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TRAVEL MARKETS Vol.18-45 INSIDER

ARINA wins Québec Duty Free Tender

Aer Rianta International North America Inc. (ARINA) has been awarded the duty free retail concession at Québec City Jean Lesage International Airport, the company announced on July 6.

ARINA has operated the duty free stores in Montreal for the past two decades.

The contract covers all core categories as well as souvenirs, watches, gifts, food and toys, and will run for 7 years and 5 months beginning in December 2017.

ARINA will serve both International and Transborder passengers from its 400 sqm store, branded “The Loop Hors Taxes.”

The contemporary store design features predominantly black and white colors with touches of dark and light woods to define categories.

The curved, free flowing layout is designed to maximize customer dwell time and showcases ARI's Whisky Collection and Fragrance Studio concepts, alongside bespoke areas for the remaining core categories, says the company.

A Sense of Place is evoked in the native Quebecois products section where the beauty of a Canadian winter is reflected by a white corrugated back illuminated surround frame, highlighting brand personalized wall units for local Ice Wines and Ciders.



Commenting on the win ARI CEO Jack MacGowan said, “ARI has had a long and very successful association with Canada and in particular Québec since 1998. It's a region we know really well and we have built up an exceptional understanding of the passenger demographic over the past 20 years of operations there.

“Capturing this key contract, on the back of our success in winning Canadian Duty Free Retailer of the Year in 2016, reinforces our commitment to the Canadian duty free market. I look forward to working with our new partners in Québec International Airport to deliver a tailor-made consumer-led proposition that will not only enhance the overall passenger experience, but also drive sustained commercial success.”

Speaking with *TMI*, Jackie McDonagh, ARI General Manager North America, adds: “We look forward to working with our new partners at Quebec International Airport and are excited to deliver a consumer-led offer.”

In addition to ARINA, Aéroport de Québec announced that Paradies Lagardère Travel Retail (Relay), and local caterer Nourcy, Comptoir & Traiteur will operate new or expanded areas in the new international terminal building when it opens next December.

President and CEO of Aéroport de Québec Inc. Gaëtan Gagné said, “A new retail environment is an important component in the YQB 2018 project. Our passengers are excited about discovering their new airport building and we can feel a growing sense of enthusiasm in the community. *Continued on next page.*

Sarah Branquinho re-elected to lead ETRC in critical year

Sarah Branquinho has been unanimously re-elected as President of the European Travel Retail Confederation (ETRC) at the Annual General Meeting at the end of June.

In an official statement, Branquinho said: “I am honored to be re-elected to serve another year as President of ETRC. Brexit presents a huge opportunity for the industry and with Brexit negotiations now in full swing, will occupy center stage. There are, however, many other important issues on the industry agenda including product labeling, transport security, restrictions on sales of tobacco and alcohol, and I look forward to continuing to strengthen the voice of duty free and travel retail in Europe.”

Over the last 12 months ETRC has already begun a comprehensive lobbying program across Europe and the UK, calling for an immediate return to duty and tax free sales once the UK leaves the EU.

From both an EU and UK perspective, the immediate return of duty and tax free sales post-Brexit presents huge potential benefits for transport and tourism industries. It would significantly improve connectivity by bolstering the revenues of airports, airlines, ports and ferry operators at a time when there is uncertainty about future rules on the free movement of people and goods.

Sarah Branquinho continued: “... A lot of work needs to be done at a technical and political level to make this a reality and we urgently need the full support of the entire industry.

“With over 150 million air passengers and over 40 million passengers by sea and Eurotunnel, an immediate return to duty and tax free sales will be transformational for the industry in Europe.

“Rest assured that ETRC is doing all it can to ensure a positive outcome.”



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Giorgio Armani Beauty opens two new North American TR locations

L'Oréal's Giorgio Armani team unveiled two expansions in Travel Retail Americas in May, with major openings in Vancouver and New York's JFK International airports.

Vancouver International Airport welcomed Giorgio Armani Beauty in a 12-sqm space located in the Beauty Shop's main traffic area. The store, dressed in Armani's new red look, caters to a high traffic of Chinese passengers with its inviting lip dress code and face dress code gondola. It also offers fragrances and skincare for a complete three-category Armani immersive experience.

