



## International Shoppes opens luxury boutiques in BOS Terminal E

International Shoppes significantly enhanced airport elegance last week, when it opened boutiques for five top luxury brands at Boston Logan International Airport Terminal E. The new shops are part of a major renovation and expansion in the terminal.

The new boutiques, Dior (277 sqf), Lancôme (279 sqf), Chanel (300 sqf), and a joint Estée Lauder/ La Mer space (470 sqf) are the first shops passengers see when they pass through security, says Scott Halpern, IS Vice President.

"Boston Terminal E was reconfigured to allow for new space. We put together prime beauty houses that will enhance the consumer's shopping journey as they come through the terminal. It is the very first thing they see as they come through TSA," Halpern tells *TMI*.

"We are monetizing an area that previously was not activated. It also changes the entire experience for the customer. Even before they get through the security checkpoint they can see these new outlets. This is the first thing customers encounter after clearing the security checkpoint. It is a really dramatic change for the terminal," says IS Vice President Matt Greenbaum.

International Shoppes is very pleased with the stores.

"The shops were all designed by the brands themselves and look

very much like their high street locations," says Greenbaum.

"The stores are beautiful. They are well merchandised with beautiful new visuals. Our staff is so excited. We have high-end clientele that travel through the terminal, and the designs of the boutiques convey this feeling of luxury," says Jeanine Pollakusky, IS General Merchandising Manager.

The new boutiques are just the beginning of the renovation and expansion International Shoppes is undertaking in Terminal E.

"These boutiques were the anchor of the redesign. The next phase is happening now through the end of the month, as we add several other branded beauty boutiques: including MAC for the first time in Boston, Joe Malone, Tom Ford, Armani, and YSL, as well as a full line La Prairie back wall. These will be shop in shops. MAC and Clinique are similar to JFK Terminal 8, which have the presence of being their own stores, but lead into the main store," says Halpern.

"This is all part of a major investment that Massport has made in Terminal E. They've expanded the concourse to accommodate the larger 380 aircraft. The entire terminal has been upgraded with new flooring, new lighting, new lounges. And we have enhanced the retail offering in the terminal," says Greenbaum.

"We've helped enhance the elegance of the terminal. They've upped the ante for what a terminal should look like. I think we've done a great job enhancing the luxury experience for the consumers. Massport has elevated the consumer base, bringing in more key airline partners serving the Middle East and Asia, which had never flown



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direct through Boston before a few years ago. We're bringing in goods that will match the consumer demands," says Halpern.

International Shoppes has also renovated its liquor and tobacco sections in the main Terminal E store.

"We had all the brands redo the fixtures to bring them up to the level of the 2017 fixtures. We reallocated space and created a small batch unit like we have in JFK Terminal 8, but here focusing on New England regional brands," says Halpern.

JTI developed the tobacco category in BOS as they have done in many of International Shoppes' other stores throughout the northeast.

"We are excited to welcome a variety of new offerings in the coming weeks, from great local favorites to luxury boutiques and global beauty brands," said Michael Caro, vice president of AIRMAIL Boston, commenting on the new boutiques. "The terminal will continue to serve travelers as a destination for duty free and high-end shopping with exciting discoveries along the way."

Michael Pasternak

## Bringing the Mount Gay experience directly to Crystal Cruise bartenders in Barbados



Crystal Serenity crew gather around the bar during the Mount Gay training.

Remy Cointreau Travel Retail Americas held a very special training for 20 lucky employees of the *Crystal Serenity* cruise ship, featuring Mount Gay Master Blender Allen Smith. The unique event took place in Barbados in April.

Smith, along with Mount Gay Brand Ambassador for the Caribbean Darrio Prescod, award-winning mixologist Ryan Adamson, and RCTRA Field Sales Manager Alexandra Lenis, visited the *Serenity* when the ship was overnighting in Barbados, where Mount Gay is distilled, to train 20 bartenders and mixologists about the rum.



Lenis, who was hired to develop RCTRA's cruise business after doing the same for Pernod Ricard, says trainings like this are critical in helping cruise employees learn about Mount Gay.

"Trainings like this educate the crew and help them fall in love with the brand. It helps them differentiate Mount Gay from the rest of the rums. It is not only about the rum, but the process of creating the rum, and what sets it apart," says Lenis.

