



International Shoppes transforms new T1 store in JFK to elevate the customer experience

International Shoppes' transformation of its duty free offer at New York's JFK Terminal 1 took another giant step forward with the opening of a stunning, upgraded 5,800 sqf liquor, tobacco, confectionery, and luxury store last month, designed to elevate the customer experience to new levels. The new store follows the opening last year of IS' award-winning 7,200 sqf stand-alone Beauty Store, which permitted IS to devote more room to showcase the non-beauty categories in their own store.

The Beauty Store, for which designer Studio V Architecture won a gold medal at the 2018 New York Design Awards, is in the space originally occupied by Japan Airlines' First Class lounge, which is now sharing space with Air France's First Class lounge.

IS Vice President Scott Halpern says the two IS stores, which are directly across from each other past the TSA checkpoint, together create an inviting, welcoming experience for the consumer.

The elements of the two shops—in terms of the store fronts, the signage, the lighting and the structural design—create a mirror image.

"After passing through the TSA checkpoint, if the consumer glances to the right and to the left, both



The stunning entrance of the new International Shoppes duty free store at JFK Terminal 1 is dominated by a 17-foot video wall.

stores are spitting images of each other," Halpern told *TMI*. "We think the new store is pretty exceptional. It has a really nice inviting feel."

With the IS stores covering 13,000 sqf of space between the Beauty Store and the new store, brands have the space to bring experiences in the right way, says Halpern.

"Over the past twenty years we would do little renovations. This total renovation gave us the ability to really look at the space as a blank page. We broke the space down to bare bones and completely rebuilt it. We were able to double

the space for liquor, tobacco, and confection."

Halpern says the first thing the consumer will notice are the striking new main entrances, which have more than tripled in size and allow shoppers to see deep into the store.

The main visual feature is a 17 foot wide, 7.5 foot high video wall that separates the confectionery section from the watches, jewelry and luxury side and showcases a rotating selection of major brands.

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Martin Eurnekian heads ACI World Governing Board

Airports Council International (ACI) World has announced that Martin Eurnekian is the new Chair of the ACI World Governing Board.

Eurnekian is the CEO of Corporación América Airports and President of Aeropuertos Argentina 2000 and just ended his term as President of the ACI Latin America-Caribbean Region.

He has been Vice-Chair of the ACI World Governing Board since Jan. 1, 2018 and succeeds Bongani Maseko, former CEO and Executive Director, Airports Company South Africa Limited.

"I would like to thank Bongani Maseko for his tremendous service to ACI and welcome Martín Eurnekian as ACI World's new Chair," said ACI World Director General Angela Gittens. "Martín is a prominent and successful figure in the industry and an active member of ACI Latin America-Caribbean for more than a decade and President since 2016 so brings enormous experience to his role as Chair."

Eurnekian has more than 17 years' experience in managing diverse businesses in seven different countries, primarily in Latin America as well as in Europe.

"I am honored to be named as Chair of the ACI World Governing Board," Martin Eurnekian said.

"It is a critical time for the aviation industry, and especially airports, as we come together to meet the growing global demand for air services and deliver the social and economic benefits this growth will bring to the communities we serve.

"I look forward to working with the Board, our members, partners, and stakeholders to continue to advocate for the interests of airports around the world as we pursue sustainable growth over the long term."



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International Shoppes unveils upgraded new T1 store in JFK *Continued from page 1.*

“We really opened the entire mouth to create an environment to allow consumers to walk in and not feel like they were tripping over each other. We have a few pillars that had to stay for structural purposes, but we have opened up the entire store so the consumer can see.”

The taste of Spirits

One prominent highlight is IS’ tasting bar for spirits in the center of the store.

“We have a tasting experience that changes every week to engage the consumer, complete with LED panels with animations above the bar. While we are holding the tasting, the brand’s name and logo come up to speak to the consumer.

The bar is the first touch point to liquor,” says Halpern.

The spirits section has personalized areas for Jack Daniel’s, Jim Beam, Macallan, Glenlivet, Glenfiddich, Balvenie, Glenmorangie, Altria Wine, Tito’s, Crown Royal, Dalmore, Jameson, Chivas, Dewar’s, Camus, Martell, Courvoisier, Remy, and Hennessy, as well as a section for small batch and local spirits.

“We have a beautiful Johnnie Walker section that is the first of its kind in the Americas. Johnnie Walker is really the centerpiece. The Striding Man is pretty much the most recognizable symbol in the liquor industry and the consumer can see it from the storefront.”



