



Gebr. Heinemann  
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## Heinemann highlights top-tier spirits onboard *Star of the Seas*



*Star of the Seas introduces personalized backwalls for The Macallan, Hennessy, and Patron; a dedicated Johnnie Walker gondola, and very rare limited-editions for Louis XIII and Loch Lomond 50YO.*

Heinemann Americas has unveiled a “bold new cruise retail concept” aboard Royal Caribbean’s *Star of the Seas*, which the company says further strengthens a partnership that has grown steadily since 2019. With 10 distinct retail venues on board, the ship delivers a next-level shopping experience, featuring everything from exclusive Royal Caribbean logo merchandise, fine watches, and fashion jewelry, perfumes and cosmetics, as well as vintage luxury leather goods and timepieces.

A standout highlight: the highly curated collection of prestige and rare spirits, crafted to surprise and captivate connoisseurs with selections found nowhere else at sea, according to the company.

The new retail offer builds on the success of *Icon of the Seas*, with a focus on curated exclusivity, elevated design, and category innovation across four distinct store formats:

In the beauty category, the Solera store has been optimized to improve visibility and guest flow

- enhancing engagement and encouraging longer dwell times.

### Standout one-of-a-kind and prestige spirits

The liquor experience aboard *Star of the Seas* introduces several first-at-sea features, including personalized backwalls for The Macallan, Hennessy, and Patron; a dedicated Johnnie Walker gondola, and a limited-edition Louis XIII monogrammed box hand-decorated exclusively for the ship, with only 30 pieces available globally.

Among the rarest offerings is a bottle of Loch Lomond 50YO, one of just 100 worldwide, retailing at \$34,999 USD. The store also debuts multiple exclusive barrel programs, such as Angels Envy – selected by Heinemann’s team as a first-at-sea – and the rare O.F.C Bourbon 1985.

### Dedicated watch shops

Luxury timepieces continue to be a highlight, with personalized shop-in-shop formats from Cartier, Hublot, Breitling, TAG Heuer,

Longines, Rado, and Norquain, a new brand for Heinemann. Swiss Crown complements the offer with a curated selection of pre-owned Rolex watches.

### The Shop for logo

The logo merchandise store “The Shop” presents a new collection designed exclusively for *Star of the Seas*, featuring fashion-forward apparel, collectibles, and a children’s line. The Vineyard Vines x Royal Caribbean co-branded range – first introduced on *Icon* and *Utopia* – returns with a refreshed capsule, adding a familiar yet updated touch to the onboard retail experience.

“With *Star of the Seas*, we continue our mission to elevate cruise retail through storytelling, exclusivity, and unforgettable experiences,” said Nicolas Hoeborn, CEO of Heinemann Americas. “This launch is a testament to our strong partnership with Royal Caribbean and our shared vision for the future of travel retail.”

Together with *Icon of the Seas*, *Star of the Seas* ranks among the largest cruise ships in the world, measuring 365 meters in length and accommodating up to 5,610 guests and 2,850 crew members. It is the sixth Royal Caribbean vessel to feature Heinemann’s retail offer, following *Utopia of the Seas*, *Icon of the Seas*, *Wonder of the Seas*, *Odyssey of the Seas*, and *Independence of the Seas*.



## Avolta & Lacoste partner with TFWA on Innovation Square

TFWA has announced that Avolta is the Innovation Square Lead Partner, which it says underscores the retailer’s commitment to driving forward-thinking solutions and shaping the future of innovation. Avolta will operate the space in partnership with exhibiting brands showcasing innovation throughout the daytime hours of the event.

Innovation Square is also supported by an After Hours Partner, Lacoste, which will welcome delegates to the exclusive space on Monday evening for a private event designed to foster meaningful connections among industry leaders.

At midday on Monday, September 29th, TFWA president Philippe Margueritte, the TFWA board, and a host of partners will join a hand-picked delegation for the official inauguration of the Innovation Square. The After Hours Partner, Lacoste, will then host a private invite-only evening event kicking off at 18:00.

