



## First Brazil border shops could open before year end

Brazil may finally see the opening of its first duty free border stores in December, following the election of Jair Bolsonaro who will succeed Michel Temer as president on January 1.

ASUTIL Secretary General Jose Luis Donagaray, in a press briefing held last week, says he expects one or two small operators could open the first Brazilian border shop towards the end of this year. But he expected that the bigger operators would be unlikely to open until the end of Q1 2019 or in Q2 2019.

"Things are beginning to move in a positive direction for Brazil's land border stores," confirmed Donagaray.

Brazil's new president Jair Bolsonaro is likely to take immediate actions to reduce the country's fiscal deficit upon assuming office.

"The result is increasing consumer confidence in Brazil; people are flying again and traveling within South America," said Donagaray, adding "The Real is already gaining strength against the dollar, although in Argentina we don't expect to see real signs of economic recovery until March or April 2019."

As reported previously, the Brazilian national parliament passed Law 17.723 in 2012, which permits the operation of duty free stores in 32 cities in Brazil on the borders the country shares with Venezuela, Colombia, French Guiana, Guyana, Peru, Bolivia, Argentina, Paraguay and Uruguay.

Although the law was approved six years ago, the final legislation was only recently approved.

Donagaray said that the Association expects to see most development on the borders of Argentina, Paraguay and Uruguay. More

specifically, he is looking at the big players to compete in Santana do Livramento (twin city of Rivera in Uruguay), Foz do Iguacu (close to Puerto Iguazu in Argentina and Ciudad del Este in Paraguay) and Uruguaiana (adjacent to Paso de los Libres in Argentina but close to the Uruguayan towns of Bella Union and Artigas).

Although Donagaray would not comment on which operators were looking to invest, *TMI* understands that Dufry, DFA and Neutral are studying investment opportunities in a number of cities. Donagaray also says that there is a lot of interest to open stores from small companies in addition to the bigger operators.

Only a few months ago, Donagaray told *TMI*, "All you need to apply is to lodge a bond of 2 m Reais and although this is not very much, you do need inventory, logistical solutions to get the goods to the border and some retail knowledge to run a store."

According to ASUTIL, the Brazilian Receita Federal has confirmed that the software to control the border duty free shop system has been trialed and is ready to go and that a workshop will be held in Porto Alegre on December 7.

Donagaray confirmed that the Association will attend the event along with member companies Dufry, Neutral, London Supply and Sineriz.

"This one-day event should allow us to see how things are progressing and what the problems are. We should have a good idea how fast things are developing after the workshop," he said.

John Gallagher



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

### Edrington sells Cutty Sark to La Martiniquaise-Bardinet

Edrington and La Martiniquaise-Bardinet announced this week that they have concluded an agreement on the sale of the Cutty Sark Scotch Whisky brand. The completion of the transfer to La Martiniquaise is expected within a month.

Cutty Sark Scotch Whisky was launched in 1923; Edrington's association with Cutty Sark stretches back over nine decades to the 1930s.

As part of the deal, Edrington will continue to provide blending and bottling and other associated services during a transition period.

Ian Curle, chief executive of Edrington, said: "Cutty Sark is a great Scotch Whisky and has been a worldwide whisky icon for the last 90 years. We are pleased to be transferring the brand to La Martiniquaise and know that it will thrive under their ownership..."

Jean-Pierre Cayard, President of La Martiniquaise-Bardinet commented: "We are proud to take ownership of this powerful brand. Cutty Sark perfectly complements our portfolio of international brands including Label 5, Sir Edward's & Glen Moray Scotch Whisky, Poliakov Vodka, Porto Cruz and Negrita & Saint James Rum.

"This acquisition is a major step forward to accelerate our international expansion. It will further strengthen our position in Europe and boost our presence in key markets such as the US & Japan. With Cutty Sark, we consolidate our position in Scotch whisky, entering in the world's top 5 groups (source: The IWSR)."

