

**AT THE POINT OF SALE**

**Lancôme TRAM celebrates Mother's Day with "Smile to the Power of Flowers" activations**

Lancôme Travel Retail Americas brightened travelers' journeys during the month of May with a Mother's Day activation centered around the theme "Smile to the Power of Flowers."

Lancôme transformed high-traffic airport locations in São Paulo, Montreal, Toronto, and New York City into vibrant floral sanctuaries with a campaign that celebrated beauty, generosity, and the scientifically-proven happiness boost flowers provide.

The visuals featured an exclusive collaboration with contemporary artist Arne Quinze - who created a unique art piece for Lancôme, "Rose Journey" that was inspired by the garden of Lancôme's Domaine de la Rose.

The campaign also highlighted brand ambassadors Amanda Siegried, Julia Roberts, and Isabella Rossellini, celebrating its message of beauty across three generations.

Inspired by the emotional connection between flowers and well-being, Lancôme created a multi-sensory experience that invited travelers to explore the world of Lancôme through a variety of engaging touchpoints.

Travelers could curate their own Lancôme bundles, choosing from a selection of makeup, skincare, and fragrances, complemented by exclusive gifts with purchase. They were also able to personalize bottles with a hand-painted design.

In addition, Lancôme makeup artists were available to offer personalized consultations and product demonstrations, featuring hero products like Teint Idole Ultra Wear and L'Absolu Rouge.

A dedicated space also offered a curated selection of gifts.

Travelers could also discover their perfect foundation match using Lancôme's Shade Finder technology. *Continued on next page.*



**Cosmetics industry icon Leonard A. Lauder, The Estée Lauder Companies, passes away at 92**

Leonard A. Lauder, Chairman Emeritus of the Estée Lauder Companies, passed away on June 14. He was 92.

Leonard Lauder served as President of The Estée Lauder Companies from 1972 to 1995 and as Chief Executive Officer from 1982 through 1999. He was named Chairman in 1995 and served in that role through June 2009. Throughout his tenure at the company, he consistently challenged the status quo, developing and implementing innovative sales and marketing programs that revolutionized the beauty industry.

He created the company's first research and development laboratory, brought in professional management at every level, and was the driving force behind The Estée Lauder Companies' international expansion, helping to increase the company's sales and profits exponentially.

A legendary brand builder, Mr. Lauder led the launch of many brands including Aramis, Clinique, and Lab Series, among others. Until his death, he remained deeply involved in the company's acquisition strategy, including the acquisitions of Aveda, Bobbi Brown, Jo Malone London, La Mer, and M·A·C.

"Throughout his life, my father worked tirelessly to build and transform the beauty industry, pioneering many of the innovations, trends, and best practices that are foundational to the industry today," said William P. Lauder, son and Chair, Board of Directors, The Estée Lauder Companies. "He was the most charitable man I have ever known, believing that art and education belonged to everyone, and championing the fight against diseases such as Alzheimer's and breast cancer. Above all, my father was a man who practiced kindness with everyone he met. His impact was enormous. He believed that employees were the heart and soul of our company, and they adored him and moments spent with him. His warmth and thoughtfulness made an imprint on our company, the industry, and, of course, our family. Together with my family, The Estée Lauder Companies, and the countless people he touched, we celebrate his extraordinary life."

*Continued on page 2.*



Lancôme's travel retail Mother's Day animations featured exclusive "Rose Journey" visuals created by artist Arne Quinze, as shown here in São Paulo Guarulhos Airport.



Inspired by the emotional connection between flowers and well-being, Lancôme created a multi-sensory experience that invited travelers to explore the world of Lancôme through a variety of engaging touchpoints. Above left: Montréal-Pierre Elliott Trudeau International Airport, right: Toronto Pearson International Airport.

DIOR

## Parfums Christian Dior and International Shoppes add fashion jewelry collection to *Haute Parfumerie Boutique* in JFK T1

Parfums Christian Dior Travel Retail Americas and International Shoppes recently added Dior's Fashion Jewelry collection within the *Haute Parfumerie Boutique* in JFK airport Terminal 1.

The addition of 65 square feet dedicated to Dior's Fashion Jewelry

is a testament to the brand's commitment to modern elegance and refined aesthetics, according to Parfums Christian Dior.

The design seamlessly integrates clean lines and a sophisticated ambiance, reflecting Dior's fashion philosophy. The store's lighting is

designed to enhance the allure of the accessories, creating an inviting and luxurious environment.

This new addition not only expands the retail space but also elevates the shopping experience, so that every detail embodies the timeless elegance for which Dior is renowned.

The boutique offers an extensive selection of Fashion Jewelry, including a permanent collection alongside three to four exclusive seasonal collections each year. The range features a variety of earrings, necklaces, bracelets, and rings, with designs spanning classic to the contemporary.

