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The 2016 Estée Lauder Companies Breast Cancer Awareness (BCA) Campaign *“Take Action Together to Defeat Breast Cancer”*

The 2016 Estée Lauder Companies Breast Cancer Awareness (BCA) Campaign, which was unveiled on Oct. 1, builds upon the success of last year's campaign that celebrated the strength of global solidarity in the fight against breast cancer.

With a focus on “togetherness,” this year's campaign showcases the strength of taking action together. In recognition of this theme, The Estée Lauder Companies is bringing together a variety of influencers and other partners worldwide to inspire, support others and promote health and wellness. The ultimate goal, of course, is to bring us closer to a world without this disease.

While progress has been made in the fight against breast cancer, it now represents one in four of all cancers in women worldwide. It is the most common cancer in women worldwide and the World Health Organization says that it is increasing, particularly in developing countries where the majority of cases are diagnosed in late stages. An estimated 1.8 million new cases of breast cancer were diagnosed worldwide in 2013, representing one in 18 women around the world.

The Breast Cancer Awareness (BCA) Campaign is The Estée Lauder Companies' largest corporate philanthropic initiative. Its efforts range from enhancing awareness in countries around the world to raising funds for life-saving medical research. Active in more than 70 countries, the campaign has raised more than \$65 million since it was founded, and has committed to raising \$6 million this year alone.

The BCA Campaign's leading partner is the Breast Cancer Research Foundation (BCRF), a nonprofit organization dedicated to advancing the world's most promising research to eradicate breast cancer.

Established by Evelyn H. Lauder in 1993, BCRF is now the world's largest private funder of breast cancer research and has accelerated major breakthroughs in breast cancer prevention, diagnosis, treatment and survivorship. Around the world, The BCA Campaign partners with more than 60 breast cancer organizations to support research, education and medical services.

This year, The BCA Campaign spotlights the true impact of togetherness by connecting a variety of influencers to bring their diverse backgrounds and perspectives to our global community. The company has brought together bloggers, media personalities, authors, chefs, fitness gurus and medical experts, to share a range of advice, tips and resources designed to encourage a variety of actions. These individuals will serve as BCA Campaign spokespeople, communicating on social and digital channels.

“Our longstanding commitment to defeating breast cancer is a powerful source of pride at The Estée Lauder Companies—

spanning continents, cultures and languages. Each year, our employees, consumers and partners from around the world come together to enhance awareness, raise funds, and inspire meaningful action to fight this disease,” comments ELC Executive Chairman William P. Lauder, who along with BCA Campaign Global Ambassador Elizabeth Hurley remain primary spokespeople for The 2016 Campaign.

As in the past, ELC has created three special Pink Ribbon beauty products that help raise funds for the BCRF. For 2016, the featured brands are: Aveda Limited-Edition Aveda Hand Relief Moisturizing Creme with Uplifting Beautifying Aroma; Estée Lauder Advanced Night Repair Synchronized Recovery Complex II with Pink Ribbon Pin; and Estée Lauder Pink Perfection Color Collection makeup palette; which are available in travel retail outlets worldwide.

For more information, go to BCAcampaign.com, [@BCACampaign](https://twitter.com/BCACampaign) or [#BCAstrength](https://www.instagram.com/BCAstrength)

PEOPLE

Alexandre Bussiere has joined spirits company **MG Cellars Ltd.** as general manager EMEA & USA.

Hong Kong-based MG Cellars Ltd., established in 1997, specializes in distributing premium spirits into the Asia Pacific TR region. Highlight products include Chabot Armagnac, Inniskillin Ice Wine, Campari, Glen Grant Whisky, Wild Turkey, SKYY Vodka and Chateau Reignac Bordeaux wines.

Bussiere will be based in London to capitalize on the significant increase of Asian travelers to the Middle East, Europe and the US. The company says its mission is to follow these key consumers to where they travel.

