant Finish out Opportunities, and concluded with an overview of the proposed concepts to be included in the RFP. The presentation will be available on line at the DFW website dfwconcessions@dfwairport.com.

Dr. Patricia Ryan

ELC buys RODIN olio lusso and Parfums Frédéric Malle, completes Le Labo deal

The Estée Lauder Companies has had a very busy two weeks in the boardroom, adding three high end specialist beauty brands to its prestige portfolio. On Nov. 3, the global beauty leader announced that it had completed its acquisition of high-end fragrance and sensory lifestyle brand Le Labo, first announced on Oct. 15.

Just a few days earlier, ELC reported that it had acquired RODIN olio lusso, a luxury skin care brand founded by the iconic New York stylist Linda Rodin. Terms of the deal were not disclosed.

Founded in 2007, RODIN olio lusso – which translates to "luxury oil," to honor the easygoing Italian beauty aesthetic that has long inspired Ms. Rodin – provides a highly selective line of premium, sensorial products that appeal to discriminating consumers of all ages and skin types. RODIN olio lusso has unique positioning in the high-growth subcategory of skin care oils, and a devoted following of fashion and beauty connoisseurs around the world. The brand is currently sold in select high-end, trend-setting boutiques and specialty-retail channels, including Barney's, Colette and Liberty.

On Nov. 4, the company announced an agreement to acquire Editions de Parfums Frédéric Malle, the "storied" fragrance brand established by the iconic perfumer Frédéric Malle. Terms of the deal were not disclosed. The acquisition is expected to close in January 2015.

Established in Paris in 2000, the current Frédéric Malle collection encompasses 21 fragrances created by 12 master perfumers from around the world. They are sold through five architecturally distinctive stand-alone stores in Paris and New York, as well as through Barney's in the United States and Liberty in London. The acquisition is expected to expand the reach of Editions de Parfums' elegant, sophisticated fragrances to global markets, says ELC.

All three of the new brands will be overseen by John Demsey, Estée Lauder Companies' Group President, responsible for the Estée Lauder, M·A·C, Tom Ford, Prescriptives, Bobbi Brown, Bumble and bumble, Jo Malone, La Mer, Smashbox, and Aramis & Designer Fragrance brands.

TFWA Cannes 2014, *Continued from page 1*

The week was packed with highlights – many of which we will cover over the coming weeks. Top contenders were a memorial toast hosted by Brown-Forman for the late Patrick Moran, where hundreds showered Patrick's wife Patricia with a demonstration of the love and high esteem in which they held him.

Other notable memories of the week: having dinner with Martell Cellar Master Benoît Fil and sipping a glass of cognac from a €10,000 a bottle of Pernod Ricard's new *Martell Premier Voyage*, a limited edition blend encased in artwork designed exclusively by French artist Bernar Venet; tasting a sample of Bacardi's "Last Great Malts" that were unveiled at the show; entering a 'secret room' in Cannes to taste the new Chivas Regal Extra. The most exclusive invite of the week award goes to Diageo, who surprised attendees with a personal appearance by David Beckham to support the launch of Haig Club, Diageo's new Single Grain Scotch Whisky.

L'Oréal Luxe also made news (see page 2) announcing that it was launching dermocosmetics and professional hair care into the travel retail channel – beginning with Asia and the Americas. We also must mention Mondelez, which is celebrating its 20th anniversary since forming Kraft Jacobs Suchard in 1994 – the first confectionery company to establish a dedicated division for travel retail. We will be reporting on more news from Cannes throughout the coming weeks.

By the numbers, Erik Juul-Mortensen reported that more than 6,650 visitors had attended the show as of mid-day on Thursday, up +6% year-on-year. They came from 3,075 companies, also up 6% from last year. The numbers of duty free operators and landlords was also up, said TFWA.

For more news, and pictures from Cannes, please visit *Travel Markets Insider's* Facebook page.

By Lois Pasternak



Marcolin forms joint venture for China

Global eyewear company Marcolin SpA, producer of such brands as Tom Ford and Gant eyewear, has established a joint venture for the Chinese market with the Ginko Group.

The new joint venture, GINLIN Optical Shanghai Ltd Co., is a Shanghai-based company owned on a 50/50 basis by Marcolin and the Ginko Group.

The purpose of the deal is to improve the partners' presence in Mainland China and to expand and strengthen the development of direct distribution of Marcolin products in the region, said the

official announcement.