Iconic collections such as Petit CD, Dior Tribales, and New Look reflect Dior's signature elegance and refinement, blending heritage with modern sophistication. The boutique also offers an exclusive, limited-edition collection of Couture Mallets—luxurious fragrance trunks designed to house the La Collection Privée bottles, featuring iconic Dior couture patterns.

“Our enduring partnership with Parfums Christian Dior continues to thrive with North America's first stand-alone boutique at our JFK T1 operation launched in 2023.

Building on the success of La Collection Privée (LCP), the boutique now features Dior Fashion Jewelry, showcasing the exquisite craftsmanship of the House's ateliers. Dior's jewelry collections perfectly complement the current offering of LCP with Dior Couture Eyewear and Dior Couture Mitzah's,” says Scott Halpern, Co-CEO of International Shoppes.

“Having proudly served JFK Terminal 1 since 1998, our collaboration with Dior Beauty reflects our shared commitment to delivering an unparalleled luxury experience for our passengers. This welcome addition of Dior Fashion Jewelry marks yet another milestone in our mission to elevate travel retail and bring passengers an extraordinary shopping destination,” he added.



*Dior's Fashion Jewelry collection at JFK Terminal 1 honors the timeless symbols that represent Christian Dior, while showcasing the craftsmanship of the House's ateliers, says the company.*

## Lancôme celebrates Mother's Day with “Smile to the Power of Flowers” activations *Continued from page 1*

“The retail design aimed to immerse travelers in the world of Domaine de la Rose, Lancôme's Iconic Olfactory,” said Roberta Decourt, Head of Retail Design Activations.

“Central to the design was the reinvention of rose codes, brought to life through elements such as flower carts, floor graphics, and gifting walls.”

“Our goal was to create an immersive experience that resonates emotionally with travelers,” said Loubna Benzakour, Head of Marketing for Lancôme.

“By connecting the scientifically proven happiness benefits of flowers with Lancôme's dedication to beauty and well-being, we aimed to deliver a moment of joy and create lasting memories.”

*Lancôme created a floral sanctuary in select airports celebrating beauty for Mother's Day. Left: Toronto; Right: Montreal.*



## Beauty industry icon Leonard A. Lauder dies

*Continued from page 1.*

Speaking for The Estée Lauder Companies, President and Chief Executive Officer Stéphane de La Faverie said, “Leonard Lauder was beloved by many and will be missed tremendously. To our employees at The Estée Lauder Companies, he was an inspiration and a champion. To the industry, he was an icon and pioneer, earning respect worldwide. His energy and vision helped shape our company and will continue to do so for generations to come. He was a deeply compassionate leader who cared profoundly about every person in the company. I feel privileged to have worked with Leonard, who has been the best mentor I could have dreamt to learn from. He will be remembered by all of us.”

The oldest son of Estée and Joseph H. Lauder, the founders of The Estée Lauder Companies, Lauder was a visionary and an innovator, helping transform the business from a handful of products sold under a single brand in US stores to the multi-brand, global leader in prestige beauty.

A private service will be held for friends and family. For those who wish, in lieu of flowers, memorial donations may be made to the Breast Cancer Research Foundation and the Alzheimer's Drug Discovery Foundation.

To see the full obituary issued by The Estée Lauder Companies, please [click here](#).

Andre Marzloff, Managing Director LVMH Beauty Travel Retail Americas, commented: “This exciting development is the result of a long-standing and valuable partnership with International Shoppes, whose unwavering support has played a pivotal role in making this expansion possible. We are also deeply grateful to Dior Couture for their collaboration, which has enabled us to extend our offer at JFK Airport, further strengthening the presence, and influence of the House of Dior in this key travel Hub.”

## Trump administration reportedly adding 36 more countries to travel ban; ForwardKeys predicts Trump Slump 2

U.S. news sources are reporting that President Donald Trump is considering adding 36 more countries to its travel ban that began earlier this month, according to *The Washington Post* and Reuters.

While the majority of the banned countries on the new list are in Africa, four Caribbean nations are also on the list, as well as several Pacific Island nations, and Central Asian countries.

As of June 9, citizens of 12 countries [were completely banned](#) from entry: Afghanistan, Burma (Myanmar), Chad, Republic of Congo (capital: Brazzaville), Equatorial Guinea, Eritrea, Haiti, Iran, Libya, Somalia, Sudan and Yemen. Visitors from an additional nine countries, including Cuba and Venezuela, were hit with partial immigration and travel bans.

The ban, which Trump said is to “protect the nation from foreign terrorist and other national security

and public safety threats,” went into effect on June 9.