### Argentina increases duty free allowance

In other regional news, Donagaray confirmed that the Argentinian government increased the allowance for arriving passengers to \$500, up from the previous \$300, bringing the country into line with Brazil and Uruguay. This is in addition to a \$500 allowance for purchases made at the country's arrival stores.

In addition, Donagaray also announced registration is now open for the Duty Free & Travel Retail Summit of the Americas, which will be held March 24 -27, 2019, at the Hyatt Regency Orlando. ASUTIL and IAADFS, the joint organizers, hope to confirm the final agenda for the conference by the end of December.

JG

## SSP forms JV with DFA to enter South America with two new contracts in Brazil



Airport food and beverage operator SSP has announced it will be entering the South American travel market for the first time after securing contracts with two of Brazil's main international airports in São Paulo and Rio de Janeiro.

The agreement is a joint venture partnership between SSP and Duty Free Americas (DFA) that is worth about £70 million (approx. US\$89.2 million) and will last nine years.

The new contracts will offer a mix of international brands at Aeroporto Internacional de São Paulo (GRU), the largest airport in South America, and RIOgaleão – Tom Jobim International Airport.

The airports welcomed approximately 40 million and 16 million passengers a year, respectively.

The brands in the line-up include coffee shop Ritazza, contemporary restaurant Factory Bar & Kitchen, bakery brand

Upper Crust, Jamie's Deli from leading celebrity chef Jamie Oliver, Italian brand Barzetti, Mexican-themed concept Mi Casa Burritos, hot dog brand Monty's Dogs & Cones, sports bar O'Learys and healthy eating brand Camden food co. The outlets will launch in Spring next year.

DFA operates 236 stores in 13 countries in North and South America and the Caribbean, offering an extensive range of cosmetics, tobacco, jewelry, wines, spirits and luxury goods.

Kate Swann, CEO of SSP Group, said: "We're delighted to be making our first move into the exciting South American market. Our new operations at two of Brazil's most prestigious airports will provide us with a strong platform to grow our business in this rapidly developing region."

Leon Falic, President of DFA, said: "For DFA, these new joint venture restaurants are an important step in consolidating our

presence in Brazil. Together with our duty free, duty paid and convenience store formats, we provide a true world class customer experience to the Brazilian market. We look forward to continue expanding the F&B business with SSP in the region."

Gustavo Figueiredo, CEO of GRU Airport said: "Having SSP, with its extensive line of food & beverage operations, meets GRU Airport's objective of delivering the best and most diversified services to passengers."

Gabriel França, CCO of RIOgaleão, added: "We want Tom Jobim International Airport to be a part of the passenger's journey, not just a starting point for a flight, but a complete and memorable experience. A partnership like this, with SSP and DFA, brings even more quality and variety helping us to achieve the highest standard of excellence."

## Paradies Lagardère closes acquisition of airport restaurateur Hojeij Branded Foods

Paradies Lagardère closed the acquisition of Hojeij Branded Foods (HBF), a leading airport restaurateur in North America, on Nov. 20.

The acquisition is part of Paradies Lagardère's strategy to strengthen its position as a major restaurateur in North America airports. Combining the activities of Paradies Lagardère and HBF creates the third-largest operator in the North American airport travel retail and restaurant industry.

With operations in more than 100 airports, the overall annual sales will exceed \$1.2 billion, with \$350 million in food and beverage sales.

The two organizations' existing food and beverage operations will be combined to create the new Dining Division of Paradies Lagardère. The division will offer restaurant experiences in 42 airports with approximately 100 brand partners and proprietary concepts ranging from full service to fast casual to quick serve.

The combined brand includes Vino Volo, Chick-fil-A, P.F. Chang's, Pei Wei, Bar Symon by Chef Michael Symon, illy Caffè, Longhorn Steakhouse, and Cat Cora. The new operation will surpass \$350 million annually in food and beverage sales.

The integration of the two food and beverage operations will begin immediately.

The HBF management team, led by Regynald Washington, will remain at the helm of the company.