"With *Crystal Serenity* overnighting in Barbados we arranged for the Master Blender, the Brand Ambassador, and mixologist to do the training on board. This was a unique opportunity. It is not every day that Master Blender Allen Smith comes on board a cruise line for a training. Crystal was very open to this event. This is the beginning of more events to come, such as trainings with the crew, but also with the guests. Crystal wants us to do more experiences on board, they want to create a relationship."

Mount Gay Master Blender Allen Smith, mixologist Ryan Adamson, RCTRA Field Sales Manager Alexandra Lenis and Mount Gay Brand Ambassador for the Caribbean Darrio Prescod, in front of the *Crystal Serenity* in Barbados.

Smith answered questions the crew had about Mount Gay, while Brand Ambassador Prescod taught them about the more than 300-year history of the rum in Barbados and the qualities that set it apart from its competitors. Mixologist Ryan Adamson then demonstrated to the crew how to make simple craft cocktails with Mount Gay that they can easily replicate for their cruise passengers.

Lenis says that this training is just the beginning of what Mount Gay hopes to do with both cruise employees and passengers in the future.

"Going forward in Barbados, Remy Cointreau Travel Retail hopes to bring experiences to the cruises that stop on the island for the staff through trainings, but also for the guests with rum suppers, tastings, or port excursions to the Mount Gay Distillery."

### Cruise opportunities by brand

Cruise is one of the top priorities at the moment for RCTRA, and the company is building relationships with different cruise lines for each of its brands, says Lenis.

The Mount Gay training on the *Serenity* follows the introduction of the Louis XIII Perfect Pour program on the ship. The Perfect Pour program brings the table side service ritual to passengers, allowing them to order Louis XIII in half ounce increments while learning about the luxurious cognac. The program expanded to the *Crystal Symphony* in May.

RCTRA is also solidifying its "experience relationship" with Norwegian Cruise Lines through the Louis XIII Perfect Pour program.

Experience underlies RCTRA's goals for its brands on cruise ships, says Lenis.

*Continued on next page*

## "Ethereal" Elle Fanning becomes latest face of L'Oréal Paris

L'Oréal Paris has announced that 19-year-old U.S. actress Elle Fanning been named the latest spokesperson of the global brand, where she joins such stars as Naomi Watts, Susan Sarandon, Blake Lively and Eva Longoria.

In her first role as ambassador to the brand, Elle Fanning will join the L'Oréal Paris family of actresses at the 70th Festival de Cannes, when L'Oréal Paris celebrates 20 years as official beauty partner.

Her first beauty campaign for L'Oréal Paris will be with Paradise, the latest innovative sensorial mascara of the brand.

Pierre Emmanuel Angeloglou, L'Oréal Paris Global President, comments: "It's an honor to welcome Elle Fanning to L'Oréal Paris just in time to celebrate our 20th anniversary as beauty partner at the Festival de Cannes. Elle is a natural choice for the brand as it highlights our love for beauty and cinema. Indeed, she is the face for



the new generation as an accomplished actress, but also an inspiring canvas for makeup artists. I am sure that we will have a fruitful collaboration together."

## Jo Malone launches magazine

Jo Malone London has launched a dedicated magazine called *The Talk of the Townhouse*.

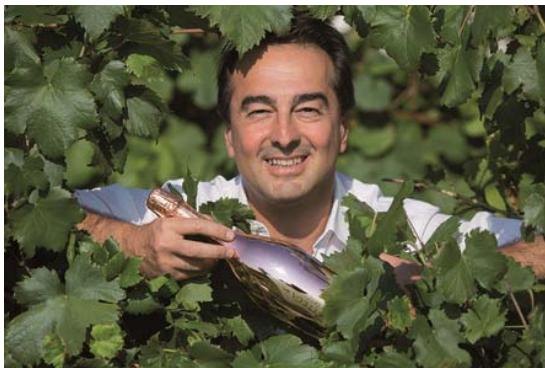
The company says that every Jo Malone London fragrance has a history and every collaboration has a tale to tell. Each scent is a journey and each journey begins at Jo Malone's beautiful Georgian Townhouse in London's Marylebone area.

"This is a natural evolution for Jo Malone London and a beautiful opportunity for us to share our stories," says Jean-Guillaume Trottier, Global President, Jo Malone London.

"We are delighted to welcome people into our world; a world with creativity, generosity and hospitality at its heart - where British culture and talent inform everything we do."

