

## Dufry reaches record EBITDA and cash flow in 1H 2018

Swiss travel retailer Dufry posted turnover up 7.2% to CHF4.097bn (\$4.12bn) for the first half of 2018, with good growth across most regions.

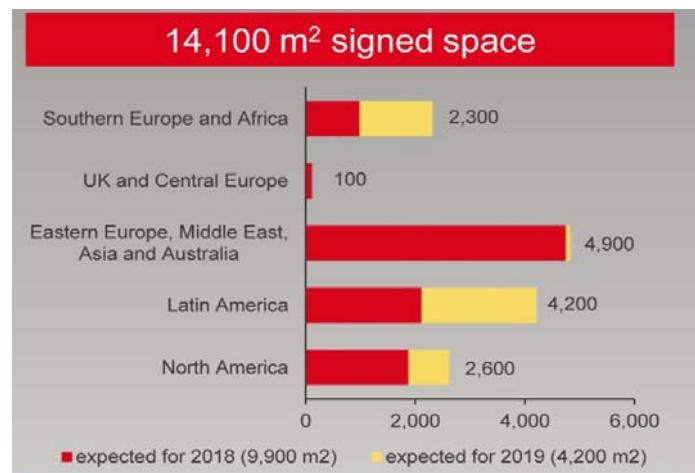
Organic growth was 5.5%. Dufry said currency effects had a positive impact of 1.7% during the period.

Both free cash flow and equity free cash flow were the strongest ever for a first semester, reaching CHF 330.2 million versus 127.6 million in H1 2017 and CHF 222.2 million versus CHF 16.5 million, respectively, said the company.

Geographically, Division North America continued to have strong growth thanks to the ongoing development of the concession portfolio, although Division Latin America saw slowing growth due to the devaluation of local currencies.

The Eastern Europe, Middle East, Asia and Australia Division outperformed the other areas, driven by a growing number of Chinese passengers. The UK and Central Europe Division and Southern Europe and Africa Division delivered stable performance, with some changes in passenger flows within European destinations.

Dufry credits its diversification strategy for the Group's ability to mitigate regional external risks and secure good growth within all P&L lines.



New contract spaces include: • MTR railway station (Hong Kong): 2 stores (1,500 m<sup>2</sup>) • Perth (Australia): 4 stores (2,800 m<sup>2</sup>) • Chicago Midway: 13 stores (1,500 m<sup>2</sup>) • Boston Logan: 11 stores (700 m<sup>2</sup>)

Source: Dufry

### Expansions and refurbishments

Dufry continued to actively expand and refurbish its operations across the Group in the first half of 2018, opening 13,200 sqm of gross retail space. This new space includes the start of operations aboard 12 cruise ships, covering 3,500 sqm across 38 stores.

Dufry also refurbished another 22,400 sqm of space in the six months, including the implementation of its 2,500 sqm New Gener-

tion Store concept at Heathrow airport Terminal 3.

In addition, the company signed contracts to open another 14,100 sqm of space by 2019. The new contracts cover shops at the new Jazeera terminal at Kuwait Airport, 13 new shops to be opened at Chicago Midway airport and 2,300 sqm of retail space at Perth Airport. Important contracts in Gatwick, UK, and Guadalajara, Mexico were also renewed.

*Continued on page 5.*



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Global TR contact: Zack Boiko, [zboiko@actium.us](mailto:zboiko@actium.us); Latam-and Caribbean TR: Daniel Bras, [bras@actium.us](mailto:bras@actium.us)

### PEOPLE

Bacardi Limited has named Lee Applbaum, global chief marketing officer of Patrón Spirits, to an expanded role, adding the title of head of global marketing for Grey Goose Vodka to his responsibilities.

In this new role, Applbaum will develop the global marketing vision and premium positioning for super-premium vodka Grey Goose.

Applbaum reports to Bacardi Limited CEO Mahesh Madhavan and will be based in Bermuda, subject to approval from the Bermuda Immigration Department. He will spend time at the Patrón office in Dallas, as well as in the Bacardi offices of Coral Gables and London, among others.

Applbaum will continue to serve as the global CMO of Patrón Spirits responsible for the company's portfolio of luxury brands. He directs all global integrated marketing efforts across creative, media, public relations, innovation, and experiential activation in more than 100 countries.

