



## BY THE NUMBERS

### Cuba's tourism struggles through most of this year

A recent report in *Cuba Standard*, an independent information service focusing on business in Cuba, says Cuba will not meet its goal of 5 million visitors this year. The respected publication now says that Cuban government officials are blaming tightened sanctions by the Trump administration and the impact of Hurricane Irma.

Tourism arrivals to the island nation were down in each of the first three quarters, and although arrivals now seem to be improving, *Cuba Standard's* Editor Johannes Werner suggests the count may be misleading due to the way cruise ship passengers are tallied.

Cuba's National Statistics Office stopped publishing visitor numbers in December 2016, but according to Tourism Ministry statistics reported by *Cuba Standard*, 3.65 million visitors had arrived to Cuba by the end of September this year, 7.65% fewer than planned and 2.6% down from last year, he said.

Tourism from U.S. visitors was down by 8.7%, but arrivals from other leading source markets also fell: the number of visitors from Canada — Cuba's largest source market, was down 8% through the end of September, France -6.3%, Germany -14.8%, UK -7.8%, Italy -22%, Spain -1.1%, and the Netherlands -12%.

Only Mexico (+22%) and Russia (+25%) were up among Cuba's main source markets, says Werner.

Occupancy at Cuba's largest state hotel chains also fell, averaging between 46% and 60%.

#### Some recovery in sight?

In what *Cuba Standard* is calling a "lower-revenue recovery," visitor numbers in September were 16% higher than planned and up almost 45% from last year.

Warning that the rising visitor numbers are being inflated by a "fast-rising number of cruise passengers who spend less money in Cuba than land-based tourists," the publication also points out that Cuban immigration officials count each land tour by a cruise passenger in different Cuban ports as a separate visit, and also include land visits by crew members.

Cuba reported 618,000 visitors arriving on cruise ships and mega-yachts through September. This was up nearly 49% from the year-ago period. Of these, 157,000 were crew members.

What about the expected influx of Americans to Cuba? More than half of the 460,650 Americans that had visited the island this year, numbering 239,000, came on cruise ships, and spent little on the island.

September figures may be heralding a turn around, however. *Cuba Standard* reports that the number of U.S. visitors rose 83% in September and one of the largest U.S. tour operators on the island reports a steady increase in bookings.

Travel from Cuban American families, who were permitted access to the island, continued without interruption, said the report.

For more information about *Cuba Standard*, please go to [www.cubastandard.com](http://www.cubastandard.com).



### IATA: Passenger demand rebounds in October, but upward trend has slowed

Global passenger traffic for October rose 6.3% compared to the same month last year, reports International Air Transport Association (IATA). This marked a rebound from 5.5% growth recorded in September, which was an eight-month low.

Capacity also grew 6.3% and load factor was flat at 81.1%, matching last year's record for the month.

#### International Passenger Markets

October international passenger demand rose 6.3% compared to October 2017, up from 5.1% growth in September. Airlines in all regions recorded gains, says the industry organization.

**North American airlines'** traffic climbed 5.6% in October compared to the year-ago period, up from 4.9% growth in September. Strong momentum in the U.S. economy is helping to drive robust international demand. Capacity rose 3.7% and load factor surged 1.4 percentage points to 80.4%.

**Latin American airlines** were the only carriers to experience a slowdown in growth as demand rose 5.9% versus 6.3% in September. Capacity climbed 9.1%, and load factor dropped 2.4 percentage points to 80.4%.



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## Paradies Lagardère and Hudson win concessions at Salt Lake City International Airport

Paradies Lagardère and Hudson Group have each been awarded four concessions packages at **Salt Lake City International Airport (SLC)**. SLC is in the middle of a \$3.6 billion airport redevelopment program set to be complete in 2024.

Further adding to SLC's allure, the U.S. Olympic Committee has nominated Salt Lake City to host the 2030 Olympics.

The Paradies Lagardère package covers 12 different retail concepts, that will give travelers a sense of place, celebrate the region, and address basic traveler and airport employee needs, says the company.

The eight-year Hudson contract includes 13 stores including Dufry Duty Free, and expands Hudson Group's presence at SLC by nearly 6,000 square feet. This almost doubles Hudson Group's current footprint in the airport.

"Our team went through an extensive selection process to get the right combination of local, regional and national brands for

those traveling through SLC," said Bill Wyatt, executive director, Salt Lake City Department of Airports. "We are thrilled with the outcome and I think our passengers will be excited with the combination of dynamic shops opening in 2020."

