

DFASS rebrands as 3Sixty and promises Duty Free and More

by Lois Pasternak with contributions by Martin Moodie, *The Moodie Davitt Report*

Before a crowd of top industry dignitaries from around the globe, DFASS Group unveiled a major rebranding of its corporate identity on Wednesday night in Miami, and revealed how it will evolve to take advantage of the current business environment and increase its global reach in the future.

After 31 years at the head of the well-known Duty Free Air and Ship Supply, company founder Bernard ('Benny') Klepach, along with Executive Vice Chairman Roberto Graziani, announced a new corporate identity and mission statement as they renamed the company 3Sixty with a tagline that promises "Duty Free and More."

The company has come a very long way since Klepach started in 1987 with a single airline duty free account. DFASS was currently ranked the 18th-biggest travel retailer in 2017, according to *The Moodie Davitt Report's* annual Top 25 ranking.

In the past few weeks alone, the company revealed two important developments: it was awarded the duty free and duty paid concession at Pittsburgh International Airport, and announced that it had bought out the shares of its joint venture partners at the TRG group so that it



was the sole operator at its award-winning duty free store at Dallas Fort Worth International Airport.

"This is the single biggest significant change we've had in the business," Klepach told *The Moodie Davitt Report*, during an extensive interview at 3Sixty headquarters just before the launch.

Making space for omni-channel, e-commerce

During the big reveal on Wednesday night, which took place at the historic Alfred I. Dupont Building in Downtown Miami, Kian Gould, Founder & CEO of digital media and e-commerce specialist AOE, a key partner of 3Sixty, briefly spoke about the

fundamental shift happening in travel retail that led to the new development.

AOE works with DFASS on the Singapore Airlines concession, and Gould explained how crucial the internet, omni-channel, and e-commerce are for the travel business now (75% of all sales in China are currently made by mobile devices, he said). Gould pointed out, however, that while travel retail sales are rising, it is due to greater numbers of people traveling. The reality is that sales per passenger are falling. But the online potential is huge, he says, and this is the potential the company will be working to tap into.

"81% of all purchases are pre-

mediated and researched before the traveler gets to the airport," he said, adding that 3Sixty will be reinventing the shopping experience on Singapore Airlines using omni-channel. Going forward, e-commerce will be a big part of the company business, he said.

DNA of innovation

Speaking next, Benny Klepach noted that being an industry innovator and visionary has always been in the company's DNA, particularly inflight, since the company was formed in 1987.

He said:

"31 years later we now have over 600 employees and counting. We service over 400 million passengers annually. We operate across five continents with ground stores across the US, Mexico, Central & South America and the Caribbean. We now have a global network of over 120 packing and fulfilment stations.

"We are the world's largest specialist inflight retailer, overseeing more than 30 inflight duty free concessions. With industry recognition of our successes, including Best Inflight Retailer five years in a row among many other awards, we're in great shape.

"Duty free is in the next generation change and we are now at a crossing point and I have two options. One, to keep the company as it is and try to compete to the best of our possibilities, or two, move up a gear, developing faster, to make us an industry leader.

"Our goal is certainly not to be the biggest but to be the best, creating value for all our partners, consumers and the company," said Klepach.



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Visons and Values

Over the years, Klepach has put together a respected executive team, now led by Executive Vice Chairman Roberto Graziani, who joined DFASS from industry-leading roles at The Nuance Group and Shilla Duty Free. After introducing the DFASS management team, Graziani explained the process that went into understanding how the company was perceived, both internally and externally, and “to better leverage our strengths, improve our weaknesses and eventually modify our business culture to be more consistent with our current size and the role our company is now playing in the travel retail industry.”

The process led the company to create a new strategy for its brand and its DNA, with a new vision, mission and proposition statements as well as new brand values for the company, said Graziani.

The new Vision for the company is ‘We climb higher, to see wider,’ which Graziani said

“defines what we are doing and why we are doing it and underlines our commitment to continually look for the big picture in our industry to share a new perspective on travel retail with our partners.”

The company’s mission statement calls for it to “increase the number of touch points for the brand through investing in technology and marketing in order to offer relevant and personalized products and services.”