Gregg Paradies, President and CEO of Paradies Lagardère, commented: "We are delighted to join forces with HBF, an industry leader that shares our same commitment to quality, first-class customer service, and a family culture. This acquisition will accelerate our growth and enable us to achieve our goal of becoming one of the largest and best airport restaurant operators in North America."

Dag Rasmussen, Chairman and CEO of Lagardère Travel Retail, added: "This acquisition strongly reinforces the presence of Lagardère Travel Retail in the food services industry and is in line with our strategy to grow in the three segments of Travel Retail: duty free and luxury, travel essentials and foodservices. We are very pleased to welcome HBF into our group. Together, we will aim to create a regional leader and break new ground."



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## Starboard Cruise Services invites guests to "Shop Royally" on *Symphony of the Seas*, the world's largest cruise ship

Royal Caribbean's *Symphony of the Seas*, the world's largest cruise ship which made her North American debut for Caribbean sailings out of RCL's new PortMiami Cruise Terminal on November 17, features game-changing duty free shops designed by Starboard Cruise Services.

*Symphony of the Seas* says it is redefining cruise travel with revolutionary new adventures for guests, including an array of shops featuring innovative experiences where guests will "Shop Royally."

Starboard has custom-designed the onboard Royal Shops in a three-deck high shopping arcade covering almost 8,000 square feet. Aligning with Royal Caribbean's adventurous approach to discovering and exploring the world, the Royal Shops invite guests to: **"Rock Your Look"** with jewelry, **"Be Bold"** with timepieces, **"Be Daring"** with beauty, **"Stand Out"** with accessories, and **"Mix It Up"** with fine spirits.

The Royal Shops are located on decks 5, 6 and 8 and include stand-alone boutiques for luxury timepieces from BVLGARI and Hublot, as well as a Cartier Espace. Other shops include **Regalia**: Fine jewelry and timepieces, **Solera**: Beauty and fragrances, **Port Merchants**: Spirits, **The Shop**: Exclusive Royal Caribbean gear and **Surf Shack**: Surf-inspired apparel and sunglasses.

Beyond shopping for treasures, "Shop Royally" invites passengers to join interactive experiences including makeovers, trunk shows, jewelry making, spirits tastings and pop-up promotions.

Some highlights among the new retail experiences include:

**Rising Tide Watch Event:** guests are invited to the Rising Tide Bar where they can learn more about Swiss timepieces.

**Rock Your Look:** Guests learn about diamonds and other 'hot

rocks' while jamming to the latest music hits.

**Lead the Way in Le Vian Jewelry Fashion Show:** Guests get to try on red carpet-like Le Vian jewels and get their own photo snapped.

**Truth or Dare Beauty Challenge:** Guests learn essential truths about cosmetics and fragrance and dare to try something new.

**Find Your Fragrance:** Guests discover the signature scent that works best for them.

"*Symphony of the Seas* inspires boundless adventure, and it was our mission to capture that same spirit in retail," said Beth Neumann, Starboard Cruise Services President and CEO.

"The shops on *Symphony of the Seas* are designed to offer merchandise and experiences attractive to the ship's family audience and to be on par with other ship attractions. By shifting the retail approach from conducting transactions to creating memories, we have created a more engaging environment for fun opportunities for guests to interact with each other and enjoy exceptional hospitality."

Starboard is a long-standing retail partner to Royal Caribbean, operating on nearly every ship across the fleet. Starboard will launch a new lineup of shops on the cruise line's highly anticipated megaship *Spectrum of the Seas*, scheduled to sail in 2019.



## Dufry wins long term contract for 15 P&O Ferries

In a major boost to its growing cruise business, Dufry Group has signed a new long-term concession contract with P&O Ferries to operate shops under the World Duty Free brand on board 15 vessels that serve several routes across the Channel, the North Sea and the Irish Sea.

The transfer of the operations, which cover 19 shops across a retail space of 3,600 square meters, will be phased from April to May 2019.

Of the 15 vessels, 6 will sail the route Dover-Calais across the Channel, 4 ships will serve the North Sea, and 5 ferries will sail the Irish Sea from Cairnryan to Larne and from Liverpool to Dublin.