Hudson Group created the recommended bids with a wide selection of well-known travel convenience, luxury retail and duty free brands including Hudson, Tech on the Go, Coach, Frye, Something Silver, M·A·C, Tumi, and Dufry Duty Free as well as tailored local concepts, including Land Speed Depot by Hudson, Central Pointe Market, Salt Lake Tribune, and Utah!.

Paradies Lagardère designed several concepts specifically for SLC and its traveler demographics, in addition to several proprietary brands. The concepts will also allow customers easy pay options such as Apple Pay, Samsung Pay and Mobile POS.



The concepts include: **TripAdvisor** travel essentials, with curated book selections from Utah booksellers **King's English Bookshop**; **Johnston & Murphy** apparel and accessories for men and women; a newly-imagined **CNBC** Travel Essential concepts; **iStore** digital lifestyle accessories; **KSL**, an award-winning local station, news and travel essentials; **Liberty Park Market**, celebrating one of the city's largest parks, with

merchandise such as sunglasses, jewelry, watches, scarves, and socks from local vendor **Hip & Humble**.

Also **Maverik**, with more than 300 locations across 11 western states, carries travel essentials and electronics; Paradies Lagardère's **No Boundaries** for outdoor apparel and accessories; **Visit Salt Lake** with high-quality souvenirs and gifts; and **InMotion** electronics.

## IATA Oct air traffic shows rebound *Continued from page 1.*

In the other regions of the world, **European carriers'** October international air traffic climbed 7.5% over October 2017, which was the strongest growth among regions and well up on the 5.3% increase for September. Capacity rose 7.0% and load factor rose by 0.4 percentage point to 85.2%, highest among regions. Given mixed signals on the economic situation for the region, IATA says it is unclear if the rebound is sustainable.

**Asia-Pacific airlines'** traffic rose 5.8% compared to the year-ago period, up from 5.4% year-over-year growth in September. Underlying passenger demand is supported by structural changes, and rising living standards in the region, as well as network changes that stimulate demand, says IATA.

In the **Middle East**, air traffic grew by 4.4%, slowest among the regions for the seventh time in 12

months. It was, however, an increase over the 3.3% rise in September. Carriers have suffered from policy measures and geopolitical tensions, including the ban on portable electronic devices and travel restrictions. Passenger volumes are volatile but trending up solidly in seasonally-adjusted terms.

**African airlines'** traffic grew 6.8% year-on-year in October, raised from 6% annual growth in September. The upward trend in passenger demand remains strong notwithstanding challenges in the economic backdrop of the continent's largest economies, Nigeria and South Africa.

### Domestic Passenger Markets

Domestic demand climbed 6.4% in October compared to October 2017, unchanged from September. China, India and Russia led all markets with double-digit growth rates

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## Shiseido spotlights Japanese Beauty as it grows its global presence

Shiseido Travel Retail hosted the first-ever Japanese Beauty workshop in Cannes this year, providing attendees with a fascinating introduction to the channel, which is undergoing significant growth in the international market.

Defining Japanese Beauty as a “unique and growing beauty segment, which is sourced and built upon virtues and concepts that extend far beyond the products consumers use every day,” Shiseido described how beauty reflects Japan’s values of nature, craftsmanship, art, attention to detail and innovation.

“It is the belief that the essence of beauty is body and mind sharing a healthy state where inherent vitality is invigorated,” said the company.

“Despite its long heritage and traditions, Japanese Beauty is really only now starting to blossom on the global stage,” explained Shiseido Travel Retail President and CEO Philippe Lesné.

“Shiseido Travel Retail is committed to playing our role as the pioneer and leader in this space over the coming years,” he stressed.

### Art & Culture

Explaining how Japanese art, philosophy and culture touches on the daily beauty experience, the Shiseido workshop talked about the Japanese concepts of Ma – the space in between that is present in all aspects of Japanese life and

gives imagination room to grow, and Wa-- a sense of harmony that is the fundamental concept of the Japanese moral system -- along with the intense attention to details and craftsmanship that define Japanese life.

Shiseido says that these concepts expand the beauty routine beyond the application of makeup and skincare and enables consumers to broaden their horizons by creating a connection with another culture.

“In Japan, we express profound feelings without saying very much, leaving it to the recipient to receive, understand, and enrich the context,” said Naomi Yamamoto, Shiseido Group Corporate Creative Officer.

### Innovation & Science

To Shiseido, Japanese Beauty combines scientific advancements with beauty aesthetics, infusing innovation with tradition, and it invests in the largest R&D program of any beauty company in Japan.