“MG Cellars and Chabot Armagnac are on a journey to lead the Armagnac category growth in Europe, Middle East and America whilst building a broader and more global reach with our partners,” says company president, **Kathleen Gentzbourger**.

Bussiere started his career with French retailer Carrefour in Singapore and joined DFS group Ltd in 2008 as Merchandise Manager for Wine & Tobacco in Hong Kong. He was more recently GTR Marketing Director for Treasury Wine Estates in London.





Contact Bob Syner, for Caribbean/C & S. America/
DF Americas export markets info@specialtybrands.net

Luxottica and Dufry implement global Ray-Ban and Oakley expansion partnership

Luxottica Global Channels, part of Luxottica Group, and Dufry Group announce the success of a string of new Ray-Ban and Oakley merchandising personalizations in airport locations worldwide during 2016.

The personalized displays resulted in instant high-double digit sales increases for the brands since they were installed. Luxottica and Dufry say that the personalizations also grew the overall sunglasses category by “[leveraging] the iconic status of the two best-selling sunglasses brands in the world to drive total category spend.”

At Mexico City International Airport, a personalized Ray-Ban window display was developed at Dufry’s Terminal 2 store in March.

At Lisbon Airport, a bespoke Ray-Ban wall – with its distinctive red brick pattern – was installed in April, strategically located at the entrance to the sunglasses category to drive store penetration.

Personalized concepts for both Ray-Ban and Oakley were installed at Dufry’s departures store in Jorge Chávez International Airport, Lima, Peru in July.

At Puerto Rico Airport, Luxottica portfolio sales more than doubled in March after the space in the sunglasses

category was increased from 31sqm to 45sqm, including the installation of a personalized Ray-Ban and Oakley column.

A tailored Ray-Ban and Oakley column was also unveiled at Rio de Janeiro International Airport in June in the Arrivals store, also under Dufry’s premium Sun Catcher concept.

Luxottica Head of Global Channels Francis Gros commented: “Ray-Ban and Oakley consistently prove to be an effective anchor for the sunglasses category and investment in space and visibility for the brands, such as those implemented with Dufry, are delivering immediate and significant boosts to store penetration and sales. Our partnership projects continue to support a vision of growth for the sunglasses category.”

Silvia Morris, Global Category Manager - Sunglasses at Dufry said: “The sunglasses category continues to be a key focus and growth area for Dufry, and our partnership with Luxottica adds a high level of creative energy to the whole retail experience. We are delighted with what we have achieved together so far in 2016, both in terms of the quality of in-store customer experience and corresponding growth in retail sales growth.”



New personalized airport displays for Ray-Ban at Dufry stores in Puerto Rico (left) and Rio (right).



High-profile personalized airport displays for Ray-Ban at Dufry stores in Lima Duty Free (top) and Mexico City (bottom).



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Actium adds Thomas Sabo jewelry for US Duty Free and Cruise

Miami-based travel retail company Actium has added a new brand and opened a new category in its portfolio. The new category -- Accessories and Fashion Jewelry -- launches with the addition of Thomas Sabo jewelry, which Actium is representing in the US Travel Retail and Cruise channels.

To oversee the new business, Actium has appointed Beverly Holly as Brand Manager for US Travel Retail and US Cruise Line Retail for Thomas Sabo. Holly joined Actium from LVMH Starboard Cruise Services where she was Associate Merchandise Manager of Leather & Sunglasses. There she managed 17 eyewear brands including Ray-ban, Oakley, Maui Jim, Prada and Cartier across nine cruise lines globally.

"Beverly's brand management and merchandising skill sets also stem from her roles at Tommy Hilfiger Corp., and Robert Comstock in New York," says Hanan Fraysse, Director of Actium's Lifestyle & Beauty Division.

Amarula launches limited edition TR exclusive African Design Series

Distell is releasing The Amarula Limited Edition Collection, its first travel retail exclusive African design series.