The brand proposition is “a constant desire to evolve and transform travel retail together with our partners, through disruption and improvement.”

“Our brand values inform how the company and our team of employees – all of us – shall behave, not just internally, but also with our partners and the traveling customer,” said Graziani, who listed the values as:

1. Drive Strategic Partnerships;
2. We Focus on Service;
3. We Care About Our People;
4. We Are Visionary;
5. We Are Innovative.

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Executive Vice Chairman Roberto Graziani at the moment of the unveiling of the 3Sixty Duty Free & More rebranding for the former DFASS.



DFASS Chairman and company founder Bernard ('Benny') Klepach presented background on how the company has evolved over the past 31 years.



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Woodford Reserve introduces \$1,500 Baccarat Edition, cognac-finished bourbon

Woodford Reserve has announced the launch of Woodford Reserve Baccarat Edition, a limited edition bourbon available for \$1,500 a bottle exclusively in Duty Free stores for one year starting May 2019. Woodford Reserve Master Distiller Chris Morris conducted a special tasting of the new cognac-finished bourbon at the launch event at the TFWA World Exhibition in Cannes.

The 90.4 proof bourbon, which is further aged in hand-selected XO cognac casks, is the first and only American whiskey to be bottled in Baccarat crystal.

"We are launching this luxury product in travel retail because sophisticated consumers are seeking premium brands -- and Woodford Reserve leads the ultra-premium bourbon category globally," said Marshall Farrer, senior vice president and managing director of Global Retail Travel for Brown-Forman.

The bottle design is meant to evoke the iconic Woodford Reserve bottle silhouette and is engraved with both Woodford Reserve's and Baccarat's logos. It is presented in a signature Baccarat red box with sleek multi-dimensional doors that rotate upon opening and includes a crystal stopper

adorned with Woodford Reserve's initials.

"We are extremely proud to announce the partnership between the world's finest bourbon and the world's finest crystal because both represent craftsmanship at the highest level," said Mark Bacon, Global Brand Director for Woodford Reserve. "This partnership elevates the category of American Whiskey in the global market."

"Baccarat is honored to be the partner of Woodford Reserve for this important premiere in the world of American whiskey," said Baccarat Global CEO, Daniela Riccardi. "We are proud of the work done together and of a beautiful decanter that our artisans crafted inspired by the excellence and savoir faire that both our Maisons cherish."



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A rapt audience of top travel retail industry officials attended the unveiling of the new DFASS rebrand to 3Sixty Duty Free and More.

New name to reflect redefined strategy

It became clear that the name DFASS (Duty Free Air and Ship Supply) was no longer as relevant in the marketplace the company operates in, said Graziani, as he revealed the new 3Sixty name and logo.

"I'm very proud to announce there is now a new player – a very relevant player – in travel retail: 3Sixty. Duty Free & More."

Graziani said that the name sets the company apart from its competitors, and suggests the full spectrum-- 360 degrees covers the whole globe.

UK design firm Designhouse was commissioned to rebrand

DFASS so that the company's name and visual identity reflected its role as a disruptor and innovator in the travel retail sector, without restricting growth into other fields.

The result is the 3 in numeric form and the Sixty in letters, which is "more disruptive, more distinct, more memorable," Graziani explained.

The tag line 'Duty Free and more' keeps it open-ended allowing the company to operate in other areas as well.

Klepach summed up the rebranding: "3Sixty Duty Free and More makes us much more relevant for the industry of today and even more importantly, for the one of tomorrow."



Kirk Freeport, Jacques Scott among local winners of new Cayman airport



Rendering of the future expanded Owen Roberts International Airport in 2018.

Premier Global Trading has a new vision with Visiniti Smart Readers

Building on the success with its readers in DF/TR in Canada, Canadian based eyewear manufacturer OptiCaset has appointed Premier Global Trading (PGT) as its sales agent for DF/TR for the USA and international markets.

One of OptiCaset's main products is the Visiniti Eye Read Smart Readers, reading glasses with patent pending technology called Flexible Power. This technology automatically adjusts the magnification power to each person's reading vision needs using only one lens, up to +250 power.