The opening represents a big achievement to be present in one of the highest Chinese traffic stores in the region (#4) with very promising results to become Armani's #3 store for Travel Retail Americas.

Sam Cullen, Beauty Trading Manager at World Duty Free, Canada, Vancouver International Airport said: "Giorgio Armani

cosmetics represents something special for our customers in the world of luxury beauty. Its introduction to our store has driven foot traffic in new ways and increased customer satisfaction as they are excited to find Giorgio Armani cosmetics cult products in our airport!

"It has brought an additional level of makeup service to the store that we believe has enhanced the consumer experience," he said.

The Armani store in NY's John F. Kennedy Terminal 4, which is operated by DFS, fully restructured in the main entrance to the store, integrating cosmetics into the existing fragrance and Armani Privé/Haute Couture Fragrances offer.

The remodeling increased the space from 4-sqm to 20-sqm, making Giorgio Armani the first mega brand in the store.

Minutes after opening, consumers were all over the Armani counters and products were flying



NY JFK International Airport, Terminal 4

off the shelves, reports the company.

Togyer Civelek, Beauty Product Sales Manager, JFK International Airport – DFS Group Limited JFK said: "We did notice that our UPT (Unit Per Transaction) has gone up with Giorgio Armani Designer fragrances when customers buy Giorgio Armani cosmetics. In addition, the Latin American and Middle-Eastern passengers' interest in Giorgio Armani Cosmetics was better than we thought. With the right assort-

ment, and the new BA starting soon, we do expect to see a lift with sales."

In an article in *TMI* last October, Thibault Tétrel, General Manager Travel Retail Americas for Giorgio Armani & Designer Fragrances at L'Oréal (Parbel) reported that the Armani beauty line had opened in 15 key travel retail doors in North and South America during 2016, with another 15 scheduled to join them by the end of 2017.

ARINA, Paradies Lagardère Travel Retail (Relay) win Québec retail tenders *Continued from page 1.*

"The concessions announced today match the requirements of a world-class airport and offer passengers a retail experience that reflects the most recent airport trends, providing a wide range of products and services with a local, but also national and international, outlook," said Gagné.

Paradies Lagardère Travel Retail (Relay), already present at YQB, will occupy a larger space with a completely new layout. Once the work on Phase 2 is completed, there will be a groundside Relay counter in addition to the airside store.

Both outlets will offer passengers a range of magazines, books, drinks, snacks and travel items.

"Paradies Lagardère is thrilled to have been selected to extend our relationship with Québec City Jean Lesage International Airport and add a second Relay store," said Gregg Paradies, President and CEO of Paradies Lagardère.

Overview of work phases in the YQB 2018 project

The first phase of work in the YQB 2018 project, scheduled for completion in the fall of 2017, involves the construction of a new building northeast of the existing terminal. It will welcome its first passengers in December 2017, and this announcement covers only the businesses that will operate in this specific sector.

Phase 2 of the project involves changes to the layout of the existing terminal, and this is the sector where the future food court and family zone, among other attractions, will be located. The names of the businesses concerned will be announced in due course.

The YQB 2018 project is the biggest extension and improvement project ever launched in the history of Aéroport de Québec Inc. An investment of \$277 million will be made to extend the site and support the growth of the Québec City airport.

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Desigual and Dufry open two locations in RIOgaleão–Tom Jobim International Airport

Barcelona-based fashion brand Desigual has opened two new locations with Dufry Group at RIOgaleão–Tom Jobim International Airport Terminal 2 (International departures).

This is the second airport in Brazil for the Desigual-Dufry partnership, expanding a two-year presence in both standalone store and multi-brand shop-in-shop formats at Sao Paulo Guarulhos Airport.

In Rio, a permanent 23 sqm shop-in-shop forms part of Dufry's expanded fashion offer in Terminal 2, featuring ready-to-wear and accessories collections, as well as several Travel Retail Exclusive items. Desigual is present in a multi-brand environment with brands such as Lacoste, Calvin Klein and Tommy Hilfiger, and alongside standalone stores for Polo Ralph Lauren, Michael Kors, Salvatore Ferragamo and Hugo Boss.