Juan Miguel Cabrera has joined Italian wafer and chocolate company Loacker as the Business Development Director for Travel Retail and Duty Free. Cabrera formerly held senior positions with confectionery brands Haribo and Ferrero, following nearly 10 years with Aldeasa.

Cruise Lines International Association (CLIA) president and CEO Cindy D'Aoust will be stepping down from her role at the industry association at the end of the year. D'Aoust will remain in her role until a successor is identified and will help oversee the transition of a new leader.

CLIA's Global Executive Committee is developing a transition plan that will include a search for a new president and CEO.



BROWN-FORMAN

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TRAVEL MARKETS  
**INSIDER**

## Jack Daniel's 100 proof Bottled In Bond showcased at New York City event

Brown-Forman Global Travel Retail unveiled its Jack Daniel's Bottled In Bond Tennessee Whiskey for a group of international and New York-based media at the famed Fraunces Tavern on August 1.

The travel retail industry had a sneak peek at Bottled In Bond last October when it was the signature event of Brown-Forman's activities during the 2017 TFWA Conference in Cannes. The launch of the 100 proof travel retail exclusive came on the 120<sup>th</sup> anniversary of the United States Congress passing the Bottled In Bond Act in 1897.

Jack Daniel's Bottled In Bond - a permanent line extension in the Jack Daniel's Family of Brands - will be a travel retail exclusive available in major airports and other international points of departure and arrival around the world.

It has begun shipping now, Marshall Farrer, senior vice president and managing director of Brown-Forman Global Travel Retail, confirmed to *TMI*.

The press event took place in Fraunces Tavern in New York's financial district. The Tavern is a landmark museum and restaurant which played a prominent role in U.S. history. The building served as a headquarters for George Washington during the American Revolution, was a venue for peace negotiations with the British, and housed federal offices in the Early Republic.

The history surrounding the venue created a very appropriate backdrop for Jack Daniel's Master Distiller Jeff Arnett, as he described the new Bottled In Bond as a wonderful tribute to the transformative era of American whiskey-making in the late-1890s when Jack Daniel began bottling his Tennessee Whiskey in its signature square bottle and the Bottled In Bond Act was approved in Washington, DC.



Jack Daniel's Bottled-in-Bond has been produced in accordance with the Bottled in Bond Act, which was passed into law by Congress in 1897. The act requires whiskeys to be aged for at least four years and bottled at 100 proof at one distillery within a single season.

"Whiskey-making in the 1800's too often produced a hodge-podge of sub-par, counterfeit and even dangerous spirits," said Arnett. "The Bottled In Bond Act was passed in 1897. Mr. Jack began putting his Tennessee Whiskey in the now-familiar square bottle in two years earlier in 1895."

The New York event featured tastings of Bottled In Bond and Jack Daniel's Brand Ambassador Eric "ET" Tocosky demonstrated its versatility through four signature cocktails. He described how being 100 proof allowed Bottled In Bond to hold its flavor among stronger mixology ingredients, such as ginger beer and Aperol.

Farrer described Jack Daniel's Bottled In Bond as a tremendous addition to the portfolio and a must-have for Jack Daniel's fans and whiskey aficionados around the world. Although Bottled In Bond is currently a travel retail exclusive, the Brown-Forman executives see the channel as a launch pad for wider distribution in the future.

"In many ways, the introduction of Jack Daniel's Bottled In Bond is a step back into the early days of the distillery when Jack Daniel's was pioneering the craft of making Tennessee Whiskey. We think so much of this whiskey that we are making it a permanent member of the Jack Daniel's Family of Brands - a cautious step we take only with the most special of new products," Farrer said.

Lois Pasternak



Jack Daniel's Master Distiller Jeff Arnett described the history behind the new Bottled In Bond at New York's historic Fraunces Tavern last week.



## Hershey brings NYC-themed fun to its DFS pop-up store at JFK

The Hershey Company and DFS Group have partnered to create a dynamic pop-up promotional space at JFK airport, T4. The new concept features Hershey chocolates along with non-confectionery Hershey branded goods, a first for Hershey in the travel retail channel.