“These products focus on solving problems functionally, while making consumers feel good, and offering a transcendent experience.

“Key characteristics include exquisite textures that enhance product benefits, packaging with a high-quality look and feel and subtle fragrances that add to the joy of using the product. Japanese Beauty products are created from a point of empathy,” said the company.

*Shiseido’s Ribbonesia Holiday Collection incorporates all the elements discussed during the J-Beauty Workshop held in Cannes.*



### One on One with Vincent Baland

*General Manager, Travel Retail Americas & Local Markets Latin America*

## Shiseido gains market share in the Americas

**TMI: How is Shiseido viewed in the Americas and where is it available in travel retail in the region?**

**Vincent Baland:** The Shiseido Brand is very strong in North America and Brazil.

Clé de Peau Beauté, Shiseido’s luxury skin-care and make-up brand, is currently available in travel retail in Vancouver Airport, LAX and Hawaii, and will roll out in JFK and SFO in Q1 2019.



**TMI: Are you concentrating on the Asian customer?**

**VB:** Clé de Peau Beauté is Shiseido Travel Retail’s second biggest brand this year. It is very much appreciated by Asian passengers, so we are focusing on North American doors with high exposure to Asian passengers.

**TMI: What were the most important accomplishments of the group in Americas Travel Retail over the past year since the integration of BPI and Shiseido into a single travel retail unit?**

**VB:** For us at Shiseido Travel Retail worldwide, the best accomplishment was the integration of the fragrance category with the Shiseido cosmetics brands back in 2016. Secondly, the biggest accomplishment, especially here in the Americas, was the integration of the Dolce&Gabbana brand into the portfolio. Dolce&Gabbana has really been a game changer for us and since then we have implemented a strong pace of innovation.

**TMI: At the Japanese Beauty workshop held in Cannes, I was fascinated by the explanations about the concepts of Ma and Ha and the purity and innovation behind the Shiseido brands. Can you see these concepts being translated to the American consumer?**

**VB:** That is the challenge, isn’t it? That Shiseido touch that you were introduced [at the Workshop] is behind everything that we do: from our Beauty Advisors, from the service, from our packaging, from the quality of the product, the innovation, the technology that we are proposing, all of this is coming from what you saw at the Japanese Beauty workshop.

We are really looking into the long-term strategy, always keeping in mind *Omotenashi*, the concept of Japanese customer service. *Omotenashi* is a powerful concept, which means offering the best service, but beyond that, it is also about anticipating the unexpressed needs of our customers.

Japanese Beauty is more than a fashion, it is part of our DNA and heritage. Shiseido is bringing Japan to the world, in a way. This is what we are trying to do.

*Clé de Peau Beauté’s iconic La Crème is presented in a redesigned pastel rose color in the Holiday Féeries d’Hiver collection.*



*Continued on next page.*

## Shiseido inspires nature with art installation to Jewel Changi Airport

During the Japanese-Beauty Workshop presentation in Cannes, Shiseido unveiled plans for a ground-breaking multisensorial art installation, which the company jointly created with Jewel Changi Airport and art collective teamLab.

Jewel, an upcoming retail and tourist destination, will feature gardens, a hotel and facilities for airport operations, among other attractions. Located in the heart of

Singapore Changi Airport, is set to open in 2019.

Inspired by the deep appreciation of nature in Japanese culture, the 'S E N S E' art installation collaboration encompasses various elements of innovative digital technology within Jewel's unique indoor environment.

Visitors to Jewel will visit a walking trail, surrounded by the lush Forest Valley, one of Singapore's largest indoor gardens,

where the interactive 'S E N S E' art installation invites the visitors to discover the invisible, spiritual and meaningful Japanese sense of beauty through art.

Shiseido Travel Retail President and CEO Philippe Lesné said:

"This is a momentous occasion for Shiseido and it is an honor to be part of such a truly inspiring project with teamLab and Jewel.

"This partnership links to our strategic approach to create more meaningful and engaging experiences for our customers, beyond the realms of traditional retail."

Lesné adds: "Beauty is so closely related to people's lives and feelings, with the ability to bring happiness, energy, confidence and so many more positive emotions. As a brand, Shiseido is perfectly captured within the Forest Valley experience."