OptiCaset owner David Ifrah says the company is ready to take the brand and technology to the next level and into new markets and is delighted to welcome PGT-Elizabeth Taylor and her team as its partner to lead and build its efforts in this channel.

Liz Taylor, president and owner of PGT, says her company is very excited to bring this new technology to Duty Free/Travel Retail operators.

"We are introducing a flexibility never available in readers before," says Taylor. "This new technology also offers excellent advantages to retailers and enables more efficient stock management."

"Visiniti Eye Read readers will change the way readers are ordered,

ed, merchandised and showcased in store. Since 'One lens fits all' there is no need to juggle multiple powers in the same style and color. Retailers will be able to increase sales by stocking a wider assortment of our fashionable frames and colors within the same or less retail space," she said.

Taylor points out that the Visiniti readers are also perfect for people with one eye stronger than the other, since the lenses will adjust to each eye as required. The Visiniti Eye Read Smart Readers lenses also adjust to different print size; change the power in different light settings; and even alters the power in different reading positions. Readers enjoy wider peripheral vision and clear and crisp vision.

In addition to Visiniti, OptiCaset offers several ranges in Sunglasses many with prescription adaptable frames, Polarized Lenses, BluBlockers, TurboFlex with 360° hinge technology and more. It also offers a full line of eyewear accessories that include eyeglass cases, cleaning cloths and cleaning sets and solutions; chains and cords.

PGT will also be introducing the new line extension to the DiValdi Sunglasses – a full range of accessories that include travel bags, scarves, gloves and wallets.

The Cayman Islands Airports Authority (CIAA) has announced the winning bidders to operate the Retail, Duty Free and Food & Beverage locations at Owen Roberts International Airport.

Retail and duty free shopping will be provided by Kirk Freeport, Last Chance Island Souvenirs, Bodden Freeport, Tortuga Rum Co., Jacques Scott, Island Jewellers and Churchill Cigars.

The food court will include dining options by Wendy's, Subway, Island Taste and The Brew Hut.

The locations will primarily be featured in the expanded departures hall within the new food court and shopping gallery, as part of the Airport's redevelopment and expansion project.

The expansion will almost triple the airport's size from 77,000 to 208,000 square feet, allowing the airport to accommodate 2.5 million passengers per year.

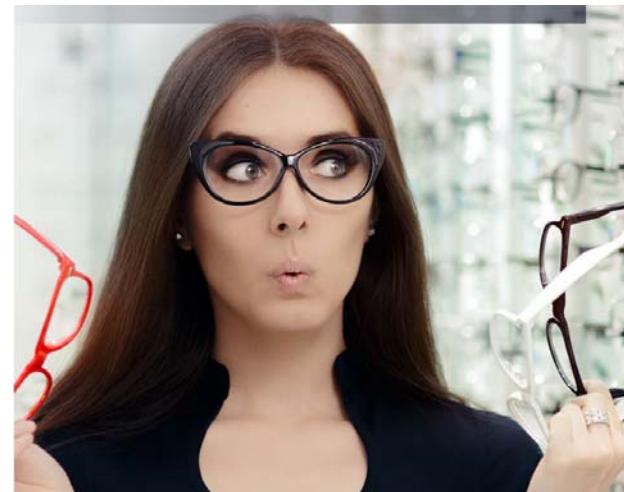
The new locations began building out earlier this month with

the new concessions scheduled to open in phases over the next few months.

"Travelers to and from Owen Roberts International Airport can look forward to a myriad of enhancements and amenities over the next several months as we move closer to completing this multi-phased project to better serve our guests and to offer them a world-class airport experience," said CIAA CEO Albert Anderson.

Substantial completion of the Airport project is slated for December 2018 and will also include the addition of a children's play area, mothers' nursing station, digital flight information displays, common-use self-service kiosks, 39 check-in counters and nine departure gates.

The CIAA owns and operates the Owen Roberts International Airport (ORIA) in Grand Cayman and the Charles Kirkconnell International Airport (CKIA) in Cayman Brac.



Carrying the one-power Visiniti readers results in more efficient stock management and a wider assortment within the same or less retail space, says PGT's Liz Taylor.