Dufry and Desigual have also partnered to open a temporary pop-up store in Terminal 2. The 63 sqm space sits alongside the Sunglasses department and will be open until

October 2017.

Marco Gadola, Head of Travel Retail at Desigual comments: "Rio Galeão is a strategic location in South American travel retail. It already has scale but is set for huge passenger growth as the Brazilian domestic and international aviation market expands over the coming years."

"Bringing a brand such as Desigual to this and other locations will help boost Dufry's female-focused fashion offer and add vibrancy, color and appeal to the retail experience in a way that Desigual knows best."

Gustavo Fagundes, Dufry's Director of Brazil and Bolivia, added: "We are pleased to welcome Desigual into our fashion portfolio at RIOgaleão as we always seek to expand the category at this location with the best and most dynamic brands."

RIOgaleão – Tom Jobim International Airport is the second busiest international airport in Brazil. In 2016, it welcomed over 16 million passengers and handled almost 125,000 aircraft movements across two terminals.



Top: Desigual shop-in-shop in Dufry's multi-brand fashion store in RIOgaleão International airport, Terminal 2. Bottom: Desigual's temporary pop-up store adjacent to the sunglasses area in Dufry's Accessories store in T2, which will be open to October 2017. Dufry operates a total of 13 Desigual stores in Latin America, including in Cancun, Los Cabos, Puerto Vallarta, Punta Del Este, Montevideo and Santiago Airports.

Cuba – US airlift takes a knock after early promise

The rapid development in seat capacity between the US and Cuba following an Obama-led revival in relations has gone into reverse according to travel retail analyst, research and category expert Counter Intelligence Retail – and Donald Trump's latest policy intervention is not going to help.

High hopes of US duty free and travel retailers expecting to make gains from new routes to Cuba will have to be moderated somewhat in the light of a changed travel outlook.

Traffic data from CiR's traveler statistics tool, Business Lounge, has found that, from a standing start of zero seats in April 2016, US scheduled air traffic to Cuba grew rapidly to peak in January (189k seats) before falling away to 152k seats by May.

"The slide backwards is partly the result of airlines over-estimating the value of new direct routes while Donald Trump's twitter comments about the country last year would not have been much help," says Garry Stasiulevicius, President of Counter Intelligence Retail.

Trump travel clampdown

In November 2016 Trump (then president elect) said that he planned to roll back some of Obama's efforts to normalize the US-Cuba relationship. Last Friday, President Trump declared a clampdown on US business dealings with Cuba's military and tightened restrictions on Americans traveling there.

The Cuban military is said to control 60% of the economy

including hotels, airports, construction and telecommunications.

"Even prior to [the President's] speech, our forecast to September 2017 indicated a further fall in available seats (to 130k), which is a sizeable slide of -31% from the January peak," says Stasiulevicius.

White House officials have said that 12 categories of travel will be maintained but that individual travel will be banned. A White House statement notes: "Travel for non-academic educational purposes will be limited to group travel. The self-directed, individual travel permitted by the Obama administration will be prohibited. Cuban-Americans will be able to continue to visit their family in Cuba and send them remittances."

Continued on page 5.

Dufry introduces new retail concept with Dior at GRU Airport

Dufry, in partnership with Dior, has opened the first ever pop up store of the brand, located in the departure area of Terminal 3 São Paulo/Guarulhos Airport (GRU) in Brazil.

The Dior Pop Up boutique is situated in a key area of passenger traffic and offers an exciting shopping environment, reflecting the brand's unique heritage of luxury and innovation, says the company.

The store is part of Dufry's new retail concept at GRU Terminal 3, which has been tailored to present new brands and products in the Brazilian market.

Developed with support from GRU Airport, the boulevard area was completely redesigned to bring customers a unique shopping experience at this airport.

The new concept provides the flexibility to quickly change the shop format, concept, product offer and promotions, complementing Dufry's world class shopping offer, which also includes several iconic brand boutiques and a main store, across almost 3,200 sqm of retail space.