World Duty Free will be responsible for operating and refurbishing the stores and will implement state-of-the-art shop design to provide a tailored assortment proposition for each route.

Passengers on board the vessels will be offered a distinct selection of both international and local brands of the main categories such as perfume and cosmetics, spirits, food and confectionery, tobacco, fashion and accessories including sunglasses, as well as travel essentials, toys, souvenirs and gifts.

Commenting on the new contract, Fred Creighton, Divisional CEO UK and Central Europe said, "We are extremely proud to have been awarded this new concessions contract and to have been entrusted with the transformation of the customer retail experience on board the P&O Ferries' fleet. We look forward to further develop the business with our partners to best serve the customers and to provide them with a memorable shopping experience at sea."

Janette Bell, CEO of P&O Ferries, added, "We are delighted to be able to partner with WDF to give the customers on our ships shopping experiences of the highest quality. Our commitment to creating memorable events for the people who travel with us is one of the reasons why so many of them tell us that their holiday begins as soon as they set foot on our ship."



*From interactive experiences such as the Rising Tide Scotch sampling (far left) to timepiece trivia games (above) to free-standing boutiques for such brands as BVLGARI and Hublot, Starboard has created memorable shopping onboard the *Symphony of the Seas*.*

## One on One with Brown-Forman's Marshall Farrer: Bullish on future as TR portfolio generates global growth

Just weeks after the 2018 TFWA World Exhibition in Cannes, *Travel Markets Insider* sat down with Marshall Farrer, Brown-Forman's Senior Vice President, Managing Director, Global Travel Retail & Developed APAC, at the Louisville headquarters of the American Whiskey giant. With Jack Daniel's leading the way, a growing portfolio of bourbons featuring Woodford Reserve and Old Forester, and new scotch and Irish whiskeys in the fold, Farrer tells *TMI* that he is bullish for the future for the company's portfolio in travel retail.

"For us travel retail is a major growth generator for Brown-Forman's business globally. Brown-Forman is approaching travel retail with greater emphasis on customer alignment than we ever had previously. We are looking to partner with our customers, listen to what drives their business and bring solutions forward to them," Farrer told *TMI*.

"You are seeing a company that is willing to customize its portfolio, is willing to invest its resources behind the opportunities, and is more nimble and responsive than we have been in the past and more responsive than many other companies are today. This is an advantage and our customers are welcoming it."

### Jack Daniel's continues to lead

Brown-Forman's travel retail success is driven by Jack Daniel's, which moved up one position in the IWSR rankings to become the second biggest brand in travel retail in 2017.

"Jack Daniel's embodies the spirit of America, the pinnacle of authenticity, an independence mind-set and, despite what your politics might be, there is a wonderful energy around Americana. And Americana is expressed really well by a small sub-set of brands and Jack Daniel's is certainly in that group," says Farrer.

"The bulk of the efforts around Jack Daniel's for many years was in expanding its availability in travel retail. But we had underleveraged the opportunity to penetrate the shopper more deeply and fully promote the brand. We've put a lot of energy behind increasing visibility, expanding our range with an emphasis on premiumization and deeper penetration into emerging markets.

"The brand has responded with great performance and we continue to see a really bright future."

Jack Daniel's has traditionally done very well in developed countries, particularly in North America, Europe, and Australia, but Farrer sees even more potential ahead with an expanded range and TR exclusives.

"Foreign exchange can impact us because JD is one of the few major brands in travel retail that is produced in the United States and has a dollar source behind it. But we see nothing but opportunity."

"We had never really engaged significantly in travel retail exclusives. But our customers say exclusives are a high priority for them. We have entered that space significantly with Bottled in Bond and reports thus far have been nothing but positive."

"I would like to think that there are other opportunities for exclusives and customization as we go forward," he commented.

Even with an expanded Jack Daniel's portfolio, Farrer says that Old No. 7 globally is the heartbeat of the trademark.

"Old No. 7 is definitely the core of our offer both in travel retail and outside travel retail. We think travel retail has the ability to accelerate the growth of premium offerings."