DiValdi is a boutique brand not sold in department stores. It is sold in 1,500+ boutiques and optical stores throughout Canada and in over 10,000 locations in the US. Many of these products are Made-in-Canada.

"I truly believe that in technology, innovation, and style, OptiCaset is leading the way," says Taylor, who will be showing the line at the Frontier Duty Free Show in Suite 601.

For more info, contact Liz Taylor at LizT@premierglobaltrading.com

LVMH reports 11% organic revenue 9 month growth with increases across all businesses

Luxury products group LVMH Moët Hennessy Louis Vuitton recorded a 10% increase in revenue in the first nine months of 2018, reaching € 33.1 billion.

Organic revenue grew 11% compared to the same period in 2017, and 13% excluding the impact of the airport concession closures in Hong Kong at the end

of 2017. All geographical areas progressed well, said the company.

In the third quarter, revenue was up 10% compared to the same period in 2017, a performance which continued the trend recorded in the first half of the year and to which all business groups contributed. Organic revenue growth was 10%.

Revenue by business group:

In million euros	9 months 2018	9 months 2017	Change 2018 / 2017 First 9 months Reported	Organic*
Wines & Spirits	3 565	3 514	+ 1 %	+ 7 %
Fashion & Leather Goods	13 052	10 838	+ 20 %	+ 14 %
Perfumes & Cosmetics	4 410	4 065	+ 8 %	+ 14 %
Watches & Jewelry	3 021	2 789	+ 8 %	+ 14 %
Selective Retailing	9 544	9 335	+ 2 %	+ 8 %
Other activities & eliminations	(463)	(446)	ns	ns
Total	33 129	30 095	+ 10 %	+ 11 %

* with comparable structure and constant exchange rates. The exchange rate impact was -5% and the structural impact was + 4% (integration of Christian Dior Couture).

Selective Retailing reported organic revenue growth of 8% in the first nine months of 2018, and 14% excluding the airport concession closures in Hong Kong.

DFS performed well, especially in Hong Kong and Macao. The recent openings of T Galleria in Cambodia and Italy progressed well.

Sephora's organic revenue growth was strong, particularly in North America and Asia. The expansion and renovation of its distribution network is continuing with a new store concept in China and the first Sephora-branded store in Russia.

The **Wines & Spirits** business group organic revenue was + 7% in the first nine months of 2018. Hennessy cognac volumes increased by 4%. The US and Chinese markets grew rapidly.

Fashion & Leather Goods remain a powerhouse, with organic revenue growth of 14%. Among the highlights, a new communication for Louis Vuitton perfumes was unveiled, marking the launch of the

brand's latest perfume creation.

Christian Dior, consolidated since the second half of 2017, enjoyed an excellent performance. Celine made history with the first runway show of Hedi Slimane, which was a great success and created enormous resonance.

The **Perfumes & Cosmetics** business also recorded organic revenue growth of 14% in the period. Parfums Christian Dior showed "remarkable progress," driven by the launch of its new perfume *Joy* and the worldwide success of *Sauvage*, *J'adore* and *MissDior*. Guerlain had success with *Abeille Royale* in skincare and *Rouge G* in makeup. Parfums Givenchy is driven by makeup and its new feminine scent *L'Interdit*.

The **Watches & Jewelry** business organic revenue was also + 14%, led by Bvlgari, Chaumet, Fred and TAG Heuer. Hublot opened its first stand-alone boutique in London.

Port of Vancouver announces successful end of cruise season

The Port of Vancouver closed out its 2018 cruise season on Oct. 19, with the departure of 'Emerald Princess', heading to LA and then Hawaii. This marked the end of the 32nd consecutive cruise season at Canada Place terminal.

Vancouver welcomed more than 900,000 cruise passengers on 243 ship visits in 2018, a 7% increase in passenger volumes over 2017. Cruise is a key economic driver for the region as each cruise ship adds about \$3 million to the local economy.