The new 'Inspired by Africa' series includes three African-inspired designs on beautifully curated bottles, says the company.

The Amarula Limited Edition Collection contains the same Amarula Cream that is loved around the world, says Head of Marketing Global Travel Retail, Andrea Baumgartner; "We hope that this celebratory series during the festive season will inspire more travelers to make this special continent a part of their travel memories."

The Amarula Limited Edition Collection is exclusive to Travel Retail and will only be available in November and December.

Amarula is a proud sponsor of Wild Life Direct, a Kenyan based Conservation group led by Dr Paula Kahumbu. "It is our shared vision, that for years to come, we will continue to meet the African Elephant below the Marula Trees," says the company.

Distell is exhibiting in Cannes at M64 in the Green Village.



About Thomas Sabo

Established in 1984, Thomas Sabo is an innovative, international company that designs and markets lifestyle products for fashion-oriented, trend-conscious men and women in the area of jewelry, watches and accessories. Creative Director Susanne Kölbl has managed the design house since 1992. Thomas Sabo is one of the leading providers in the jewelry, watches and beauty market.

The lifestyle company operates on all five continents. Globally, Thomas Sabo cooperates with more than 2,600 trade partners as well as the leading airlines.

Thomas Sabo's high-quality products tell a story that reflect the identity of the wearer. Its diverse collections encompass materials including sterling silver, 18k gold, gold plating, selected precious stones and diamonds.

For more information, contact bholly@actium.us

Haribo launches children's travel bag for gifting and sharing

Haribo World Travel Retail is launching a Travel Bag filled with snack-size bags of its best-selling products designed as a gifting and sharing item in airport stores and other travel retail outlets.

Made from transparent, wipe-clean PEVA plastic and decorated with colorful Haribo branding, the Haribo Travel Bag comes with a zip fastening and a long shoulder strap and is filled with 100g bags of Goldbears, Happy Cola, Starmix and Tropifrutti.

Regional variations containing a range of products which are popular in specific markets such as Scandinavia are also under development.

The new Haribo Travel Bag will be showcased at TFWA World Exhibition (stand 11B Bay Village) alongside a full collection of gifting and sharing confectionery.



Daisy Marc Jacobs goes Shiny for the holidays

Coty is introducing Daisy Marc Jacobs Shine Edition. The newest addition to the best-selling Daisy Marc Jacobs line is inspired by vintage holiday ornaments, designed by Marc Jacobs in collaboration with Coty Inc. The limited edition collection comes in three vivid metallic hues—red, gold and pink.



The outer packaging matches each of the bottles with complementary metallic sheen. The fragrance is the same sparkly floral bouquet as in the classic Daisy fragrance dressed in limited edition holiday packaging.

Daisy Marc Jacobs Shine Edition will be available globally beginning in October.



David Ferreira dferreira@cross.com



Tito's: Made in America, expanding to the world

Tito's Handmade Vodka, the Austin, Texas-made spirits sensation, continues to grow in every market it enters, says John McDonnell, Tito's Managing Director International.

"It is phenomenal what is happening with Tito's. Our travel retail business has doubled this year over last year," says McDonnell. "Right now Tito's is the 11th fastest growing brand and the fastest growing vodka in the world (IWSR). And last year we cracked the top 100 spirits in the world by volume (IWSR); it is #91."

The US remains Tito's biggest market, followed by military, then travel retail.

"The military, global travel retail, and the Caribbean are doing extremely well. It is a bit of a challenge in the international domestic markets," says McDonnell, who handles the entire world except for the US and Canadian domestic markets.

In the US, Tito's Vodka has become a juggernaut both on- and off-premise, taking share from its bigger competitors.

"In the US now, according to IRI data through July 10, 2016, the vodka category was up 4.6%, Tito's was up 59.2%. For on-premise (Guestmetrix) Tito's was up 42.2% in unit sales the last four weeks ending July 10," he says. "All the big on-premise vodka brands are in double digit declines and we're up 42.2%."