## One on One with Vincent Baland: Shiseido in the Americas *Continued from page 3.*

**TMI: What benefits have you seen from bringing together the 3-axes of the company in TR?**

**VB:** It has allowed us to first be more competitive. Last year in the Americas, Shiseido Group went from top 8 to top 6 and grew its market share by more than 80% overall, when the market grew 5%. This takes into account the integration of the Dolce&Gabbana brand. But even without Dolce&Gabbana, we grew by 15%. This is very respectable since the fragrances market grew by only 2%.

In addition to that, our team in Miami has the full responsibility of managing all the brands of our Group both in Travel Retail Americas and in the Local Markets of Latin America, including an affiliate in Brazil. This allows us to implement synergies that gives us a competitive advantage. One being the insights of the Brazilian passengers.

**TMI: What are the key challenges that you see?**

**VB:** Apart from managing the volatile situation in Latin America, and the macro-economic evolution, we have to make sure that we have a balanced growth between fragrances, skincare and make-up.

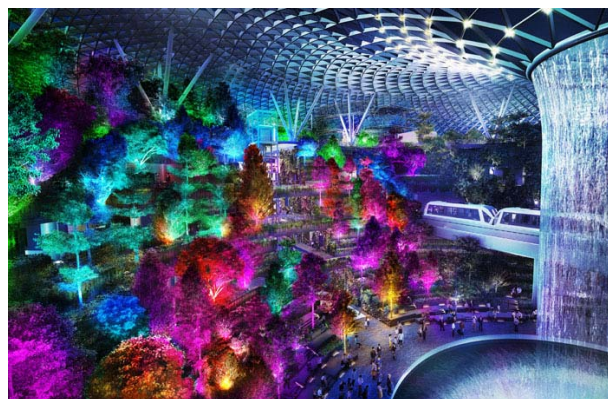
**TMI: What is the biggest opportunity?**

**VB:** One of the biggest is Clé de Peau Beauté, but also our makeup brands NARS and Laura Mercier. NARS for example is enjoying strong growth worldwide with top rankings in the US, but also in Latam markets such as Brazil and Mexico.



NARS Holiday 2018 Collection –

Left: Powermatte Lipclash Coffret. Right: Audacious Lipsticks



Shiseido is collaborating on a multi-sensorial art installation at Jewel Changi, which is scheduled to open in 2019. Shown here is the Mist Trail through the Forest Valley garden at the Canopy Park.

## Duty Free Dynamics expands portfolio with new watch brands and adventure travel accessories

Panama-based Duty Free Dynamics has recently added two new brands to its distribution portfolio:

Fjällräven, an outdoor clothing and equipment company based in Sweden, and ENO, Eagles Nest Outfitters, a leading provider of ingeniously crafted parachute hammocks and products for adventure travelers, based in Asheville, NC.

Fjällräven is best known for its backpacks -- the classic Kånken and Kajka, its award-winning advanced trekking backpack.

For ENO, whose products are sold in over 2000 retail locations in 13 countries, DFD is focusing on the Doublenest hammock, which opens from a small size to accommodate two; and the lightweight portable Lounger DL chair.

Earlier this year, DFD expanded its portfolio with the addition of watches from Swiss brand Oris, Seiko and Timex, sunglasses from Spy Optics and high-quality packs and bags from Osprey.

DFD's portfolio of dynamic brands also include Guess and Swiss-made Luminox watches.

For more information, log on to [www.dutyfreedynamics.com](http://www.dutyfreedynamics.com)



## Nelson Rivera forms new company to bring Signature Luxe brands to the Americas

Well-known industry figure Nelson Rivera, whose 2-decade long career in travel retail included long stints at Givenchy and Swarovski, has launched his new company, Signature Luxe International.

A business consulting management company based in Miami, Signature Luxe International LLC represents strong brands in the US, Latin America and the Caribbean, serving companies looking to revamp their wholesale business, open new retail outlets or need distribution, among other services, says Rivera.

Taking advantage of his deep experience with jewelry and accessories in travel retail, Rivera's portfolio includes jewelry from Spanish brand Alexandra Plata, from British brands Ania Haie and Chrysalis and from the Oliver Weber collection of accessible luxury designs.

He also represents Danish company Design Letters, which makes home and personal accessories all decorated with words and letters; and HHP/Helping Hand Partners, which provides artisans from impoverished countries with opportunities. Along the same line, Rivera's SLI is also representing SUSU handmade knitted string bags made by the indigenous women of the ethnic Colombian Wayúu group.

Rivera is very excited about the potential for the brands in this market. He represents Alexandra Plata for the Caribbean/ Travel Retail. Designed and hand made in Spain, all Alexandra Plata pieces include precious jewels, featuring materials such as Spanish braided leather, natural linens, semi-precious stones, 925 Sterling Silver and Rose Gold plated 925 Sterling Silver.