This exclusive portfolio is only available at the DFS – JFK location or in the company's own Hershey's Chocolate World stores in Times Square and Hershey, PA.

"This pop-up space will be in place through the end of August and promises to deliver a consumer experience that will generate excitement for the confection category in this airport retail environment," said Nancy Amato, Team Lead Customer Marketing for Hershey Travel Retail.

The space features unique interactive elements, including a life-sized *Miss Kiss* statue. This centerpiece attraction provides passengers a memorable photo

opportunity.

The pop-up also includes a branded customization station that will allow shoppers to create a customized label with their picture and message and apply it to a NYC-themed gift box when they purchase four Hershey Giant Bars tablets.

"Tablets and gifting play a large role in confectionery purchases within travel retail," said Amato.

"We strategically brought these two together for this activation, making a very desirable destination themed, traveler gif."

To round out the space, travelers will discover a selection of Hershey-branded plush toys, pillows, and exclusive confectionery products only found in the Hershey's Chocolate World stores.

"We are delighted to offer our traveling customers an exclusive selection of exciting Hershey products at JFK International Airport Terminal 4 this summer," said



Representatives from the Hershey Company and DFS were on site to celebrate the opening of the New York City-themed Hershey Pop-Up at JFK T4.

Mark Sullivan, DFS Group Managing Director, North America.

"DFS is proud to partner with the Hershey brands in creating new and engaging ways to interact with our consumers."

"At our JFK-DFS pop-up store, the unique products, interactive elements and *Miss Kiss* statue makes it fun to shop," said Mariely Prudencio, Hershey Team Lead for Travel Retail Americas.

"Consumers can buy unique, NYC-themed souvenirs or create a personalized Hershey gift."

"The whole store is fun and engaging," said Prudencio. "It is the result of a strong and collaborative partnership between the DFS and Hershey teams, sharing a passion to offer traveling consumers an exciting, unique shopping experience."



Hershey's *Miss Kiss*



## Givenchy LAX Pop-Up "dresses lips in liquid velvet"

Givenchy Fragrances & Beauty has opened a pop-up shop with DFS in Los Angeles Tom Bradley International Terminal, where it is showcasing Le Rouge Liquide, Givenchy's newest launch in lips. Running throughout the month of August, the pop-up provides retailtainment with a Halo selfie booth, so visitors can share their new look, and two weeks of makeup applications by Givenchy's international makeup artist and education manager, Katherine Antequera.

The LAX campaign also offers a four-tier GWP offer, including minis of brand favorites Le Rouge and Noir Couture Mascara.

Givenchy's Le Rouge Liquide "dresses lips in liquid velvet" through its velvety texture with high pigmentation and duration in an ultra-moisturizing formula.

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## DFS Group celebrates top trends and beauty picks for day to night with 5<sup>th</sup> annual “First Class Beauty” campaign

DFS Group is holding its fifth annual First Class Beauty campaign this month\*, bringing the best of beauty to traveling customers worldwide in 24 DFS and T Galleria by DFS stores across 17 destinations.

More than 40 leading brands are participating in the event.

The latest edition of First Class Beauty, themed “Your Day-to-Night Beauty Experts,” offers a curated selection of products that work through the day, guided by the advice and expertise of DFS’ trained Beauty Associates.

The theme is particularly appropriate for the world traveler who seeks to look and feel the very best across all time zones, and represents an assortment of makeup and skincare that is essential for anyone on the move. Many of the products are exclusive to DFS.

Numerous on-counter activations will be featured during DFS’ First Class Beauty campaign, from brands such as SK-II, Guerlain, Givenchy, Fresh, Dior, L’Occitane, Estée Lauder, Jo Malone and Lancôme.

First Class Beauty will provide an immersive space for travelers to sample products, receive consultations from brand specialists as well

as the opportunity to receive exclusive and limited-edition gifts with purchase through an ongoing calendar of immersive experiences.

From August 1 to 31, participating stores will host a series of playful activations that highlight and enhance the enjoyment of discovery and surprise in every customer’s journey to today’s discerning beauty aficionado.

Global world firsts include a utility-meets-fantasy MAC Workshop Café, and DFS x Meitu’s lipstick bar boasting the latest AI and AR make-up applications. Combining hot new technology with a sense of fun and wonder, these unique counter makeovers respond to customers’ desires for a more youthful and entertaining retail experience.

