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# TRAVEL MARKETS Vol.15-38 INSIDER

Covering the Americas & the Caribbean. [parsnip5@aol.com](mailto:parsnip5@aol.com)

## DFS Group unveils new "T Galleria by DFS" brand identity

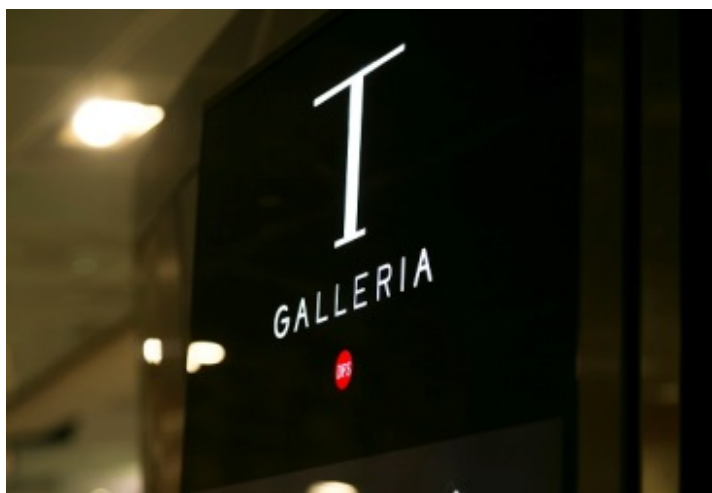
By Martin Moodie,  
*The Moodie Report*

DFS Group on Saturday formally unveiled its new traveler-focused 'T Galleria for DFS' brand identity at a gala event in Waikiki, Hawaii.

Following the Hawaii launch, the new concept and elevated design will be rolled out on a phased basis to all existing DFS Galleria stores globally over the next 18 months. With downtown outlets in seven countries and eleven cities, the global reach of the T Galleria store network is wider than that of almost any other multi-brand, luxury retailer, the company noted.

At the unveiling in Waikiki during a press conference on Saturday morning, DFS Group Chairman and Chief Executive Officer Philippe Schaus said: "DFS is proud to launch its revamped brand identity in Waikiki, where we opened a downtown store over 40 years ago. The name T Galleria pays homage to our core business – serving travelers.

"Our new T Galleria logo is simple, accessible and pronounceable to all. It is inspired by the



notion of flight and movement, resembling the wings of a modern aircraft.

"These stores not only offer the ultimate assortment of luxury products but also deliver seamless shopping environments that travelers associate with their destinations. Travel retail is the major growth engine driving the luxury retail sector today and we want our customers to visit DFS airport stores and DFS T Galleries wherever they are in the world."

In a statement, LVMH Moët Hennessy Louis Vuitton Group Managing Director Antonio Belloni, emphasized DFS' expertise with emerging market consumers.

"By being at the forefront of trends in luxury travel retail, DFS is instrumental in introducing emerging market customers to the world of luxury and to high quality, expertly-crafted branded products," he said.

*Continued on page 2.*

### PEOPLE

**The Hershey Company's World Travel Retail** business has appointed Amy Wilson to the position of Category Strategist. Wilson will be responsible for fueling confectionery category growth through insights and collaboration with retail partners on total confection category solutions in all duty-free channels across all regions, says the company.

"I look forward to partnering with our retailers to utilize knowledge and insights to create an improved shopping experience in the confection category," said Wilson. "Creating excitement for the shopper and delivering innovative solutions for the category will capture new demand."

Hershey World Travel Retail General Manager Steve Bentz said: "We are delighted to welcome Amy to the team who joins us at a key time in our continued development. Amy brings significant category management experience to the team. She will be a resource for both sales and retailers globally."

Wilson previously served as a Category Insights Manager for The Hershey Company. She will be based at Hershey World Travel headquarters in Hershey, Pa.