Alexandra Plata's range of fashionable jewelry has found an audience with celebrities and even royalty such as Queen Letizia of Spain. Alexandra Plata carries Travel Retail exclusive designs with trendy designs and cutting edge quality, and is a very beautiful brand, says Rivera.

ful brand, says Rivera.

Oliver Weber – with accessibly priced luxury jewelry that embodies different statements – is really taking off well, and is already listed in Puerto Rico, the Dominican Republic, St. Maarten, Grenada Airport, St. Thomas, St. Kitts Airport, Port Zante, Barbados, Trinidad and Tobago, says Rivera. It is also being sold in three hotels in Punta Cana, DR,

London-based Ania Haie, a new “fast-fashion” brand created by the founders of the popular Chrysalis jewelry, aims for a high turnaround of accessibly-priced new pieces that will attract younger consumers. All the Ania Haie jewelry is crafted in 925 sterling silver with

rhodium, 14kt gold or 14kt with rhodium, 14kt gold or 14kt rose gold plating. It just won the Emerging Brands by Professional Jeweller for its Coins collection.

Rivera says the Ania Haie jewelry is already available in Puerto Rico, Trinidad & Tobago, Bermuda, St. Maarten, and more.

Its sister brand Chrysalis has already won a loyal following with its designs adorned with talismans and spiritual symbols that combine color and meaning to celebrate friendship and love.

For more information, please go to <http://signatureluxinternationalllc.com/>



From left: Alexandra Plata earrings, selections from Ania Haie's award-winning Coin Collection, and pendant from Oliver Weber.

### AT THE POINT OF SALE

## Tito's Handmade Vodka Ugly Sweaters herald holiday season

Tito's Handmade Vodka is marking the start of the holiday season by unveiling its quirky and eye-catching Ugly Sweater gift pack promotion, available in both domestic and travel retail markets around the world.

First introduced last year, Tito's Ugly Sweaters proved so popular with customers and consumers that a new design with a black and orange snowflake motif will be on shelf throughout December for this year's festivities.

Tito's Managing Director International, John McDonnell says: “Our first Ugly Sweater promotion exceeded expectations and we are delighted with the overwhelmingly positive response from retailers again this year. These distinctive gift packs differentiate Tito's from the competition and create great displays in store.”

Popularized as bad taste in the 1980s, ugly sweaters or knitted jumpers are themed with a Christmas or winter-style design and have seen a revival to become a festive tradition worn at parties at this time of year.



Tito's Ugly Sweater gift pack has landed at International Shoppes' T1 store in New York JFK International Airport.

## Kiehl's 3<sup>rd</sup> LOVE collection creates sense of place around the world



L'Oréal Travel Retail has launched the third edition of the Kiehl's LOVES collection in airports from Seoul to San Francisco.

Through merchandising, digital, product packaging, and travel-relevant gifts the collection creates "the sense of place" of each destination and enables global shoppers traveling through Europe, Americas or Asia to fly back with an exclusive souvenir from the place they visited.

To bring a piece of Kiehl's New York City roots to its customers across the globe, the brand partnered with New York City-based graphic designer and illustrator **Ali Mac** to design the 2018

**Kiehl's LOVES** collection of limited-edition products, specialty items and in-store storytelling moments to celebrate the unique character of the countries and cities Kiehl's serves around the world.

In the Americas, L'Oréal Travel Retail Americas, DFS Group, and JC Decaux Group collaborated to stage the Kiehl's interactive pop-up design at **Los Angeles airport's Tom Bradley International Terminal (TBIT)** from September through November 2018.

In the **Waikiki T Galleria in Hawaii** Kiehl's customers could acquire customized travel gifts like tote bags and luggage tags.



San Francisco International Airport also hosted a highly visible Kiehl's LOVES event filled with novelty and retail excitement.

## Estée Lauder Pops-up at JFK T1

IS Vice President Scott Halpern tells *TMI* that: "We continued to be wowed by the activations that Estée Lauder has brought to the terminal. They understand the demographics and have targeted campaigns that speak to the consumer. The high level of creativity has ultimately driven a lot of traffic for both of us."



Travel retail operator International Shoppes has been running a series of Pop Up installations with the Estée Lauder Group at JFK International Airport Terminal 1 since the end of the summer.