The magazine is an opportunity to shine a spotlight on the cast of British luminaries who help the company: it provides a glimpse into the lives of London's most exciting creatives; gives monthly horoscopes to help align scents with the stars; and dives into the details of the craftsmanship behind every Jo Malone London scent.

[jomalone.co.uk/magazine](http://jomalone.co.uk/magazine) #TTOTT



Sandro Bottega, one of travel retail's favorite prosecco makers.

## Bottega scoops DFA listing for its iconic Gold Prosecco

Bottega SpA has strengthened its presence in North America duty free by listing its iconic Bottega Gold sparkling Prosecco with Duty Free Americas.

Sandro Bottega, owner and managing director of Bottega, comments: "I am very pleased to see that our business in North America continues to grow at a fast pace. In Canada, our Bottega sparkling wines, still wines and liqueurs as well as Alexander Grappa more than doubled in 2016 versus 2015 in the airport and border shops on the Canadian side. In the USA, our cruise line business continues to grow for our Bottega sparkling and still wines, liqueurs and Alexander Grappa. In the airports, DFS features four SKUs in their locations and we have new listings of Bottega Gold with Dufry and DFA airport shops plus the DFA Northern Border stores."

Over the past 15 years, Bottega has invested in expanding its global presence in the travel retail and duty free channel. Bottega products are currently listed on more than fifty airlines and globally present at all of the most important duty free shops. In 2016, the sales volume generated by DF and TR business increased +10% compared to the previous year. In 2015 Bottega was awarded "Best Supplier Of The Year" at the Frontier Awards in Cannes, and "Produttore dell'Anno" ("Producer of the Year") by ATRI (Italian Association of Travel Retail) in Milan.

## Mount Gay goes cruising

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"The cruises are all about experiences, but they want to go beyond. We are creating a memorable experience with each of our brands or products, creating a real experience for the guest on board.

"The idea with every one of our brands is to create a unique experience. With Mount Gay one of the unique offers is the story telling suppers. With Louis XIII it is the table side service with the story telling and the perfect pour.

"I think we have something for all niches, for all lines. It is about customizing the experience based on the demographics, based on what that passenger is expecting.

"When the passenger has that experience with that product on board, they want to replicate that vacation experience and memory when they get back home."

*Michael Pasternak*

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## Brazil: will new Temer scandal derail fledgling recovery?

On Thursday morning, just as Brazil was set to celebrate the news that it might finally be climbing out of its worst recession in its history, the country got slammed with a bombshell allegation that President Michel Temer was involved with a cover-up and had condoned bribery payments made to a former congressional leader.

Amid cries for Temer's resignation, global markets fear the latest crisis can plunge the country back into recession, or at best, put the recovery on hold.

First the positive. Brazil's Central Bank indicated Monday that the country might be returning to growth, and was " inching out of a two-year recession," according to news service Mercopress.

The official gross domestic product (GDP) statistic is not published until June 1 but the bank issues a preview called the economic activity index. It showed

1.12% growth in the first quarter from the last quarter of 2016.

Conservative President Michel Temer's government has been pushing through reforms to shrink the budget and bring finances under control. His centerpiece, raising the minimum retirement age, faces strong opposition but is considered crucial for recovery.

The Brazilian economy plunged by 3.8% in 2015 and 3.6% in 2016, the worst recession on record. This year GDP should grow overall by 0.5%, the government says. Unemployment remains at a record 13.7% though, with more than 14 million people out of work.

### New bribery crisis

Then, late on May 17, São Paulo's *O Globo* newspaper reported that Temer was involved in an alleged cover-up involving Eduardo Cunha, the former head of Brazil's lower house of congress.

According to Bloomberg News, Cunha, who is currently in jail, is considered the force behind Dilma Rousseff's impeachment last year.

*O Globo* said a secret recording has emerged of Temer approving a payment to Cunha.

Cunha is in prison over multiple charges related to Brazil's long-running corruption case centered around Petrobras, the state-controlled oil company. *The Economist* reports that the news has triggered a sell-off in Brazilian assets "as investors fret over the outcome of key pensions reforms needed to strengthen the public finances and, more broadly, the uncertainty that this brings to

Brazil's political and economic outlook."

Comments on financial newscasts yesterday suggest that due to the allegations, Temer has lost the ability to negotiate. The government will need to reach a new political equilibrium before pension reforms can go forward, say the pundits.