“Your Day-to-Night Beauty Experts” is DFS’ biggest edition yet of First Class Beauty, with the largest number of participating brands and the most exciting activations. We are thrilled to leverage our deep expertise in beauty, and our understanding of what makes our customers happy, to bring the ultimate First Class Beauty experience to discerning global travelers,” said Christophe Marque, DFS Group Senior Vice President Beauty.

*\*DFS, Los Angeles International Airport and DFS, New York JFK International Airport will extend First Class Beauty activations and promotions until September 30. First Class Beauty at DFS, San Francisco International Airport will only be during the month of September.*



From left: Guerlain Rouge G (#21 in Miami Glam Case); Estée Lauder Revitalizing Supreme+ Global Anti-Aging Power Soft Crème; Giorgio Armani My Armani To Go Iconic Cushion

## DFS to unveil renovated store in iconic heritage building in Auckland, New Zealand

DFS Group is re-opening its newly renovated T Galleria by DFS, Auckland with a unique event partnering with New Zealand Fashion Week on August 31. Customers will have the opportunity to discover curated fashion pieces by nine New Zealand based fashion designers, showcasing their ready-to-wear collections and offering customers a retail experience that combines the best of the world’s most famous luxury brands with an expertly curated selection of local products.

Since 1997 T Galleria by DFS, Auckland has been housed within Custom House, an iconic heritage building built in 1889 as a trading house for import and export business. Located in the heart of Auckland’s Central Business District and on the corner of Customs and Albert Streets, T Galleria by DFS, Auckland is situated in a prime location downtown, attracting tourists and local residents alike.

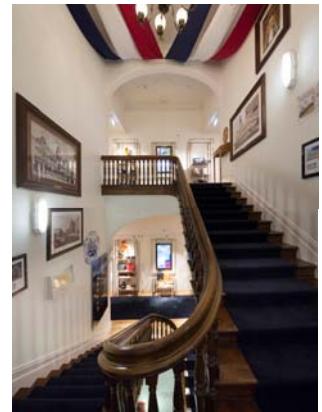
The year-long renovation has carefully preserved historical elements of Custom House while modifying the architectural design to breathe exciting new life into the space. The building boasts a traditional Heritage Walkway where customers can take their time to explore a chronological path that explains the historical significance of the building and maps its transformation from inception to today.

T Galleria by DFS, Auckland will also collaborate with local graffiti artist Otis Frizzell on T Galleria by DFS, Auckland’s Heritage Walkway to highlight the store’s historical staircase, creating a unique and fun pop-art takeover to bring a whole new visual experience to customers.

The store features more than 200 of the world’s most desirable brands across four levels, and showcases an extensive selection of products across DFS’ five pillars of luxury: Fashion and Accessories, Beauty and Fragrances, Watches and Jewelry, Wines and Spirits and Food and Gifts, with 33 brands available exclusively at T Galleria by DFS, Auckland



*The year-long renovation of T Galleria by DFS, in Auckland, New Zealand, has carefully preserved historical elements of Custom House while modifying the architectural design to breathe exciting new life into the space.*



## Dufry reports 1H earnings

*Continued from page 1.*

### Diaz comments

Julián Díaz, CEO of Dufry Group, commented: "The first half year results were solid and in line with Dufry's expected targets for 2018. I am particularly pleased with the EBITDA and cash generation for the period, a record for the first semester due to our good operational performance."

Díaz cited the results in North America, which he said "has been performing stronger than ever with continuous business development by adding retail space in existing and new locations."

Latin America had a mixed picture, however: "While Central America and the Caribbean have performed well, especially Argentina and Brazil had a weak performance in the second quarter. The devaluation of the Brazilian Real and the Argentinean Peso are affecting our sales in US Dollar. Having said this, when measured in local currencies, the performance of the business is stable, which is a sign that the overall consumer sentiment is still positive," he said.

### Future focus

Díaz says that the good results for the first six months are positive signs that the company is moving in the right direction to meet the priorities set for the year. The company is looking ahead to further developing its digital initiatives and expansion of its presence in the travel retail industry.