The pop up Dior store measures 65 sq meters, divided into two Dior "universes," and presenting Dior's make-up collections and fragrances across dedicated and specially

designed spaces. The pop up store will have Dior beauty consultants offering different services, such as fragrance consultation and flash make-up.

On one side of the shop, customers can find the colorful universe of Dior Addict Lacquer stick, the last creation of Peter Philips, the Creative and Image Director for Dior Makeup.

On the other side, customers will be invited to discover this new hybrid of half lacquer and half lipstick while being situated in the fun and colorful context of a Los Angeles diner.

There is also an entire area dedicated to men on the opposite side, where they will be offered the opportunity to experience and discover the men's fragrances from the House of Dior.

The men's area was inspired by cocktail bars and wines & spirits. Here, Dior offers a playful approach to its iconic creations by François Demachy, Dior Perfumer-Creator, including Sauvage and its new and revolutionary Very Cool Spray, Dior Homme, and Fahrenheit. The masculine environment emphasizes the unique savoir-faire of the Maison as well as the French savoir-vivre, says the company.

Dior Addict Lacquer stick revolutionizes color

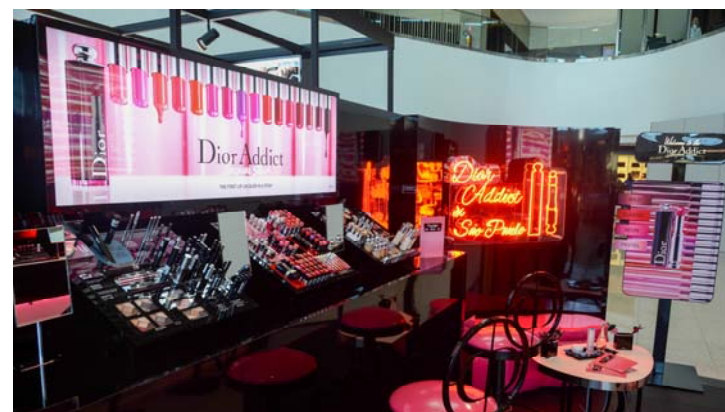


The new Dior Addict Lacquer stick transforms color into a lacquered, easy to wear shine, says the company.

Dior Addict is the first lacquer stick concentrated in a highly pigmented lacquer. The exceptional color expression of this new generation lacquer inspired Peter Philips to create the four color trends of the season: Pastel, Neon, Classic and Wild, "all of which are influenced by emblematic L.A. spots, bathed in the light of the West Coast and embodied by the beautiful and ultimate LA girl, Jennifer Lawrence," says Dior.

Dior Addict Lacquer is an easy-to-apply stick that delivers instant results with 6 hours of wear and unrivaled texture.

Customers will be invited to experience a palette of 18 color creations ranging from the highly experimental to the most timeless. Four It-shades set the tone for this collection of audacious colors that are elegantly cool: 877 Turn Me Dior, 684 Diabolo, 924 Sauvage, and 550 Tease.



The new concept Dior pop up store opened with Dufry in São Paulo Guarulhos Airport (GRU) in Brazil, showing the three "universes" featuring Dior Addict as well as the bar-inspired men's area presenting the Dior men's fragrances in an undeniably masculine atmosphere.

Cuba –U.S. airlift falls

Continued from page 3

A market reset – the airports affected

Since scheduled flights took off in December 2016, three airlines – Frontier, Silver Airways and the low-cost carrier Spirit – have announced they are suspending their routes to Cuba, citing reasons such as lack of demand, over-capacity and non-profitability.

Meanwhile bigger airlines have also cut capacity by almost -30% (when comparing October 2017 versus January 2017) by downsizing to smaller aircraft or reducing their number of flights, but in most cases keeping the same number of routes.

“Clearly there is going to be a market reset in the coming months as airlines reassess their capacity in the light of the new policy,” says Stasiulevicius. “The months ahead will be a period for carriers to recalibrate both demand and profitability going forward.”

The airports affected the most by the airline reset are in Florida, home to the biggest Cuban-American population in the US with a 68% share (source: 2010 census). Miami International Airport has a 37% slice of the air market, followed by Fort Lauderdale International with 35% (source: CiR Business Lounge).