"This year was an especially exciting season for the cruise industry in Vancouver," said Peter Xotta, vice president of planning and operations at the Vancouver Fraser Port Authority. "Working alongside our destination, cruise line and industry partners, we made history with the arrival of the 25-millionth cruise passenger through the Port of Vancouver, saw the highest number of cruise passengers since 2010, and hosted the largest cruise ship ever to visit Vancouver."

WGS announces cognac partnership with La Guilde du Cognac

William Grant & Sons has partnered with La Guilde du Cognac created by Jean-Sébastien Robicquet to introduce the world's first extensive collection of single terroir Cognacs.

The initial range will showcase four single village Cognacs. These Cognacs will be the original expression of one cru, one village, one vintage and one artisan distiller.

La Guilde du Cognac is already available in France, Spain and Portugal through Renaissance Spirits, and will soon be available in selective launch markets through William Grant & Sons, which will be disclosed at a later stage.

William Grant & Sons' Chief Executive, Simon Hunt commented: "La Guilde du Cognac complements our brands and opens up an exciting new category for our business. Jean Sébastien's entire team have a likeminded family approach. They too are a team of pioneering and passionate characters, who above all else champion the quality of their liquid. We look forward to working with them and building a partnership for the long term."

Jean-Sébastien Robicquet, La Guilde du Cognac founder and creator said: "I have been impressed by William Grant & Sons approach to carefully nurture their brands in key markets and develop aficionados for their liquids. We want to create a partnership that has the power to show the diversity of Cognac's great spirits and pay tribute to the inspired artisan distillers who make them."

The initial collection of La Guilde du Cognac won two double gold medals for the Cherves Richemont village in Borderies and Saint Preuil village in Grande Champagne at the 2018 San Francisco World Spirits Competition, as well as one gold medal for Saint Germain de Vibrac in Petite Champagne, and one silver medal for Lorignac in Fins Bois.

The Collection will range between \$100 and \$250 a bottle depending on the Single Village and the vintage.



***NEW***

Breitling has an immediate opening for an **Area Sales Manager**

The Area Sales Manager is responsible for the development and improvement of Breitling business in the region Caribbean /LATAM ensuring that sales, visibility, quality of services and quality of customer's relationship is in line with the company guidelines.

Key Responsibilities:**Development of the Business and our Commercial Partnership:**

- Reach the monthly budget by continuously monitoring account performance, tailoring account strategies & action plans, leading to maximizing retailers' sales.

Account Management:

- Maintain privileged contact with all clients in the market and ensure high levels of account satisfaction.
- Advice and plan the replenishment of watches with the retailers, ensuring optimal product mix / assortment policy.
- Monitor the stock as well as the sell-in/sell-out per POS and draw action plan to strengthen the sell-out.

Ideal Candidate:

- Position based in Miami office.
- Degree or equivalent experience
- Solid experience in wholesale of jewelry/watch or luxury goods brands.
 - Strong communication and problem-solving skills.
- Excellent organizational skills.
 - Proficiency with computer programs including MS Office Suite, Excel and Power Point
 - Entrepreneurial spirit.
- Regional sales experience Caribbean/LATAM
 - Ability to travel 40-50%
 - Bi-lingual English/Spanish

Interested applicants email resume to: info@breitling.bs

***NEW***

Clarins, a luxury beauty brand, is seeking a Senior Brand Manager, based out of Miami, FL.

This position will maintain the flow of information regarding new Export developments, launches and promotional activities, coordinate and implement marketing projects with responsibilities that include Forecasts Management, A&P Management, Prices Analysis, Promotional activities coordination, PR Event Coordination, Media Strategy and Merchandising.

Responsibilities include, but are not limited to:

Forecast Management, Marketing, Launches & Promotional Activities, Responsible for A&Ps, Merchandising, Reporting & Data Management, Special Events

Essential Skills and Abilities

- *BA Degree in Marketing or equivalent
- *Relevant Skin care experience in Operational Marketing management
- *Successful track record of brand management
- *Able to formulate business strategy and carry out implementation plans
- *Strong communication and presentation skills
- *Fluency in Spanish and English: Portuguese or French will be an advantage
- *Advanced skills in Excel and PowerPoint
- *Travel required

Please send resume to
Amanda.Brinkerhoff@clarins.com

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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.

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

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