McDonnell says the US success

is translating internationally into domestic and travel retail markets, with Tito's now in 96 countries.

"We changed the whole route to market. A lot of this success has to do with WEBB, EWTRA, Barry Geoghegan. I've got a great group of people, who are all industry veterans," he says, noting that the brand is breaking through in global markets.

"Step one is still follow the Americans, but in Bangkok we sold most of the bottles to nationalities other than Americans. We are truly making Tito's a global brand."

In travel retail, Tito's was most recently listed in Tel Aviv, Beirut, Bangladesh, Ulan Bator, Bahrain, Sofia, Dubrovnik, and Bangalore.

"In North America we are in every single Caribbean island except Cuba. We've got 70% of the North American duty free locations locked. Tito's is doing extremely well on the Canadian border where Bill Harvey represents Tito's."

More opportunities ahead

"We're in Panama, Costa Rica, Nicaragua, El Salvador. We opened Brazil just ahead of the Olympics. But there are some big markets that we have not launched in yet: Argentina, Chile, etc. My priority right now is to develop Mexico to be a larger contributor to the brand, and finish with travel retail. There are a few outlets that we need to be in that we are not in."

Tito's is also available in the air and on the seas.

"We are the exclusive vodka on American Airlines, United, Jet-Blue, and Virgin America. Starting December 1 on United International Business Class day flights to Europe there will be the Bloody Mary cart featuring Tito's," he says. "For cruise, we are on 88 ships, 450 bars. In retail we are in 68 stores on a variety of cruise lines."



The Tito's Bloody Mary Cart launching on United Airline's International Business Class trips to Europe in December.

Craft brand

The craft aspect of Tito's is a huge selling point.

"My whole pitch in Cannes is going to be about attracting new consumers to travel retail. Millennials do not like to go in duty free, because the stores do not have the right portfolio of brands. They want more craft brands. They don't want the mass produced products," he says.

"The Millennials want the craft. We are a brand that the Millennials have adopted. This brand has integrity. There is a guy named Tito. Most importantly, it is extremely high quality at a reasonable price."

"If we don't talk to the Millennials we might as well forget it. They are the largest purchasing block in the world."

McDonnell says Tito's is still selling one bottle at a time, but the company's success has been spectacular.

"It is liquid to lips. We are focused more on-premise in the domestic international markets. We want to be able to talk to the consumers and educate them," he says. "Tito's Vodka is the greatest brand I've ever been associated with in the spirits industry. Who says that America can't have the best tasting vodka brand?"

Michael Pasternak



Tito's is featured at International Shoppes' New duty free store at JFK Terminal 8.

Victoria's Secret opens first beauty & accessories store at Philadelphia International Airport



The Philadelphia Marketplace at Philadelphia International Airport (PHL) opened a new Victoria's Secret Beauty & Accessories located in the airport's B/C Connector.

The store carries Victoria's Secret Beauty & Accessories including fragrances and makeup, and travel items such as cosmetic cases, fashion bags, passport holders, phone wallets, headphones, scarves and sunglasses.

MarketPlace PHL manages more than 170 shopping and dining locations at the airport.



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and excellent oral and written
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A minimum of 3 years' experience
in the luxury goods industry
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& make-up is preferred) to assist
Marketing/Brand Manager with
coordination of launches,
promotions, implementation of
marketing plan, forecasting,
product launches, animations,
ordering of media and PR
images.

Knowledge of Photoshop
preferred; strong knowledge of
MS Office a must.
Degree in Marketing or related
field preferred.

MARKETING ASSISTANT
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A minimum of two years'
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industry to assist the Brand
Manager with various marketing
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coordination of product launches
and animations, maintaining
updated distribution database,
ordering visuals, in addition to
other administrative duties.
Strong knowledge of MS Office
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**Applicants please send
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NEW



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Mission

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