Passenger expectations

Halpern notes that Terminal 1 in JFK serves passengers who expect a high-end experience with recognizable premium and luxury brands.

Key airlines include Air France, Luftansa, Korean Air, Japan Airlines, Aeroflot, Eva Air, Air China, China Eastern, Austrian Airlines, Turkish Airlines, Air Alitalia, and others.

“I think the whole remodel across the terminal is catering to an

upper level consumer experience. We are looking to engage with the consumer. Someone might love Johnnie Walker Red or Black, and if they want to buy one or two obviously we service them.

“But with the sales force we have, we really try to elevate the experience and create a touchpoint for the consumer to see and understand a Gold Label or a Hennessy XO or one of the premier Macallan products.”

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Highlights of the spirits section in International Shoppes new T1 store at JFK include a first of its kind in the Americas Johnnie Walker unit as a centerpiece; (above and below), personalized areas for top brands as well as small batch and local spirits, and a centralized tasting bar flashing state-of-the-art LED panels (top right).



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Confectionery

Along with doubling the size of the confection area, the new 45 foot entrance invites shoppers to come in and engage, says Halpern.

“Our confection sales have been way above expectations. It is exciting to see the way the consumers react, how they gravitate to the experience.

“In the old store we had three personalized sections in confection; we now have personalized sections ranging in size from four feet to eight feet for Godiva, Neuhaus, Lindt and Toblerone.”

IS also has personalized areas for the first time for Hershey’s, Mars, Ferrero, and Tea Forte.

Tobacco

IS partnered with Altria to develop the tobacco section, with a new design available for the first time in North America.

One third of the area is dedicated to Marlboro. “We are quite proud of our partnership with Altria. We have developed their first ever Phillip Morris counter. They took it to a whole other level. The tobacco section is 46 feet long, the whole back wall. It is big and it is truly amazing,” said Halpern.

Luxury watches, jewelry, and sunglasses

Past the main entrance with the 17-foot video wall, IS features luxury watches and jewelry, and sunglasses.

Gucci, Hermès, and Tissot occupy their own space for the first time in branded shop-in-shops. New brands like Chopard are available in the store for the first time. Sunglasses cover their own 500 sqf area.

“The majority of existing units have grown their footprint to allow the brands to properly represent themselves and interact with the consumer in a way that will help create an experience,” says Halpern.

More luxury to come

Despite the massive renovations already completed, IS has more plans in the pipeline, including debuting a major luxury brand in an airport in the U.S., says Halpern. “In the early part of next year we will be the first company in the country to have an Yves Saint Laurent store [in an airport]. We will be putting in a roughly 950 sqf YSL store,” he confirms.

IS also operates stand-alone boutiques for Bulgari, Ferragamo, and Coach and also for Hermès, which it will completely renovate in the spring.

Beauty expands

A little over a year after its opening, IS is already planning to make changes to the Beauty Store, after acquiring some 400 square feet of additional space.

“We are getting ready to do a major renovation to the beauty side. We’ve watched the consumers and understand their expectations.”

As a result, Chanel, Christian Dior, and SK-II will each have more space to showcase their brands.

“We are going to create a walkthrough Chanel experience by moving the brand from the middle of the store to the entrance. We are increasing the Chanel space from roughly 300 sqf to 400 sqf and will add Chanel sunglasses,” says Halpern.

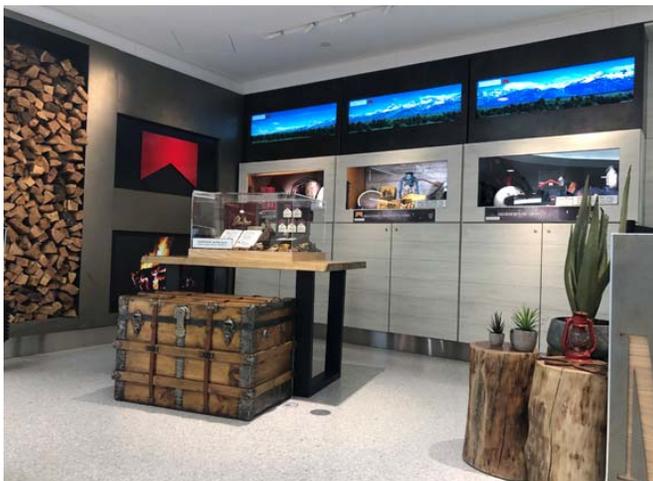
“Christian Dior will be moving into the current Chanel space and we will introduce Christian Dior Backstage. SK-II has been an unbelievable success for us. We are moving the brand from two floor units into a back wall presence. We are also introducing several new brands that we are excited about.”