The Innovation Square will serve as the backdrop to two TFWA workshops taking place at 08:00 on Tuesday and Wednesday, bringing delegates together for a morning of insight and discussion.

Access to the Innovation Square is strictly by invitation only.

“It’s an enormous honor to have Avolta join us as the Lead Partner of Innovation Square,” comments Philippe Margueritte, TFWA President.

“The support shown to the Innovation Square concept by longtime friends and partners is incredibly heartening not just for myself but for all members of the TFWA board. This spirit of innovation, which permeates everything we do at TFWA, will be reflected across all the events hosted at this fabulous new facility, including our TFWA workshops and the After Hours Partner’s private evening event.”

## Starboard to debut vibrant, immersive “concept gallery” retail experience aboard Virgin Voyages’ *Brilliant Lady*



The first Clarins boutique at sea onboard *Brilliant Lady*.

Starboard Group has announced the latest expansion of its partnership with Virgin Voyages as the exclusive retail partner for *Brilliant Lady*, where it will offer a blend of luxury, sustainability and discovery across 5,500 square feet of retail space when the ship departs from New York City on its inaugural voyage on Sept. 5, 2025.

“We’re proud to continue building our partnership with Virgin Voyages as its exclusive retail partner for *Brilliant Lady*’s inaugural season,” said Lisa Bauer, Starboard’s President and CEO. “We’ve leveraged our curation expertise, creativity and global resources to create unforgettable retail offerings that perfectly reflect Virgin Voyages’ blend of modern, adults-only sophistication and rebellious fun.”

Starboard has reimagined retail on *Brilliant Lady* through bold visual merchandising, open-flow boutiques and pop-up activations that create an experience that’s less traditional store and more concept gallery.

“Starboard is unique in its ability to turn retail into an immersive lifestyle experience that enhances each voyage, and we’re pleased to expand our partnership as we launch *Brilliant Lady*,” said Nicole Huang, SVP of Fleet Experiences at Virgin Voyages. “Through thoughtful curation and one-of-a-kind activations that blend exclusivity, storytelling and personalization,

Starboard is setting a new standard for cruise retail and helping ensure our Sailors have an unforgettable experience.”

### First-at-sea luxury offerings

Starboard is pioneering the future of cruise beauty retail with the launch of the very first Clarins boutique at sea aboard *Brilliant Lady*, offering a tailored selection from the French luxury brand along with personalized beauty consultations and complete look transformations.

Other first-at-sea offerings will include stunning assortments from Blue Stallion Farm and cruelty-free, clean beauty from Briogeo. Men’s and women’s fragrances from the world’s most renowned luxury brands, including INITIO, Loewe, Mancera, Montale and Tom Ford, will also feature prominently.

In addition, Virgin Voyages will debut its first TAG Heuer boutique and smart sunglasses from the new Ray-Ban Meta AI collection onboard *Brilliant Lady*.

### Immersive activations, personalization and sustainability

Multi-sensory activations that spark connection, create memories and foster discovery—such as exclusive liquor tastings, trunk shows and personalized styling sessions—will be key to the *Brilliant Lady* retail experience. Customization options will range from engraving jewelry, fragrances and liquor bottles to personalization of apparel and accessories with Virgin Voyages-themed patches.

Sustainability will be a core retail pillar, building on Virgin Voyages’ ethos of “Creating an Epic Sea Change for All.” The line already partners with brands that source responsibly, such as Yellow Leaf Hammocks and Intelligentsia. On *Brilliant Lady*’s High Street, Sailors will discover an expertly curated selection designed to extend product life cycles and reduce environmental impact, from certified pre-owned Rolex watches to lab-grown diamonds by sustainable jewelry brand Engrace Diamonds to vintage luxury handbags from What Goes Around Comes Around.