Temer's position is considered very precarious. During a national address on Thursday, May 18, he vigorously denied the charges and rejected calls for his resignation, saying he will fight the allegations. Both chambers of Congress cancelled sessions and Temer's office canceled his planned activities, reports Mercopress

## Delta/Aeromexico get green light to begin joint cooperation agreement

Grupo Aeroméxico, S.A.B. de C.V. and Delta Air Lines began their joint cooperation agreement (JCA) to operate transborder flights between the United States and Mexico on May 8.

Delta and Aeromexico met the requirements set out by the U.S. Department of Transportation (DOT) and Mexico's Federal Economic Competition Commission (COFECE) in order to commence the JCA including giving up gates in key airports.

This is the first transborder aviation alliance between Mexico and the United States say the carriers, noting that the partnership will allow the carriers to expand competition and serve new destinations.

Delta will provide service in the United States through its connecting hubs in Atlanta, Detroit, Los Angeles, Minneapolis-St. Paul, New York, Salt Lake City and Seattle; Aeromexico will offer greater access to Mexico through its hubs in Mexico City, Monterrey and Guadalajara.

Delta and Aeromexico will work together to offer greater connectivity between Mexico

and the U.S. and will "enhance the customer experience on the ground and in the air."

The airlines say they will invest in airport facilities, boarding gates and lounges, as well as implement joint sales and marketing initiatives in both countries.

Delta and Aeromexico have a long history of working together since they launched their first codeshare in 1994.

In 2011, Delta entered into an enhanced commercial agreement with Aeromexico, and in 2012, Delta invested US\$65 million in shares of Grupo Aeroméxico, the parent company of Aeromexico.

In 2015, Delta and Aeromexico filed an application with the U.S. Department of Transportation and the Mexican Federal Economic Competition Commission (COFECE) seeking approval of the JCA covering transborder flights between the United States and Mexico.

In 2016, both airlines accepted the conditions set by the authorities, and in 2017, they implemented the actions necessary to comply with the required remedies.

## Tocumen tender announced

Panama's Tocumen airport is set to confirm details of the duty free tender for the airport's North Terminal.

After 2 years of planning with London-based Pragma Consulting, the Airport's management company Tocumen SA this week published the initial tender details. Carlos Duboy, Tocumen SA's recently appointed airport general manager, is expected to confirm final details and the number of duty free concessionaires early next week.

The current duty free contract is shared by Motta Internacional and Grupo Wisa and runs until December 31. Ten years ago, Grupo Wisa paid \$116m to manage the two blocks of 500sqm of retail space in the current terminal. At the same time Motta bid just under \$58m to manage the remaining 500sqm block. Both companies were accused of overpaying to win the bid but both are likely to compete again in the new tender.

Duboy told the local press, "We are still evaluating whether we are looking for two or three concessionaires." This is expected to be clarified within the next few days. A meeting has been programmed for interested parties for June 5 and bids will need to be submitted by June 30. It is possible that both dates will be put back at the request of bidders.

Both Motta and Wisa have declared an interest in continuing as concession holders. The position of Grupo Wisa is interesting – sales in their stores have fallen by at least 40% since the company was placed on the Clinton list by the US authorities. It is unclear whether the company has the financial flexibility to make a serious bid or will be able to offer the necessary assortment of brands.

Tocumen airport has said unofficially that the company can compete as long as it meets all the conditions as laid out in the recently published tender. Local sources tell *TMI* that Pragma has recommended that the airport carry out separate tenders for Terminal 1 and Terminal 2, the new South Terminal which is due for completion in early 2018. In addition, the consultant has recommended that the airport authority seek less "upfront" money in exchange for a higher percentage rental based on actual sales. A minimum annual guarantee is likely to be included for the first time at the airport.

*Continued on next page.*

## EMPLOYMENT OPPORTUNITIES

### L'OREAL TR Americas

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\* To be considered, candidates must be eligible to work in the United States. No visa sponsorships will be provided.

\* To be considered, candidates must be able to work in Miami, FL. No relocation assistance will be provided.

### Tocumen duty free tender announced

Continued from page 4.

Given the strategic importance of Panama, the tender is likely to attract the attention of leading travel retail operators in the region. In addition to Motta and Wisa, Dufry, DFASS, DFS, Heinemann and Lagardere are said to be studying the tender documents.

Tocumen International Airport registered a 4.8% increase in passenger traffic for the first quarter of 2017, reaching 3.7 million. Of this number, 2.6m passengers connected to other airports. Last year, 14.7m people in total transited the airport.

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