### The bourbon portfolio Old Forester

Farrer points out that there is incredible energy around bourbon and American whiskey in general, generating great consumer interest.

Brown Forman's Old Forester bourbon is helping to fuel this growing interest.

"Old Forester is a brand that brings credentials at a time when consumers are looking for that next level of depth, story and authenticity around a brand," he says.

After years of ups and downs for Old Forester, Brown-Forman sees the bourbon boom enduring and has backed up this belief by opening a new \$45 million, 70,000 square foot Old Forester distillery on Louisville's famed Whiskey Row in the summer.

"Old Forester is a brand with incredible history. At one point in time it was America's largest bourbon brand and an innovator in its day. With bourbon regaining interest, we made an enormous investment into the distillery and experience here in Louisville and I think the brand is poised for its renaissance and its next stage of growth."

Brown-Forman has begun expanding Old Forester, which is known for its value, into travel retail as well, "with some decent success," says Farrer.

"We still have work to build awareness. Initially we have led with that value proposition in travel retail but I think future opportunities lie more in the Whiskey Row series, which are available in travel retail with very select customers. I would like to see the Whiskey Row Series really cater to that premiumization opportunity within bourbon and offer exploration."

### Woodford Reserve

The success Brown-Forman has had with Woodford Reserve in travel retail has given the company the confidence to invest behind Old Forester, explains Farrer.

In Cannes, the company took Woodford to the next level of luxury and announced the launch of Woodford Reserve Baccarat Edition, a limited edition bourbon available for \$1,500 a bottle exclu-



Marshall Farrer

sively in duty free stores for one year starting May 2019. 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," Farrer said at the launch.

### More Premium Whiskeys

Premiumizing is key for the company's whiskey portfolio, Farrer told *TMI*. The company has premiumized its American whiskeys and has also moved beyond its traditional American whiskeys into single malt scotch and into Irish whiskey.

"We're a premium whiskey company who excels at American whiskey. Our knowledge and our expertise in whiskey certainly allows us to participate in any category, but American whiskey is at the heartbeat of what we do and always will be."

### Scotch

In 2016 Brown-Forman got back into the scotch whisky business by purchasing The BenRiach Distillery Company for about £285 million (approx. US\$416 million), which added three Single Malt Scotch Whisky brands into Brown-Forman's growing whiskey portfolio: The GlenDronach, BenRiach, and Glenglassaugh.

Since then, Brown-Forman has introduced the brands in travel retail with great success, creating exclusive products for the channel.

*Continued on next page.*

## Brown-Forman bullish on future as TR portfolio generates global growth

*Continued from page 4.*

"When we acquired the Scotch brands, they sold virtually zero in travel retail, which we saw as an instant opportunity.

"There was a lot of articulated customer demand, particularly for GlenDronach and BenRiach.

"More than any other category in travel retail single malts have been built on travel retail exclusive SKUs. So we established a travel retail portfolio and have seen great take-up by our customers and really nice performance at the consumer level," he says.

Farrer places two of its brands - BenRiach and Glenglassaugh - in the "discovery phase" in that they appeal to consumers who are looking for that next level of taste and education and experience. GlenDronach plays more in a single malt niche category, in the sherry matured sector, he says.

### Irish Whiskey

Brown-Forman's Slane Irish Whiskey is starting to gain distribution in travel retail, with a focus on the Irish market.

"Because we have very small production for Slane right now, we are going to build out from Dublin, where the credentials are for Irish whiskey. Slane is closely located to Dublin and all of our primary emphasis is going into making it successful there."

"We have had some really strong results in Dublin with our partner ARI. But we also have had good success in Europe, Australia, and bits and pieces in the US."

### Tequila and Vodka

While Brown-Forman is predominantly a whiskey company, it also plays in the Tequila and Vodka categories with Herradura and Finlandia.

Super premium tequilas continue to grow impressively in the United States and Mexico, but the category has struggled to demonstrate that same opportunity globally, says Farrer.