Halpern says IS is always ready to make the right changes to compete and thrive in today’s retail environment.

“The business changes and evolves quickly. You can sit back and watch the show or you can quickly adapt to the times. It is a strong suit of our company.”

Michael Pasternak

Below left: The ground-breaking new tobacco section International Shoppes developed in partnership with Altria. Right: Luxury counters for Montblanc, Gucci and Tissot are among the featured brands in the new IS T1 store at JFK. Top left: This inviting entrance to the store welcomes shoppers to a fully personalized confectionery offer.



Lindt brings Master Chocolatier to International Shoppes new JFK T1 store

Lindt & Sprüngli Travel Retail is bringing ‘magical moments’ to travelers around the world with the debut of live Lindt Master Chocolatiers in the North American travel retail market.

Lindt & Sprüngli Travel Retail helped International Shoppes celebrate the opening of the new store at JFK Airport Terminal One by treating passengers to LINDOR Truffles freshly prepared by the Lindt Master Chocolatiers, who entertained shoppers with a live chocolate-making demonstration.

The 11-day event, the first of its kind in North American travel retail, was the result of the strategic partnership between Lindt & Sprüngli Travel Retail, IS and Otis McAllister Distribution. During the campaign, sales through the International Shoppes store grew by double-digits, with sales of theme items such as LINDOR up by nearly 80% compared to a normal trading day.

LINDOR is one of the key brands for the Lindt & Sprüngli company with sales of over US \$1 billion. It is also one of Lindt’s focus initiatives in the travel retail channel.

Lindt & Sprüngli Travel Retail plans to bring the Lindt Master Chocolatiers to other selected

major North American travel locations in the near future to help convert more passengers into duty free shoppers. The activities aim to bring the Lindt brand to life and appeal to growing numbers of millennial travelers at US airports, who are looking for unique gifts and authentic experiences.

Matthew Greenbaum, GM of International Shoppes said that he was “delighted to partner with Lindt & Sprüngli and Otis McAllister to develop a significant brand presence within our new duty free space at JFK Terminal One. Lindt is featured immediately at the store front along with a beautiful back wall and gondola, which travelers from around the world instantly recognize and are drawn inside the space.

“We are very grateful for the productive partnership and are extremely encouraged by the sales results so far,” said Greenbaum.

Peter Zehnder, Head of the Lindt & Sprüngli Global Duty Free Division, said: “JFK is at the heart of our growth strategy in North America, and we are delighted and proud to have had the chance to kick off this event at IS’ new store in Terminal One. The considerable commitment of the IS’ team and the strong partnership with Otis McAllister were key factors in the success of the initiative.”

Mars ITR & DFS team up at LAX and SFO to celebrate M&M’s Shanghai shop



The newly remodeled M&M’S World Shanghai will feature new products inspired by China, including items across the travel, stationary, homeware, drinkware and digital accessory categories.

In a first for the company, Mars Wrigley Confectionery International Travel Retail partnered with the Mars Retail Group and DFS Group in a customized promotion to celebrate the reopening of its flagship M&M’s store in Shanghai, China.

The Shanghai M&M’s Chocolate World first opened in 2014 and remains the only one based in Asia.

To celebrate the reopening of the store on Dec. 5, Mars Wrigley ITR offered all DFS customers traveling to Shanghai from Los Angeles and San Francisco airports on Dec. 4 – a total of five flights -- a special M&M’s promotion with an invitation to visit the store re-opening on the 5th.

Hostesses positioned outside the DFS stores at both airports (LAX TBIT and SFO Terminal A) handed out free pouches of M&M’s to passengers, along with a leaflet communicating the Shanghai store opening.

In addition, a coupon offering discounts on M&M’s products inside the DFS store provided an additional incentive to drive shop penetration and sales conversion.

While Shanghai passengers cannot be individually targeted, Mars Wrigley and DFS are confident that the majority of relevant consumers can be reached directly through the promotion, which will be timed to coincide with Shanghai flights. At the same time, the activation creates a feel-good factor for ALL, says Mars.