Díaz also expects market conditions to remain positive supported by a healthy growth of passengers globally. "The weakness seen in specific markets is likely to persist during the second half, but we expect to compensate this with the good performance in our other operations. The third quarter is the most relevant for cash generation and deleveraging, and Dufry is ready to capture the full potential of the high season."



## DFS holding largest US Monkey Shoulder activation at JFK



JFK Terminal 4 is hosting its first ever large-scale Monkey Shoulder activation in US travel retail with DFS Group, with smaller versions also taking place in LAX and SFO.

The activation - originally just running throughout May and June but now extended throughout July and August due to the highly successful results - is supported by GWP promos in all three locations: Buy 2 bottles of Monkey Shoulder and receive a free tote bag.

At JFK there is also a tasting activation. The bright orange cement mixer display is disruptive and memorable - running 4 even-

ings per week during peak hours for departing international passengers (notably flights to Europe) - and illustrates with the idea that Monkey Shoulder is 100% malt whisky that's 'made for mixing.'

The activations focus on allowing passengers to enjoy two serves, the OMG (Orange/Monkey/Ginger) and the Lazy Old Fashioned - serves that can easily be recreated at home. A promoter hands out postcards featuring the OMG serve and drawing in travelers to give them a taste. The serve is also highlighted on the large graphic backdrop behind the tasting area.

## APTRA launches management search

The Board of the Asia Pacific Travel Retail Association (APTRA) has launched the search to replace Executive Officer Michael Barrett, who announced his resignation last month. An executive search agency has been appointed to assist with the task.

In the interim, international agency Hume Brophy, with which APTRA has been collaborating on advocacy issues over the past 18 months, will manage the affairs of the Association, reporting directly to Andrew Ford, President, and the members of the Board.

The geographic area covered by APTRA includes countries in Eastern Asia, South Eastern Asia, South Central Asia and Oceania.

The administration of the Association on a day-to-day basis will continue to be handled by Sharolyn Paul who can be contacted at [admin@aptra.asia](mailto:admin@aptra.asia).

Anyone wishing to be considered for the APTRA management role should send their CV with covering email to [info@aptra.asia](mailto:info@aptra.asia).

For further information about the work of APTRA please consult [www.aptra.asia](http://www.aptra.asia).

"The activation has so far proved very popular with travelers in all three locations. We've had an overwhelmingly positive response and I'd say that Monkey Shoulder has definitely garnered some new fans. It really is a testament to the overall effectiveness of activations - definitely a worthwhile venture!" says Richard Bush, Regional Marketing Manager of William Grant & Sons.

"DFS is proud to partner with William Grant & Sons on the engaging Monkey Shoulder promotion. We look forward to offering our traveling customers at DFS access to this product and dynamic experience," said Brooke Supernaw, DFS Group Senior Vice President Spirits, Wines, Tobacco, Food and Gifts.

Monkey Shoulder sold more than 300,000 9L cases in 2017. The brand has won a gold medal consecutively for four years (2014 - 17) from the prestigious International Spirits Challenge (ISC) and importantly was voted the 'top trending Scotch' by The World's Best 50 Bars as voted by bartenders in 2015, 16, 17 and 18.

In Global Travel Retail (GTR), WGS is now investing in large-scale activations across the world for Monkey Shoulder. Monkey Shoulder has had tremendous results in GTR. As of May 2018, retail sales (depletions) are +38% versus the previous year.

## Paradies Lagardère wins two DFW concessions

Paradies Lagardère has been awarded two new travel essential locations at the Dallas Fort Worth International Airport (DFW), Univision is in Terminal C and Relay will be pre-security in Terminal D.

Univision is the leading multi-media company serving Hispanic America. Relay is a proprietary Paradies Lagardère brand. Both concepts will allow customers easy pay options such as Apple Pay, Samsung Pay and Mobile POS.



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**Assistant Retail Manager**  
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We are looking for an Assistant Retail Coordinator/Manager for the growth in the Caribbean Latin American Market. He/she will be responsible in assisting the Retail Manager in developing the Boutique sales team, to ensure customer experience, enhance loyalty to the Breitling brand name, with the end goal of achieving the Business and sales objectives.