Ginko Group is the largest eyewear company in the Chinese-speaking world and has established its Hydron as the No. 1 contact lens brand in China. It is the only manufacturer in Asia producing the whole range of eye care related products including ordinary eyeglasses, sunglasses, contact lenses, eye drops and solutions and eyeglass cases. In 2013, Ginko turnover was US\$500 million and market capitalization was US\$2 billion.

The new deal is the latest development in Marcolin's international expansion, which included the acquisition of Viva International Group last December.

In September, Marcolin said that it was taking the next stage of the integration of Marcolin USA and Viva International Group, by merging Marcolin USA's current headquarters in Scottsdale, Arizona into the New Jersey operation, formerly VIVA International Group headquarters. The relocation from Scottsdale is expected to be completed by the end of the year.

Heinemann Americas is looking for an Accountant

based at its headquarters in Miami, Florida.

The successful candidate will report directly to the Finance Director, and be responsible for the month end closing and financial reporting on a monthly basis for the regional HQ.

Responsibilities of the position:

Responsible for handling the full sets of accounts; Ensure timely submission of financial and management reports; Prepare management and statutory reporting, forecasting and annual budgeting; Liaise with auditors, tax agents and related local government agencies; Perform other ad-hoc assignments to be directed by the line manager.

Competencies and minimum requirements:

Degree qualified accountant with strong business acumen; Minimum 5 years of relevant experience with a minimum 3 years handling full sets of accounts in SAP; An independent self-starter with dynamic personality; Strong interpersonal and communication skills; Strong Excel skills; Must be highly pro-active, hands-on and motivated; Have an eye for details and meticulous; Enjoys working independently as well as in a team.

United States/Permanent Resident preferred

Salary will commensurate with experience.

Please send resume to info@heinemann-americas.com

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

Safilo highlights new Bobbi Brown, Carrera collections in Cannes

Italian eyewear company Safilo Group presented its new FW 14 collections during the TFWA World Exhibition in Cannes last week, focusing on the launch of the new Bobbi Brown collection. During the show, Safilo hosted some special sessions with a professional make-up artist to demonstrate how Bobbi's famous beauty concept is conveyed through her eyewear line.

The company also demonstrated its "Try on" wall and touchscreens to access the brand presentations and all information about products. The company also highlighted its Carrera brand at an exclusive event held at the Musée de la Castre.

"We are very excited to be in Cannes again this year, especially

because Safilo is boosting its presence in the Travel Retail channel, customizing specific actions according to the different market needs and its prestigious portfolio of brands, while integrating multi-functional capabilities to build business with a long term vision. Quality of distribution and sustainability of sales are at the core of the operating principles of Safilo," said Omar Hagi, Head of Global Travel Retail.

TMI will present a full interview with Omar Hagi in an upcoming issue.

TFWA Management Committee elections add new company reps

Six new member companies were elected to serve on the TFWA Management Committee in Cannes last week. The Committee governs the activities of the association.

Roger von der Weid of Art & Fragrance and Richard Cymberg from L'Oréal Travel Retail are new members from the fragrances & cosmetics category.

David Ferreira of Cross and Michael Scott of Genie-S International Ltd are newcomers from the gifts, home decoration, pens & electronics category.

Patrick Dorais of Al Nassma Chocolate LLC and Eric Carlier of Valrhona represent confectionery & fine food.

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The new Management Committee will serve for two years from October 2014 to October 2016.

See page 1 for more TFWA election results.

L'OCCITANE AMERICAS

has an immediate opening for an **East Coast Sell Out Manager.**

The ideal candidate will have strong experience in the fragrance/cosmetics industry and have worked in similar sales management positions. Ability to work from home is required.

Mandatory requirements:

Fluent in English; Spanish a plus Ability to read, prepare and analyze sales reports

Good proficiency of Excel and PowerPoint

3-4 years of relevant professional experience (Account Management or Retail Management);

New York Based; 30-40% travel

Job Description

Coordinate sales development according to brand objectives, client needs/considerations and guidelines provided by Regional Sales Manager.

Build and maintain link between the RSM and respective accounts on the territory Direct management of dedicated Beauty Advisors.

Maintain proper merchandising according to the brands' guidelines.

Analyze sales on each point of sales and reports suggestions to the Regional Sales Manager.

Coordinate sales goals, recruitment, trainings, schedules, etc... for the Beauty Advisors on the territory.

Send resumes to loccitane.eastcoast@gmail.com