This commitment extends beyond retail, with initiatives like reusable mugs that help eliminate single-use plastic bottles.

### Fine jewelry, designer fashion and destination-inspired finds

*Brilliant Lady* will also feature fine jewelry from Italian luxury brand Roberto Coin, artisan handcrafted pieces from John Hardy and modern, fashion-forward designs from Shy Creation.

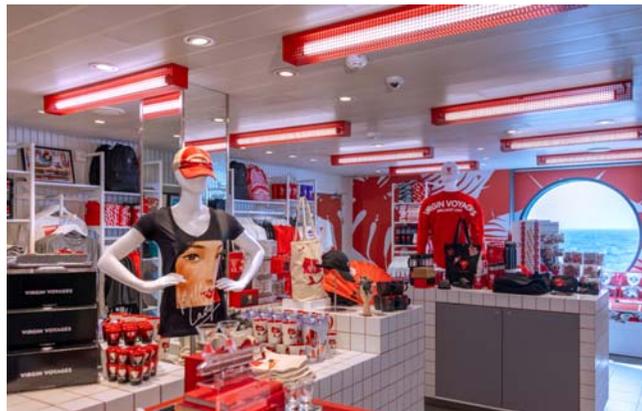
The fashion jewelry shop will offer collections from Uno de 50, Swarovski, Kendra Scott, Jet Set Candy and Shae, Starboard’s exclusive fashion jewelry brand.

The luxury accessories selection will showcase handbags and small leather goods from Coach, Marc Jacobs and Kurt Geiger, complemented by a range of timepieces, from the Swiss precision of Frédérique Constant, Longines, Movado, Norqant and Tissot to Bulova and Citizen.

Women’s resortwear, accessories and lifestyle pieces from trend-forward labels such as Kiwi St. Tropez, Lamarque and Skemo will be offered, while athleisure fans can enjoy stylish, functional Fabletics apparel for both men and women. Men’s fashion options will include contemporary picks from 7 Diamonds, Invicta, John Hatter & Co., Mavrans and New Era.

Tees, tanks, hats, totes and sunglasses adorned with the iconic Virgin Voyages logo will also be available, along with a special collection celebrating *Brilliant Lady*’s inaugural season.

*Brilliant Lady* will launch from New York, making her way down the East Coast to her home port of Miami for a winter season in the Caribbean. In 2026, she will reposition to Los Angeles in preparation for her highly anticipated Alaska itineraries—a first for the Virgin Voyages fleet.



Virgin Voyages logo tees, tanks, hats, totes and sunglasses and special collection merchandise celebrating *Brilliant Lady*’s inaugural season.

## Joseph Ribkoff offers elegant wardrobe solutions for women on the move at its Cannes debut



Joseph Ribkoff's high-fashion yet practical women's wear range curated for travel retail.

Canada-based fashion house Joseph Ribkoff will make its debut appearance at the TFWA World Exhibition, where it will be highlighting its high-fashion yet practical women's wear range ideally suited to travel retail (Riviera Village, RF8).

Joseph Ribkoff brings its signature blend of style, comfort, and versatility to the travel retail market. The brand's collections feature suitcase-friendly wrinkle-resistant, easy-care fabrics that are ready to wear straight off the hanger. The brand is fully inclusive, with sizes ranging from XS to XXL, featuring day-to-night looks that transition seamlessly on a cruise or city break, to lightweight, packable pieces that deliver both comfort and polish.

With its stylish designs, flattering silhouettes, and a price point that balances accessibility with premium quality, Joseph Ribkoff resonates with a wide international audience, where it already has a presence in duty free stores, airports, and cruise ships

"We first exhibited at the TFWA Asia Pacific exhibition in May, which has paved the way for our upcoming launch of a pop-up at Cairns Airport later this year," said Nadine Clour, Joseph Ribkoff's

Senior Director, Sales Strategy and Business Development.

"We are thrilled to be attending our first TFWA World Exhibition and seeing what new prospects the event will present our brand."