“This is a significant development for us, working with other Mars Wrigley Confectionery business units and DFS to create a 360 degree promotion that brings travel retail and domestic operations together,” says Christophe Bouyé, Sales Director Mars ITR. “The agreement of DFS to partner with us on this project has enabled us to deliver truly memorable moments for travelers and is evidence of the travel retailer’s commitment to providing unique experiences that can be enjoyed by all of its customers.”

Mark Sullivan, DFS Group Managing Director North America, commented, “DFS is committed to providing our customers with an airport journey that is enjoyable and memorable. We are delighted to be working with Mars Wrigley ITR and Mars Retail Group on this activation, providing a fun experience for passengers in our airport stores.”

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Lindt’s Master Chocolatier treated travelers to freshly prepared LINDOR Truffles at International Shoppes new Terminal 1 store at JFK in New York.

Starboard's "Sensory Shopping Journey" on Celebrity Edge includes retail with a purpose for Malala Fund, sustainability and empowerment



Starboard Cruise Services has revealed a next-level shopping experience aboard Celebrity Cruises' newest ship, *Celebrity Edge*. The visionary vessel is set for her maiden voyage, a seven-night sailing on December 9th, from the brand new Terminal 25 in Port Everglades, Fort Lauderdale, FL.

Among the many highlights of the inaugural season is the naming ceremony by the ship's godmother, Nobel laureate **Malala Yousafzai**. Malala was on board for the ceremony December 4 and unveiled the custom Malala Fund merchandise collection developed by Starboard with proceeds benefiting her global campaign for girls' education.

"The shopping experience we've brought to life for *Celebrity Edge* is completely in a category of its own," says **Starboard President and CEO Beth Neumann**. "Celebrity is all about transformative travel and finding joyful and meaningful experiences, so our retail programs echo that with a 'five senses' theme and touch-points in every store. From finding your own signature scent to learning the art of watchmaking, guests will enjoy exceptional service and be inspired to see the world in a whole new way."

"Being able to design every aspect of this groundbreaking ship has been transformative for the Celebrity brand," said **Lisa Lutoff-Perlo, President and CEO of Celebrity Cruises**. "And having the opportunity to custom-design

the innovative *Edge* retail program with Starboard undoubtedly contributes to our guests' ultimate cruise experience."

Retail themes from sensorial to purpose-driven

Covering more than 7,000 square feet on decks 4 and 5, The Celebrity Shops on Deck 4 include To the Edge (Branded Lifestyle); The Gem (Fine Jewelry); Time Is Now (Timepieces); Attraction (Beauty); Spirited (Spirits); and Sense of Self (Fashion Accessories). Deck 5 features the Bulgari Boutique, Cartier Espace and the Tiffany & Co. Boutique.

From fine jewelry to watches, beauty to spirits, The Celebrity Shops feature a lineup of brands, exclusive products and discovery events that engage all five senses.



Celebrity Edge's innovative retail ranges from modern luxury to brands with a purpose that go beyond commerce to include empowerment and environmental sustainability.

In addition to the **Malala Fund Collection**, *Celebrity Edge* features **Shinola**, the watch brand leading Detroit's manufacturing renaissance; and environmentally-conscious companies committed to reducing plastic waste, **4Ocean** and **S'well**.

Empowerment includes **Kallati Jewelry**, **Malala Fund Collection**, **Melissa Odabash**, **Rae Feather**, **John Hardy**, **Veuve Clicquot** and **S'well**, each of which was founded, led and/or inspired by dynamic women.

The John Hardy fine jewelry brand is also working towards environmental sustainability, and has founded a campaign to replant bamboo in Bali, where the company is based.

Left: Selections from the exclusive Malala Fund Collection onboard Celebrity Edge. 100% of the proceeds will go to benefit her global campaign for girls' education.

Top of page: The Sense of Self fashion accessories store on Deck 4 of Celebrity Edge.

Custom Collections

Some of the onboard shops also feature extraordinary collections created exclusively for *Celebrity Edge*:

Edge Steel Collection: A limited-edition fashion jewelry collection made from the first cut of steel used to build the ship. Pieces are inspired by elements of the ship's architecture and design, such as the Magic Carpet, the outdoor movie screen on the Pool Deck and design features in the Solarium.



Edge Steel Solarium bracelet with plans showing how it is made.

Kallati Edge Captain's Collection: A limited-edition fine jewelry collection by Reout Kallati, CEO and designer of the Kallati jewelry brand. The pieces were inspired by the architectural features of *Celebrity Edge*.