## The International Wine & Spirit Competition (IWSC) Whiskies Tasting event in NYC hosts distinguished array of Whisky expertise

The distinguished guests of honor and speakers at the International Wine & Spirit Competition (IWSC) Whiskies Tasting event at the New York Yacht Club on Wednesday night included three Master Distillers and a Master Blender and then some. Shown at right: (l to r) Jeff Arnett, Jack Daniel's Master Distiller; Chris Morris, Woodford Reserve Master Distiller; G. Garvin Brown, Chairman of the Board of Directors, Brown-Forman Corporation, President, IWSC; Allen Gibbons, Group Chief Executive, IWSC Group; Richard C. Paterson, Whyte & Mackay Master Blender; and Colum Egan, Bushmills Master Distiller. *Photo: Michael Pasternak*



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**TRAVEL MARKETS**  
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## DFS unveils “T for travelers” brand image

*Continued from page 1.*

“DFS has evolved over the last 15 years to become a highly skilled luxury goods retailer, but with a uniquely global approach. DFS curates its product selection for tomorrow’s customers from China, Asia and other emerging markets. These consumers are moving rapidly from their first overseas trips and first luxury purchases to become extremely sophisticated travelers and discerning consumers.”

DFS Co-Founder (and shareholder) Robert Miller said, also in a statement: “DFS has been at the forefront of travel retail for over 50 years and continues to innovate and adapt to market opportunities.

“With this exciting new branding for the downtown stores, I am confident that DFS is again poised to capitalize on new opportunities and remains the industry pioneer in luxury travel retail.”

DFS said that its ambition is to become a universal experience sought-after by all travelers around the world.

T Galleria is a big step in that direction it said.

Commenting on the rebranding of the Galleria stores Schaus said:

“After 40 years operating our downtown locations, the last several of which have involved serious investment into store upgrades, the quality of our stores and services are now beautifully aligned with the luxury brands we merchandise.

“We feel that these new Galleries, designed specifically for today’s demanding travelers, are now deserving of a new brand identity that reflects our vision of the future. After unveiling our first rebranded T Galleria here in Waikiki, the next stores to be rebranded this year will be our three stores in Hong Kong and two in Macau.

“By year’s end, almost half of our worldwide Galleries will be using this new bold brand identity,” he added.



DFS said that T Galleria reflects an evolution in modern luxury travel retail and illustrates how traveling customers’ needs have moved beyond simple transactional purchases to the desire for a “luxurious, experiential and seamless shopping experience.”

DFS has invested several hundred million dollars over the past few years upgrading downtown Galleria stores and implementing new design elements and features.

### Stores: New luxury look and feel

The new look and feel incorporates a wide array of experiences, including beauty concierge services, luxurious members’ lounges, and Masters Series product exhibitions, which feature the most rare, exclusive and limited editions from the world’s most coveted brands.

DFS Group Consumer Marketing and Branding President Sibylle Scherer, who with her team played a lead role in the new branding (and now the communication of it), said that the company’s dialogue and engagement with its consumers was all about “great story telling”.

Schaus concluded: “DFS was born out of a curiosity for the world, a passion for discovery and adventure, and a regard for luxury and quality. We hope to inspire travelers everywhere to enhance their journey with the world’s finest, expertly curated selection of exceptional products and unparalleled service.”

*“Our luxury traveling customers are at the heart of our business and are now reflected in the brand of our downtown stores: ‘T’ is for traveler.”*

*Philippe Schaus  
DFS Group Chairman and CEO*

### Background to T GALLERIA by DFS

The new T brand is designed to enable customers to better appreciate the distinct value DFS delivers through both its modern airport and luxurious downtown Galleria operations. DFS’ T Galleria stores provide a single destination where travelers will discover many of the worlds most desired brands across four pillars of luxury shopping: beauty and fragrances, fashion and accessories, watches and jewelry, and wine and spirits.

Each store also offers destination-themed products, many of which are tailored to the local market.

T Galleria Hawaii by DFS provides a powerful selection of luxury brands under one roof, with over 140 brands in 210,000sq feet of luxurious retail space. Customers are served by over 470 multilingual sales associates trained across all categories and brands, and can also access special services such as the Beauty Concierge.

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\*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.



## Jim Beam announces “Make History” global brand campaign

Beam Inc. has announced Make History, its first global brand campaign for its flagship Jim Beam Bourbon. The multi-year, multi-media campaign will launch in the fourth quarter and roll out in more than 100 markets around the world over the next nine months.