Joseph Ribkoff's travel retail strategy focuses on premium positioning in high-traffic international hubs; particularly in Europe, where brand recognition is strong, and in the Middle East and Asia, where there is strong potential for expansion.

"Our objective is to elevate Joseph Ribkoff's global visibility and make the brand more accessible to women around the world," Clour explains. "As a label trusted for over six decades, we understand the style needs of the modern, international traveler; confident, discerning, and always on the move. Our collections, known for their elegance, quality, and versatility, already resonate with women across continents. Expanding into duty free retail is a natural evolution, allowing us to connect with our customer in the spaces she frequents most and bring the Joseph Ribkoff experience to her journey."

Joseph Ribkoff's fashions are available in over 60 countries around the world.

## Antony Morato menswear to debut in TR



Global menswear brand Antony Morato new TRAVEL LINE will debut in Cannes.

Global menswear brand Antony Morato will officially enter the travel retail channel at TFWA Cannes this year.

Marking a new chapter in the brand's international growth, the brand will unveil its **TRAVEL LINE** – a bold and innovative concept designed to meet the evolving needs of the modern traveler.

### A complete look

Antony Morato's Travel Retail offering focuses on apparel and accessories tailored to meet the unique needs of men who journey across every occasion and every climate, combining advanced performance fabrics with thoughtful design solutions. The product range blends the brand's Italian style with global trends through a modular approach that allows travelers to create adaptable outfits with minimal effort.

Key features include:

**Versatility:** A compact product range that transitions from casual to formal occasions, from lightweight over-shirts to joggers, every piece is designed to adapt to a variety of travel scenarios.

**Innovation:** Use of performance-focused fabrics, including wrinkle-resistant materials, breathable textiles, and weather-adaptive technologies, ensuring comfort and style across diverse climates.



**Functionality:** multiple-pocket designs, easy-to-layer options, and lightweight accessories..

**Style:** A neutral color palette and modern silhouettes ensure effortless coordination.

**High Quality:** Meticulous attention to detail that balances style and durability from apparel to accessories.

"With this new division, our main purpose is to offer travel retail products that reflect the modern traveler's desire for style, comfort and functionality," said Lello Caldarelli (CEO and founder) "Antony Morato's DNA, rooted in travel, art, and music, positions us perfectly to cater to a cosmopolitan audience seeking to express their individuality while on the move."

### Strategic expansion and visibility

The Travel Retail Division aims to gradually expand its presence through partnerships with leading travel hubs, airports, and duty free channels. Antony Morato's **Travel Retail Modular Display System (M.D.S.)** enables seamless integration into diverse retail formats, including 3-wall stores, shop-in-shops, and branded corners.

The brand is also strengthening its visibility through advertising campaigns at international airports such as Milan, Rome, Naples, Madrid, Barcelona, among others. It is currently available in 13 global hubs.

## Molton Brown to preview fragrance innovation and GTR growth plan in Cannes

Kao-owned brand Molton Brown will unveil the next chapter of its brand evolution at the 2025 TFWA World Exhibition (Riviera Village, RE11), showcasing its ongoing commitment to innovation in global travel retail. The brand will once again exhibit alongside fellow Kao luxury brands: Japanese premium skincare brand SENSAI and luxury haircare brand Oribe, reinforcing Kao's commitment to drive growth in the luxury beauty segment.

Molton Brown is building on a strong travel retail performance in 2025, marked by double-digit fragrance growth and a series of impactful brand activations. The company will continue to elevate its presence in the channel with immersive sensorial beauty experiences and a curated product strategy designed for the discerning global traveler.

At this year's Cannes show, Molton Brown will preview its new luxury fragrance collection, Tea Ceremony. Tying in with Kao's Japanese roots, Tea Ceremony marks a bold new chapter in Molton Brown's olfactory story and will launch in February 2026. This sensorial tribute to the ceremonial Japanese tea ritual was crafted by Senior Perfumer Mathieu Nardin. The fragrance combines a crisp green opening, a heart of earthy matcha and green tea, and a distinctive, woody dry-down.