Located directly along the side of IS's T1 Beauty Store in a space 35 feet long by 4 feet wide, the campaign kicked off with a La Mer Pop Up, followed by the special holiday design for the Estée Lauder brand pictured above. The next edition is coming in January for the Chinese New Year.

## Jo Malone sparkles at LAX and JFK



Jo Malone worked with JCDecaux to add to the Holiday festivities at JFK and LAX with holiday sparkle and sleek Christmas trees during November and December. The sampling display served as a life-sized gift guide for travelers passing through the airports' international terminals during peak travel periods.



## Top New York bartenders serve passengers Grey Goose at holiday Pop-Up at JFK T4

Bacardi Global Travel, in partnership with DFS Group, has created an immersive cocktail and shopping experience for the holiday season with a Grey Goose vodka Pop-Up at JFK Terminal 4.

From December 3 through January 1 travelers can purchase a selection of holiday offerings from Grey Goose while sipping cocktails made for them in the terminal by several of New York's most talented bartenders, including: Jillian Vose of Dead Rabbit, Evan Hawkins of Broken Shaker, Liana Oster of Dante and Channing Centeno of Otis.

The central feature of the space is a highly visual, interactive illuminated Ferris wheel, prominently featured on the Terminal concourse. The wheel features mini "chalets" that contain Grey Goose holiday cocktail recipes. Travelers can pull a lever that opens the door to the chalet of their choice, allowing them to take a snap of the recipes to recreate at home.

Those who purchase the Grey Goose Holiday Tin will be handed a key that opens a hidden compartment in the chalet, revealing a special gift. The GTR exclusive Grey Goose Holiday Tin (SRP \$45.00) features letter magnets that

allow gift-givers to craft tailored messages to their recipients.

The holiday season is a key moment for Grey Goose as Mike Birch, Managing Director & Vice President - Global Travel Retail and Commercial Development, Bacardi explains.

"Grey Goose is for celebration and celebrations deserve the best. With 5 million people traveling through JFK this December with holiday celebration as a primary reason for travel, we have created a really special airport experience that's full of surprise and fun.

"The creativity in this engagement helps people get to know what makes Grey Goose the most recommended premium plus vodka recommended by bartenders, and will inspire them in their own cocktail-making.

"A bottle of Grey Goose is sold every 13 seconds in Global Travel Retail and, we believe that Global Travel Retail is an important brand-building channel. Key to that is giving consumers fantastic brand experiences on their travels that they'll remember long after they've left the airport, influencing future purchase decisions as well as increasing airport sales," said Birch.



### Ballantine's launches new 21yo signature flavor, exclusive to GTR

Ballantine's has introduced the GTR exclusive Warming Spices Edition, the first in a new series of 21 year old signature flavor limited editions.

Launched first at Korea Incheon airport T1 and T2 in November and available for one year only, Ballantine's Warming Spices Edition can be purchased in airports in the US, Korea, Japan, China, Singapore, Hong Kong, Vietnam, Thailand, Malaysia, Europe, Australia, New Zealand, and the Nordics for a RRP of US\$147.

To celebrate the new series, Pernod Ricard Global Travel Retail connected with travelers pre, during and post trip through a digital travel trail targeting Korean consumers. Presented with a downloadable e-coupon redeemable in-store, shoppers will receive luxury leather coasters and branded glasses as a gift with purchase, exclusively at Incheon.



### Dubai Duty Free celebrates 35 Years of retailing with more than US\$50m in sales

Dubai Duty Free marked its 35<sup>th</sup> anniversary with a 3-day event that resulted in total sales of US\$52.33 million.

In celebration of the milestone event, two rare and special whiskies were released.

Pernod Ricard issued The Glenlivet 35 year old limited-edition whisky. The whisky has a retail price of US\$10,000 and is limited to 35 bottles. Each bottle is individually numbered and packaged in a hand-made wooden box marked 'Dubai Duty Free Exclusive.'

William Grant & Sons released the Glenfiddich Rare Collection 1977, specially produced for DDF's 35th anniversary. Costing US\$3,836 it is limited to 125 bottles.

To cap off DDF's 35th anniversary day, Dec. 20, Italian luxury goods company Ferragamo also officially opened its Ferragamo shop in its new location in Concourse B of Dubai International Airport.



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)*

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**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
- Ability to travel 40-50%
- Bi-lingual English/Spanish

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)

Equal opportunity Employer



**\*NEW\*  
ESSENCE CORP.**

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  
Marlene Usallan @  
[musallan@essence-corp.com](mailto:musallan@essence-corp.com)