Airports next in line command just a 4% share each and include New York’s JFK and Newark (EWR), Los Angeles (LAX) and Tampa (TPA) in Florida.

The main Cuban destination for flights is Havana (HAV), but Varadero (VRA), Santa Clara (SNU), Holguin (HOG), Camaguey (CMW) and Cienfuegos (CFG) airports also have direct flights (based on schedules from May until October 2017).

For further information, please visit [Counter Intelligence Retail](#)

L’Occitane Americas has an opening for **Area Manager Travel Retail** **Latin America**

Responsible for the proper development of L’Occitane brand in airports and border shops of Latin America, delivering sellin, sellout and profitability objectives. At least 5 years of experience in account management in luxury cosmetics/skincare are required.

Candidates must have strong analytical skills and advanced knowledge in Excel, with ability to create sales analysis and control complex clients’ supply chain operations.

Previous experience in managing teams. Ability to manage priorities and open to work extended hours. Must be bilingual in English and Spanish (Portuguese a plus).

Must be able to travel 40% of the time.

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Kate Spade Fragrances **The Premiere Group** has an opening for an **International Trade Marketing** **Manager**

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The ideal candidate must have excellent communication and presentation skills
3 to 5 years' experience, be Well-travelled and multilingual.

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 - Review and validate marketing calendar at country level with Global Marketing
 - Review country unit forecast vs individual marketing calendar.
 - Liaise with Global Marketing on artwork for logos, Duratrans
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 - Validate Ad spend with Global Marketing
 - Receive and validate stock order vs forecast and marketing /launch/promo calendar.
 - Allocate G's Testers, Sample, gift sets and other promotional items at country level.
 - Process Press/Health registration product orders
- Other duties as required.

Please send resumes to
Gilles Vigeral
gvigeral@tpgbeauty.com

ESSENCE CORP.

Brand Manager

reporting to the Executive Director – Marketing. This position will supervise a Marketing Coordinator. The ideal candidate must have excellent communication and presentation skills and strong marketing or commercial experience, preferably within the luxury industry.

This individual will be the liaison directly with the brands and will be responsible for purchases, inventory and assortment management, business reviews, A&P investments, promotional activities, marketing plans, price lists, brand communication to all teams and reporting to brands. Must have a high level of analytical skills, using Excel, PowerPoint and other MS Office applications. Fluent in English, French and Spanish both written and oral is a must.

Marketing Coordinator

reporting to a Brand Manager. The candidate must be fluent in English and Spanish (French is a plus). Advanced knowledge of Excel, PowerPoint and other MS Office applications. Team player whom is motivated and with a sense of urgency. A multi-tasker with strong organizational skills, detail oriented and extremely efficient with the ability to work in a fast paced environment.

Accounts Receivable Clerk

Essence Corp is currently seeking to fill the position of an Accounts Receivable Clerk reporting to the Controller. The candidate must have excellent communication skills verbal and written in English and Spanish. Customer service orientation and negotiation skills with a high degree of accuracy. Advanced knowledge of Excel with hands on experience in operating spreadsheets. Knowledge of SAGE software is a plus. A team player whom is motivated, proactive and a quick learner. A multi-tasker with strong organizational skills. Associates degree or BS degree in Finance, Accounting or Business Administration is preferred.

For all three positions, please email your resume to musallan@essence-corp.com

Alfa Brands appointed exclusive df/tr agent for Hardy Cognac in Canada

Alfa Brands has been appointed as the exclusive agent for Hardy Cognac in the Canadian Duty Free/Travel Retail markets.

“We are delighted and honored by this appointment, which adds such a prestigious, Haute Couture, elite brand as Hardy Cognac to our portfolio, underscoring our long-term commitment to grow our liquor category,” says Franco Gabriele, Alfa Brands President

Alfa is launching Hardy Cognac’s Legend, which is now available in 700ml and 750ml sizes, with liters and 50m bottles on the way, in Canada.

Hardy Cognac has a history dating back to 1863 and is recognizable by its rooster logo.