Kallati ring inspired by the Edge's Luminae Chandelier.

“Sensory Shopping Journey” on *Celebrity Edge*

Continued from page 5.

“Malala Fund Collection: A special assortment of best-selling books and custom keepsakes inspired by Nobel laureate Malala Yousafzai, the ship’s godmother, and her global education campaign for girls’ education.

Celebrity will donate 100% of the proceeds to her Malala Fund.

***Celebrity Edge* Branded Collection:** One-of-a-kind exclusive apparel, home and collectable products, designed to celebrate *Celebrity Edge*.



Celebrity Edge logo collection in store.

Take Your Senses to the Edge

The *Celebrity Edge* retail experience is created as a Sensory Shopping Journey that draws guests into a series of experiences that engage all five of their senses.

The journey includes **Feast Your Eyes** with fine jewelry from luxury brands, **Sounds of Time** with timepieces from top brands including Bulgari, Cartier, Citizen, Fendi, Gucci, Hublot, Michelle, Shinola and TAG Heuer and **Scent Soiree** with skincare and fragrances.

It also encompasses **Spirit of Taste** with premium spirits several of which that are offered exclusively on *Celebrity Edge*, and **Perfect Touch** with leather goods and accessories from Coach, Marc Jacobs and Swarovski, plus discovery brands such as Aspinal of London, Rae Feather, Mary Frances, Melissa Odabash and Orlebar Brown.

In another bold retail move, Starboard will debut several first-at-sea brand concepts for *Celebrity Edge*, including the **Vintage Watch Collection**, limited edition vintage timepieces specially curated by Starboard with renowned brands like Jaeger-LeCoultre, Omega, Patek Philippe, Rolex and Vacheron Constantin.



Atelier Cologne, a fragrance house offering exclusive scents and bottles that can be monogrammed, is also debuting at sea onboard *Edge*, as are handbags by American designer **Marc Jacobs**.



Celebrity Edge Marc Jacobs Snapshot bag.

Starboard has also customized a selection of exclusive *Celebrity Edge* retail experiences.

Art/Jewelry Walk with Kallati Edge Captain’s Collection: A guided tour of the ship and the design elements that inspired the limited-edition, numbered jewelry collection.

Women with Edge: A morning, meeting spotlighting the influential women behind many of *Celebrity Edge*’s brands, with stories of these accomplished women, from Malala Yousafzai to several notable entrepreneurs.

Atelier Cologne Consultations: Guests enjoy a personal consultation with a fragrance expert and get to take home a personalized scent selection.

Jo Loves Fragrance Tapas Experience: An opportunity to learn about Jo Loves fragrances in a fresh, innovative way.

Tradition of Time Seminar: Explores the history of timepieces, from sundials to smartwatches, and celebrates the evolution of timekeeping with a brief watchmaking demonstration.

Sail to Bali with John Hardy: A hands-on workshop where the store is transformed, and guests can feel as if they’ve sailed to Bali, where traditional jewelry-making techniques inspire John Hardy’s designs. The workshop includes the meticulous eight-step process used by John Hardy’s own artisans.

Starboard has a long-standing retail partnership with Celebrity Cruises and, with the addition of *Celebrity Edge*, manages retail operations on 10 of the cruise line’s 13 ships. By 2020, Starboard will operate with more than 750 brands on more than 90 ships, confirming its position as the largest cruise retailer in the world, says the company.



Right: The Attraction Beauty store and Time is Now watch store.

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Regional Sales Director – Travel Retail North America

This position reports to the General Manager for the Americas and is responsible for all travel retail sales-related activities in the North-American region. Accountable for developing and executing business strategies to deliver sales objectives including sell-in and sell-out goals for the region; providing strategic solutions and input for key corporate initiatives; forecasts and implementation of action plans; management of Sales team.

Requirements: BA degree in Business Management or related field (MBA ideal); 4-5 years in sales position in the Cosmetics/Perfume industry.

Submit resumes

to: gcamplani@sac.shiseido.com or mrfernandez@sac.shiseido.com

Product Manager Cosmetics – The Americas Travel Retail & Local Markets Latin America (MIAMI-BASED)

Candidate reports to the Cosmetics Marketing Manager and will be responsible for the implementation of the marketing strategy of existing and new products and adherence to brand's guidelines. Will execute animation plans throughout the Americas region, assist with the development of marketing plans for assigned products/brand; oversee market research and analysis, promotions, and advertising.