Make History will span tv, digital, social, print and out-of-home media and will be complemented

with extensive activation and promotional activity at retail. The campaign will launch first in the world’s two largest Bourbon markets – the U.S. and Australia – with other key Bourbon markets to follow, including Germany, Jim Beam’s second largest export market, Mexico, Canada, Brazil, New Zealand, and other countries throughout Europe, South America

and Asia-Pacific.

“As the world’s number one Bourbon whiskey, Jim Beam has been making history since 1795,” said Matt Shattock, president and CEO of Beam Inc., in remarks prepared for delivery on Sept. 4 at the Barclays Capital Consumer Conference in Boston, adding that the campaign reflects “sharp global consumer insights, continued substantial investment in the growth momentum of our flagship brand, and our sustained commitment to the attractive and fast-growing Bourbon category around the world. Make History is a big brand idea that resonates with

consumers across global markets.”

The global campaign will encompass the full line of premium Jim Beam products, including the flagship Jim Beam White, Jim Beam Black, Devil’s Cut, Jim Beam Honey and Red Stag by Jim Beam.

The campaign has been developed by Future Works, a consortium of three incumbent agencies that had worked on the Jim Beam account in various markets: StrawberryFrog (NY), The Works (Sydney) and Jung von Matt (Hamburg), after a global pitch conducted earlier this year.

### TFWA Cannes Workshops focus on Inflight Retailing and Growth Markets

TFWA will be presenting two workshops during the annual World Exhibition in Cannes in October, one focusing on inflight retailing and the other on growth markets.

The **Airline & Retailer ‘Inflight Focus’ Workshop** will take place from 8-9 a.m. on Tuesday, Oct. 22, Day #2 of the 2013 TFWA World Exhibition.

“Global inflight duty free and travel retail sales are growing at the rate of around 5% a year and industry experts believe there is excellent potential for future growth,” observed Thom Rankin, TFWA Vice President Conferences and Research. “Our workshop program in Cannes will explore strategies to help deliver continued success for our industry.”

Speakers at the airline workshop include an array of industry experts discussing how airlines can maximize inflight sales to passengers: Brigitte Wolf, Director Sales & Marketing, Lufthansa WorldShop; Jean-Luc Chassigneux, Managing Director, Dutyfly Solutions, the inflight concessionaire that is a 50:50 joint venture between Aelia and Servair and manages onboard duty free sales for Air France, Iberia, Alitalia, Air Caraïbes and Czech Airlines; and Stuart McGuire, Chairman, Scorpio Worldwide, a leading supplier of branded goods to the inflight and travel retail market.

On Wednesday, Oct. 23, 8-9 a.m., the annual **Market Watch** workshop focuses on Turkey and Indonesia. Two of the so-called ‘CIVETS’ countries (Colombia, Indonesia, Vietnam, Egypt, Turkey and South Africa), these two countries are forecast to be upcoming drivers of economic growth.

“Turkey and Indonesia are two of the most dynamic markets which have all the makings of powerhouses of growth for the future,” continued Rankin. “They will be under the spotlight in our Market Watch workshop and we are hopeful of an energetic discussion between our panel and delegates with an interest in these important markets.”

Presenters include Peter Harbison, Executive Chairman, CAPA Centre for Aviation; Setur Servis Turistik Business Development Manager Kadir Ishakoğlu, who is also General Secretary of Turkey’s Duty Free Operators and Suppliers Association; and Agility Research & Strategy Managing Director Amrita Banta, with the latest research on the traveling Indonesian consumer.

Both Workshops will take place in the Salon Croisette, Majestic Hotel, Cannes. Registration, which is open to all badge-holders at TFWA World Exhibition subject to space, can be completed by emailing [conference@tfwa.com](mailto:conference@tfwa.com). Pre-registration for TFWA World Exhibition is open at [www.tfwa.com](http://www.tfwa.com).

*Jim Beam makes some history of its own with its first global branding campaign launching this Fall.*



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\*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.



GIVING BACK TO THE WORLD

## Hand in Hand for Haiti announces Miami 5K Walk/Run fundraising event as Lycée Jean-Baptiste Pointe du Sable embarks on 3rd year in operation

In a truly remarkable accomplishment, the **Lycée Jean-Baptiste Pointe du Sable School**, conceived, developed, and operated through the efforts of the travel retail industry's **Hand in Hand for Haiti Foundation**, and opened on Oct. 3, 2011, has just begun its third year in operation.