In addition to this new fragrance, Molton Brown will also showcase a curated selection of best-sellers from its Fragrance, Body & Home collections, highlighting its signature 'Cleanse Wear Live' proposition and fragrance concept – offering travelers a personalized scent experience across all categories.

### Strategic expansion ahead

Fragrance remains a key driver for Molton Brown, with travel retail having a +20% year-to-date fragrance mix growth and a +2% year-on-year uplift contributing to an overall +14% year-to-date growth in the fragrance category.

First-half highlights saw a full Heathrow takeover to support the launch of the Bluebell & Wild Strawberry fragrance, featuring a striking debut Contentainment site at T3; eye-catching windows and wall wraps across all terminals; and prominent placement in the airport's 'Best of British' digital screen campaign.

Earlier in 2025, Molton Brown's flagship London Heathrow T5 boutique underwent a premium refit, with the incorporation of a bespoke gifting wall, ribbon station and complimentary engraving all further elevating the shopper experience.

Looking ahead, Molton Brown will further consolidate its travel retail footprint with a strategic

focus on key locations, as it continues to support long-term brand awareness and sustained growth in the channel.

"As one of the leading global brands in Kao's global cosmetics portfolio, we are proud to build on a successful year in travel retail, where our focus on fragrance and immersive experiences has truly resonated with traveling consumers," commented Anjun Murari, VP of Global Sales Channels and Strategic Development at Molton Brown.

"The launch last year of our New Brand World has driven real impact in the channel, strengthening our fragrance authority and engaging a broader audience across all platforms.

"We are excited to present the next chapter of Molton Brown's story at this year's Cannes show and look forward to reconnecting with our key partners to explore new opportunities."

Molton Brown's recent initiatives and presence in Cannes alongside Oribe and SENSAI underscore Kao's efforts to drive growth in the luxury beauty segment, with a focus on skincare, haircare and cosmetics, and support the company's Global Sharp Top Strategy – which the company says is focused on investment in sectors where Kao can establish a leading market position through high-value offerings and unique market propositions.



Molton Brown's flagship London Heathrow T5 boutique underwent a premium refit earlier this year, incorporating a bespoke gifting wall, ribbon station and complimentary engraving.

## William Grant & Sons returns to Cannes celebrating high-end partnerships

William Grant & Sons is returning to TFWA Cannes with a stand design that takes inspiration from The Balvenie and Glenfiddich shop-in-shop concepts, where it will debut of the global travel retail exclusive Glenfiddich 19-Year-Old Limited Edition in partnership with Aston Martin Formula One Team.

Malt Master Brian Kinsman will host a series of private tastings for select key customers for The Glenfiddich Single Malt Scotch Whiskies.

In celebration of Silent Pool Gin's recent partnership with Royal Ascot, the brand will take over the stand terrace on Monday, September 29. A curated menu of cocktails featuring Silent Pool Original Gin and Silent Pool Mediterranean Expression will be served.

On Wednesday October 1, WGS will feature Monkey Shoulder and Hendrick's Gin.

Throughout the week, Global Travel Retail Brand Ambassador Ashvin Joshi will be on hand to engage visitors with immersive tastings and stories behind the WGS brands.



## Perfetti Van Melle to focus on five key pillars in travel retail and debut new sour offers



Perfetti Van Melle (PVM) will showcase new sour products for its Mentos and Chupa Chups brands, as well as expanded refreshment and sharing offers at this year's TFWA World Exhibition in Cannes.

The confectionery specialist is focusing on building its snacking and sharing offer and highlighting its refreshment portfolio in travel retail for 2026, with several new product developments (NPDs) due to launch in Cannes.