**MAIN RESPONSIBILITIES**

Lead the team and drive sales performance to consistently achieve sales budget objectives while ensuring operational integrity. Communicate, support and monitor company KPI's and proactively identify strategies to ensure performance standards are met. Implement all Boutique brand guidelines and procedures. Promote brand awareness, establish store presence, and capture competitive market share through company events. Ensure the implementation, execution, and measurement of company CRM initiatives through team action plans. Lead Boutique operations (stock management, reporting, expenses, etc.)

**REQUIRED QUALIFICATIONS, EXPERIENCE AND SKILLS**

Solid experience in managing a luxury goods brand. Ability to effectively communicate effectively across the levels of the organization (written and oral) in English and Spanish. Business acumen combined with strong analytical and organizational skills. Very good interpersonal skills and flexibility. Ability to travel 40-50%. Please send resumes to: [info@breitling.bs](mailto:info@breitling.bs)



**BREITLING CARIBBEAN**  
**/LATAM**  
**Sell-In Sell-Out Analyst**  
Miami Office

Using proprietary analysis and reporting tools, position will monitor and access performance and support management decision making.

**Specific responsibilities include but are not limited to:**

- \*Extracting and interpreting data.
- \*Updating and running statistical models, tracking results against forecasts, and fine-tuning future Forecasting.
- \*Creating budget modeling through sales analysis, interpretation of future forecasting variables.
- \*Build reporting structures on SKU, category and whole business performance.
- \*Prepare key weekly, monthly and quarterly reports via PowerPoint presentations, conference call and or meetings.

**Other functions:**

- \*Developing databases, data collection systems, and other strategies for statistical efficiency.
- \*Research, evaluate, and implement new analytic techniques or technologies.
- \*Providing support and training to other analytics staff. \*Analyze customer sales databases, tabulating sales reports for contest results.

**Position Requirements:**

- \*Full Time, Miami based office local candidates.
- \*Minimum 3 years of relevant professional experience.
- \*Exceptional analytical and MS office skills.
- \*Strong attention to detail.

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**EDRINGTON AMERICAS TRAVEL RETAIL**  
**Associate Manager – Cruise**

The Cruise Associate Manager role provides support to the Global Cruise Manager with the strategy, development and execution of cruise line activations. With a focus on training and implementation of various brand concepts, he/she is instrumental in driving the success of the portfolio in both on premise and the retail stores on board the ships.

**Brands:**

The Macallan, Highland Park, Glenrothes, Famous Grouse, Cutty Sark and Brugal

Tito's Handmade Vodka, Disaronno, Tia Maria, Buffalo Trace, Blantons, Fireball, Southern Comfort amongst others

**Responsibilities:**

Assist in creating new cruise concepts, manage/create new concepts, lead implementation of concepts onboard cruiselines, etc.

**Requirement:**

Bachelor's Degree, 2-3+ years of relevant experience, with cruise and/or spirits background preferred. Willing to travel 50% of the time to cruise ships and key destinations in the World. Strong proficiency with Microsoft Excel and PowerPoint with the ability to work with data from multiple data sources for reporting and analysis. Flexible approach to work in a cross-functional team. Must have excellent interpersonal and written/verbal communication skills. Strong project management skills, attention to detail and the ability to meet aggressive deadlines and manage multiple projects simultaneously.

Willingness to roll up your sleeves and do whatever it takes to help your team win.

Ability to multi-task and effectively prioritize efforts in a fast-paced, change oriented environment where continuous innovation is required.

<https://usajobs.edrington.com/job/cruise-associate-manager-americas-travel-retail-us-miami-fl-177.aspx>

**\*UPDATED\***

**CLARINS**, a luxury beauty brand, is seeking an **Area Manager, based out of Miami, FL**.

This role will develop brand equity, sales, profit and market share in the territory within Company guidelines and strategies as well as ensure effective communication to obtain the information for an adequate development of the brands of Clarins Group in the assigned area.