"Herradura is a fantastic brand for travel retail. We have pockets of success that we will continue to build out. The brand is largely a regionalized opportunity for us, but one that contributes well," he adds.

Finlandia is such a strong brand in what we call the vodka heartland. It is a top 25 brand in all of travel retail and we still think that its best days are ahead.

"The Russian crisis had a significant impact on Finlandia, since Russians drive a bulk of its consumer sales. But we are seeing renewed health. We've got new packaging behind the brand, plus some great flavors and outstanding visibility in some of our airports across Europe."

### Cruise

Brown-Forman has invested more resources in the cruise channel in the past few years, says Farrer.

"Cruise is an experiential channel and we think today's consumers prioritize experiences more than prior generations have. In an experiential cruise environment, consumers are getting trial and awareness of your brands, and bringing great memories back. We think that is a winning mix."

"Our customers are interested in participating in tastings and flights and providing these educational experiences onboard, which is a great opportunity. Cruise ships have so improved and invested behind the onboard experience. We want to be a part of those consumer experiences."

"Some cruise lines want to get behind super ultra-premium and even luxury products onboard. And with cruises so much better segmented now, we are going to target these cruise ships for luxury, target these for whiskey sampling, target these for tequila drinks. There is a lot you can do."

"We have always invested in cruise, but we are investing more now. We are seeing a shift into whiskey onboard -- almost more than in traditional travel retail. Historically it was other, whiter spirits that had a stranglehold onboard. Now, people are really looking to learn about whiskey, enjoy it, and take back those sampling experiences. They can arrive a novice on bourbon and they can leave quite knowledgeable."

Michael Pasternak



## Dufry expands Hudson contract at Zurich Airport

Dufry signed a new contract with Flughafen Zürich AG (Zurich Airport) to create five Hudson convenience stores, three of which will be in Terminal A and two in Terminal B and D.

The contract for these duty-paid shops will run for 5 years beginning on January 1, 2019.

Dufry already has two Hudson stores at Zurich Airport-- one in Terminal E and the other in Arrival 1. The five new Hudson stores will occupy a total retail space of 270 sq.meters and will offer the four key product lines of foods and beverages, media (books, newspapers and magazines), souvenirs and travel essentials.

Food and beverage items will be the main focus in the product mix, as these are key lines for these stores which are located in close proximity to the departure gates.

Brown-Forman is enhancing its presence in global travel retail with exclusives such as (clock-wise from top left) Jack Daniel's Bottled in Bond, the GlenDronach and BenRiach single malt Scotches, and the \$1,500 Woodford Reserve Baccarat Edition.

## EMPLOYMENT OPPORTUNITIES



Has the following positions available:

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

*Submit resumes*

*to: [gcamplani@sac.shiseido.com](mailto:gcamplani@sac.shiseido.com) or [mrfernandez@sac.shiseido.com](mailto:mrfernandez@sac.shiseido.com)*

**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](mailto:hcekovic@sac.shiseido.com)*

**TEMP TO PERMANENT POSITIONS (MIAMI-BASED)**

**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*

*to: [gcamplani@sac.shiseido.com](mailto:gcamplani@sac.shiseido.com) or [mrfernandez@sac.shiseido.com](mailto:mrfernandez@sac.shiseido.com)*



Breitling has an immediate opening for an **Area Sales Manager Based in Miami**

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
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Interested applicants email resume to: [info@breitling.bs](mailto: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

Please send resume to [Amanda.Brinkerhoff@clarins.com](mailto:Amanda.Brinkerhoff@clarins.com)

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is looking for a **Retail Store Supervisor**

The ideal candidate will provide critical support to franchise field teams by providing consistent sales growth, visual merchandising planning and execution of new store openings.

**Primary Responsibilities include** but not limited to:

- \* Support field teams in the delivery of consistent, high quality in-store customer experience.
- \* Provide on-going support to ensure replication of the Brand and achievement of specific goals.
- \* Ensure operational efficiencies and brand standard across multiple stores.
- \* 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.

Please send resumes to  
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