The state-of-the-art school offers a unique all-encompassing approach to education – featuring best-in-class, bilingual English-French instruction from kindergarten to 13th grade.

The non-profit Hand in Hand for Haiti, a 501(C)(3) organization, was formed as part of the travel retail's pan-industry initiative to make a bold and compassionate response through designing, building and operating a new

sustainable school in Saint-Marc, Haiti after the earthquake of 2010.

The organization's leadership team is quite notable including: Ed Brennan, former chairman of worldwide travel retailer DFS Group; Olivier Bottrie, president of the Estee Lauder Companies Travel Retailing Worldwide; Martin Moodie, founder and publisher, The Moodie Report; and Benny Klepach, chairman and CEO of Duty Free Air & Ship Supply (DFASS).

An update provided by Brigid Cotter, Co-Chair of the Miami Chapter of Hand in Hand for Haiti, reports that 200 students finished the 2012/13 calendar school year, with 50 new students selected for the 2013/14 school year. Additionally, the school remained open the past three months through its Summer program.

In terms of infrastructure development, the sports complex is well underway: the track is complete, the basketball court is under construction and the turf field will be laid by December 2013. At that time, there will be an opening ceremony for the sports complex with Haitian officials and former international soccer players early next year.

Off the playing field, eight residences have been completed for teacher housing. The Library and Music buildings are also complete; although the school is in need of small musical instruments such as recorders, reports Cotter.

As we know, fundraising is critical to sustain this school and its remarkable work. The local Miami Chapter has set a Fundraising Goal of raising \$500,000 for 2013. As of June, \$181,000 had been raised, with several major fund-raising events still to come. In August, employees of **DFS Group**, a major partner of *The Moodie Report's Great Travel Retail Educathlon 2013*, walked, ran, biked, bowled, danced and swam in support of great causes. Thanks to the generosity and 'can do' attitude of their employees, vendors, and other partners, DFS raised a record \$450,000, of which \$225,000 was donated to Hand in Hand for Haiti!

Coming up next for the group in Miami is the Hand in Hand for Haiti **5K Walk/Run** on Oct. 5, 2013, taking place at the famed Zoo Miami. See details about participating, donating or otherwise helping out at [www.walkrunforhaiti.org](http://www.walkrunforhaiti.org)

**If you are not in Miami but would like to participate, you can sign up via satellite and walk or run anywhere around the world, by registering at:**

**[www.runforhaitisatellite.org](http://www.runforhaitisatellite.org)**

Also on the fundraising calendar is a **Golf Tournament** at the Biltmore Golf Course scheduled for Nov. 6, 2013.

Locally, Miami-based Onboard Media and Starboard Cruise Services, owned by LVMH Moët Hennessy Louis Vuitton, are proud sponsors of Hand in Hand for Haiti.

For purposes of full disclosure, *TMI* publisher Lois Pasternak is a member of the HiHH Miami Chapter's Advisory Council.



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ENTRY/DONATION RATES (US\$) PER PERSON

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**\$25** After September 1  
**\$30** On day of event

**REGISTER ONLINE**  
[www.walkrunforhaiti.org](http://www.walkrunforhaiti.org)

- Registrants must enter through designated walk/run entrance prior to 10 a.m. on day of event.
- Registration includes one admission to Zoo Miami \*
- Each team and individual is encouraged to raise additional Hand in Hand for Haiti donations.

HAND IN HAND FOR HAITI IS A 501(C)(3) NON-PROFIT ORGANIZATION BASED IN THE UNITED STATES AND REGISTERED TO RAISE FUNDS IN FLORIDA.  
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CALL 1-888-48-4848 OR E-MAIL [INFO@HANDINHANDFORHAITI.ORG](mailto:INFO@HANDINHANDFORHAITI.ORG) TO REQUEST MATERIAL IN ACCESSIBLE FORMATS. INFORMATION ON ACCESS FOR PERSONS WITH DISABILITIES OR A FOREIGN LANGUAGE INTERPRETER (AT LEAST SEVEN DAYS IN ADVANCE).