**Responsibilities include, but are not limited to:**

Budget preparation, Sales, A&P, Marketing (Present marketing plans to retailers), Training, Reporting, Management (Manage a team of Sales Coordinators), Financial management, Travel (Organize trips to visit client and follow travel expenses versus budget)

**Requirements:**

Bachelor in Business or related  
MBA is a plus  
Availability to travel extensively  
Availability to multi-task  
Customer Relations development oriented  
English, Spanish or French is a plus

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### THE SHISEIDO GROUP

Shiseido

has immediate openings for the following positions based in Miami:

#### International Trainer

Responsible for training sales staff on brand, product, and sales techniques. Must have a dynamic personality and excellent interpersonal and presentation skills in English and Spanish, Portuguese is a plus. Must be available to travel 60-70% throughout the Americas. 2-3 years Travel Retail luxury industry is a must.

#### Retail Manager/Account Executive for North America - Southeast region

Ideal candidate will have a minimum of 2-3 years' experience in the Travel Retail luxury goods industry. Responsibilities include developing sell-out figures through supervision of salespeople, implementation of the brands' merchandising and promotion guidelines. Experience in retail sales is a plus. Must be able to travel 40 to 50% of the time.

#### Operations Analyst – Cosmetics Division

Responsible for managing the new launch order process for the Cosmetics Division. This position is vital in contributing to the integration and delivery of all launches. Acts as a liaison between internal departments and our headquarters to streamline the procedure and communications throughout the item creation and ordering process. This position will also support key forecasting analysis and is responsible for managing the Travel Retail allocation. Demand planning experience is ideal for this position. Candidate must possess strong organizational and analytical skills.

#### Sales/Market Coordinator

The ideal candidate is highly proficient in Microsoft Office and possesses strong organizational and customer service skills. Must be a team player as this position will support management and the sales team with various projects and sales analysis. Experience in Travel Retail industry is a plus.

Please submit resumes to

[gcamplani@sac.shiseido.com](mailto:gcamplani@sac.shiseido.com)

and/or [mfernandez@sac.shiseido.com](mailto:mfernandez@sac.shiseido.com).

Please refer to the job title on the subject line when sending your resumes.



## 2018 AWARDS ENTRIES OPEN Sunglasses Workshop in Cannes

Eight sunglasses suppliers have announced the scheduling of the 10<sup>th</sup> annual Sunglasses Workshop and Awards at TFWA World Exhibition in Cannes **on Tuesday, October 2, 2018**.

A unique initiative in the brand-owner community, the eight companies are uniting to put on the tenth successive Sunglasses Workshop and eighth Sunglasses Award, with entries for the awards by retailers and airport authorities officially open today.

The seven sunglasses companies that hosted the event last year -- De Rigo, Essilor, Kering Eyewear, Luxottica Group, Marchon, Marcolin and Maui Jim -- are joined by new partner Safilo Group in 2018, to co-sponsor and co-host the event in Cannes.

Parties interested in attending the **“By invitation only”** event can contact the organizers - integrated retail marketing and design agency FILTR - at [awards@sunglassescategory.com](mailto:awards@sunglassescategory.com).

Following the workshop session, the sponsors/hosts will present awards for eight award categories:

1. Best Marketing Activity for the Sunglasses Category
2. Best New Sunglasses Environment
3. Best Dedicated Sunglasses Sales Team
4. Best Off-Airport Sunglasses Retailer
5. Best Digital Initiative for the Sunglasses Category
6. Most Supportive Airport Authority for the Sunglasses Category
7. Sunglasses Retailer of the Year (turnover under US\$2bn)
8. Sunglasses Retailer of the Year (turnover over US\$2bn)

The deadline for entries is **Friday, 7 September 2018**, with submissions to be made via [sunglassescategory.com](http://sunglassescategory.com). In a new development for 2018, the 2017 winners of each category will not be able to enter the same award but will be invited to pass the baton to the new 2018 winner.

The judging panel comprises: Alessandra Piccin, Duty Free & Licenser Boutiques Sales Manager, De Rigo; Francesco Leccisi, Head of Asia Pacific & Global Duty Free, Essilor; Omar Hagi, Global Head of Travel Retail & International Key Accounts, Kering Eyewear; Alessandro Pozzi, Global Channels Director, Luxottica Group; Erwan Le Guennec, International Travel Retail Director, Marchon; Lucilla Tremonti, Duty Free & Travel Retail Sales Manager, Marcolin; Giles Marks, Director Duty Free Sales, Maui Jim; Frederic Laffort, Head of North of Europe, Global channels (Travel Retail, Dept stores) & Global accounts, Safilo Group.