PVM has five key strategy pillars for the travel retail in 2026: **Expanding refreshment, Build snacking and sharing, Revive gifting, Optimize top airports, and Focus on border stores.**

**Refreshment** is a key priority following the acquisition of Mondelez, and meeting rooms in Cannes will carry new refreshment themes and branding. The company is introducing Mentos refreshment retail displays that will capture impulse, highlight innovation and reinforce a strong family identity across the gum and mints portfolio in-store.

PVM is also introducing new flavors --Sour Strawberry and Sour Green Apple --with Mentos Sour.

While Mentos Gum remains PVM's primary focus, PVM will also look at localized opportunities for its new brands in travel retail.

These include Stimorol, which is important in Scandinavia, and rolling out Trident into key markets.

**Since snacking and sharing** are key consumption moments for sugar confectionery in travel retail, PVM is developing new products to meet this consumer need.

Coming in 2026, the company will introduce Fruit-tella Sharing Bags containing a mix of 200g Fruit-tella sticks in Strawberry, Berries & Cherry and Summer Fruits assortments.

PVM expects to grow Fruit-tella into its third biggest brand in travel retail in 2026.

PVM also plans to update some of its hero gifting items for 2026 with new flavors and formats.

Following the success of the Chupa Sour Pouch Bag, the company is introducing a Sour Mega Chupa Chups Lollipop in Sour Strawberry, Sour Apple and Sour Lemon flavors. The Chupa Chups Crazy Plane will offer new colorways and reduced plastic in its packaging.

PVM will also focus on more **in-store airport activations,**

working closely with retail partners in key locations. Visibility in busy airports are a top priority and PVM will be launching new hero products for Chupa Chups and Mentos globally, with Fruit-tella to follow later in 2026.

"These eye-catching displays are designed to grab attention, create instant brand recognition and drive impulse purchases. With interactive traveler engagement elements, we hope our new displays will make the shopping experience more engaging and memorable," says Emma Helleman, International Shopper Marketing, GTR at PVM.

**Border stores** are a key part of PVM's travel retail strategy. The company is launching dedicated NPDs in border stores next year: the Mentos Mini Fruit Mix Bag with 18 Mini Rolls in Apple, Strawberry and Orange; and Mentos Gum Rolls Value Pack in Freshmint, Bubblefresh and Tropical flavors.

"2025 has been a busy year for regional activations in the Americas and Europe with our recent shop-in-shop launch in Barcelona, providing inspiration for interactive and larger retail footprints, where space allows.

"With a wide range of innovative

NPDs due to launch for 2026, we will be working very closely with our travel retail partners to ensure PVM's ambitions across all our growth pillars are met," says Lauren Potter, Marketing Manager, GTR at PVM.



PVM expects to grow Fruit-tella into its third biggest brand in travel retail in 2026.



### Ferrero Travel Market partners with Avolta for exclusive Kinder Crunchy Cookies launch in TR

Ferrero Travel Market has partnered exclusively with Avolta to introduce Kinder Crunchy Cookies into the global travel retail channel.

Following its success in domestic markets, Kinder Crunchy Cookies will be available exclusively in Avolta travel retail doors from September. With the biscuit category gaining strong traction in travel retail, Ferrero is seizing the opportunity to scale up its 'La Biscotteria' concept.

This partnership highlights the company's strategic focus on driving growth in the biscuit segment through innovation and retail collaboration, while enhancing value across the broader confectionery and food categories.

Offered in a 136g format with dedicated packaging developed exclusively for the travel retail channel, Kinder Crunchy Cookies combines the signature taste of Kinder milk and white chocolate with a biscuit crunch.

The travel retail introduction is supported by a 360-degree marketing campaign that incorporates in-store activations, strategic media investment and digital engagement initiatives, building awareness and excitement across key shopper touchpoints.

"The exclusive launch of Kinder Crunchy Cookies with Avolta marks another key milestone in our ambition to grow the biscuit category within global travel retail," commented Ferrero Travel Market General Manager Sergio Salvagno.