Requirements: BA/BS degree; minimum 2-3 years working in operational and/or trade marketing with a known cosmetics brand. Must be fluent in English and Spanish.

Submit resumes

to: gcamplani@sac.shiseido.com or mrfernandez@sac.shiseido.com.

International Trainer Fragrances – The Americas Travel Retail & Local Markets Latin America (MIAMI-BASED)

Position reports to the Training Manager for the Americas. Responsible for organizing and conducting training sessions/seminars and providing on-counter coaching throughout the region, reinforcing product and brand knowledge. Motivates sales force, beauty consultants, and counter managers and monitors. Acts as brand representative for PR events.

Requirements: 2-3 years of experience as a trainer in TR or in retail sales preferred; dynamic personality with impeccable communication skills in English and Spanish. Portuguese, a plus.

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Associate Marketing Manager - Travel Retail & Open Sell / NARS Brand (NY-BASED)

Position will report to the VP NARS International Marketing & Business Development and will be key marketing contact in the NY office for Travel Retail (60%) and Open Sell (40%) channels in the EMEA and Asia regions (i.e. Sephora, Mecca in Australia, amongst others). Key responsibilities are to influence the marketing strategy, plan product and launch initiatives and ensure brand guidelines are followed. Responsible for managing and driving growth of the brand in partnership with the Travel Retail and the EMEA Local Markets teams. Lead cross functional efforts with global marketing, product development, visual merchandising, communications, education, and operations/sales administration teams to drive channel-specific initiatives, retailer exclusives, and supporting assets.

Requirements: BA/BS degree required; 2-3 years Travel Retail experience; Retail Marketing and International business experience, a plus; superior written and verbal communication skills; demonstrated leadership abilities and experience working with different cultures.

Submit resumes to: hcekovic@sac.shiseido.com.

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Marketing Assistant – provides operational and administrative support to Brand Manager with general day-to-day marketing duties; communicates with vendors, generates purchase orders, maintains supplier data base. Industry experience preferred.

Commercial Assistant/Order processing – reports to the Forecasting Manager; receives purchase orders to process and follows up with logistics team to ensure on-counter timely delivery of products; liaises with Marketing, Sales, and Logistics departments.

Submit resumes for Miami-based positions

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Mars ITR teams up with DFS at LAX & SFO to promote reopening of Shanghai store

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The newly remodeled 1,600 sq m Shanghai store represents the absolute best in design, technology and product personalization, featuring a 'Great Wall of Chocolate' with 167 tubes of M&M's, totaling more than one million M&M's in an assortment of milk chocolate, peanut, almond and limited edition specialty flavors.

With a design inspired by the round, circular shape of M&M's, the Shanghai store features two floors, separated by a color-changing staircase with more than 100 coordinating lanterns. A Personalized Printer allows store guests to create and print personalized messages and icons on M&M's chocolate candies while a Mood Analyzer enables guests to unveil their 'inner M&M', turning them into an M&M's avatar. Guests will have the option to save and share their personal M&M's avatar on social media. The store also has a gift wrapping station and allows mobile payment options via Alipay, WeChat and Apple Pay.

M&M's, the largest confectionery brand worldwide, also has flagship stores in New York, Orlando, Las Vegas and London, all featuring the characters Red, Yellow, Ms. Green, Ms. Brown Blue and Orange. In addition to the chocolate candy, M&M's World stores offer a wide range of merchandise including apparel, kitchenware, bedding, jewelry, and glassware, as well as seasonal items and specially-designed M&M's branded items that reflect the personalities of the cities where they are located.



The Shanghai M&M's store features two personalization kiosks where guests can print special messages and clip art on the M&M's. Coming soon, guests will be able print their picture directly on the candy.



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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



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

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- * Identify development needs of store personnel and coordinate training.
- * Partner with buyers and store managers to influence inventory levels and assortments based on specific market demands;

Qualifications

- * Bachelor's Degree in Business Management or equivalent experience.
- * 5 + years of experience in Retail Operations/Field Management
- * Franchise and multi-unit store management experience preferred.
- * High level of analytical skills using Excel, PowerPoint, and MS Office applications.
- * Strong leadership skills, deadline and detail-oriented.
- * Ability to travel up to 75% within wide geographic markets.
- * Fluency in English & Spanish both written and oral is a MUST. French is a plus.

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