According to data released by airline data analytics company ForwardKeys, the Trump administration’s first travel ban was “notably self-destructive and counterproductive because it alienated visitors from countries that were not banned.”

The term “Trump Slump” was coined by David Tarsh, Managing Director, Tarsh Consulting, in a press release for ForwardKeys, highlighting that effect, and showing how broader international tourism to the U.S. significantly suffered as a result.

The first ban, introduced on January 27, 2017, immediately led to an 80% drop in bookings from the targeted nations - Iraq, Syria, Iran, Libya, Somalia, Sudan, and Yemen - and caused a widespread slump of 6.5% from other global regions in the following week

alone, reported ForwardKeys.

Bookings from Northern Europe dropped by 6.6%, Western Europe fell by 13.6%, Southern Europe by 2.9%, the Middle East by 37.5%, and Asia Pacific by 14%.

According to Tarsh, this initial effect, compounded by a strong U.S. dollar, resulted in a sustained overall decline of 1.4% in U.S. international arrivals throughout 2017, at a time when global tourism was growing by 4.6%. Notably, European arrivals in the U.S., a critical market segment with nearly 40% share, declined by 2.3% for the year, and Asia Pacific, with a 23% share, fell by 3.8%.

Reflecting on the new travel restrictions, David Tarsh said: “Given what we’ve seen before, I would not be surprised if the same thing happens again. However, this time, the recent fall in the value of the U.S. dollar may soften the impact on US tourism exports.”

### BY THE NUMBERS

## ETRC: European airport duty free sales reach record levels in 2024

The European Travel Retail Confederation (ETRC) has released the ETRC Business Performance Index for the full year 2024, which reports that European airport duty free sales reached their highest value ever in 2024. According to the Index, total sales reached €9.50 billion, a +9.6% increase compared to 2023.

This achievement marks a significant step forward in the sector’s recovery, underscoring its resilience and vital role within the broader travel ecosystem as well as passenger experience, says the ETRC.

While unit sales continue to lag behind value and passenger growth, spend per passenger increased by +1.3% compared to 2023 and by +7.0% compared to 2019, influenced by inflation and shift in consumer behavior and purchasing

patterns.

Individual categories performed strongly in 2024, surpassing 2019 sales levels overall. However, alcohol remains below pre-pandemic figures, though Q4 showed encouraging signs.

### Ferry Index launched

The ETRC also launched the first edition of the ETRC Nordic & Baltic Ferry Index.

Developed in close cooperation with key ferry operators in the region, the newly launched Index, provides for the first time an accurate and comprehensive view of the Nordic and Baltic Ferry Duty Free sector, based on actual data shared by the region’s leading ferry operators.

Key findings reveal that the Nordic & Baltic Ferry Duty Free sector has experienced a mixed

recovery since the pandemic. In 2024, total value sales reached €686.4 million, down 5.2% on 2023 and 24.7% lower than 2019 levels.

This trend largely mirrors the evolution of passenger numbers, which also declined compared to both 2023 and 2019, against a challenging geopolitical backdrop for the region.

Notably, spend per PAX showed a very strong increase following the pandemic but has since settled back to a level comparable with 2019.



## International air passenger enplanements to the U.S. continue to fall in May

Overseas visitation to the United States continues to show declines, falling 2.8% year-over-year in May.

Data released this week by the National Travel and Tourism Office reports that non-U.S. citizen air passenger arrivals to the United States from foreign countries in totaled 4.735 million, down 5.3% compared to May 2024.

Overseas visitor arrivals totaled 2.959 million in May, which reached 84.1% of pre-pandemic May 2019 volume, down from 85.6% in April 2025.

Canada citizen arrivals by air to the U.S. were down 12.4% compared to May 2024.

While U.S.-international air traffic passenger enplanements totaled 23.021 million in May 2025, down 0.8 percent compared to May 2024, this number includes U.S. outbound travel, which continues to grow. In fact, U.S. citizen air passenger departures from the United States to foreign countries totaled 6.855 million in May 2025, up 1.7% from May 2024.

### World region highlights

Total air passenger travel (arrivals and departures) between the United States and other countries were led by Mexico (3.210 million, -2.1% YOY), Canada (2.563 million, -8.3% YOY), the United Kingdom (1.959 million, -3.1% YOY), Germany (1.044 million, +2.2% YOY), and France (916,000, +4.1% YOY).

But a closer look at the numbers shows that while U.S citizen departures were up 23.4% compared to May 2019, European citizen arrivals were down 18.4%.

South/Central America/ Caribbean totaled 5.285 million, down 3.8% from May 2024.

Asia totaled 2.663 million passengers, up 4.6% over May 2024, but still down more than 19% compared to May 2019. Furthermore, Asian citizen arrivals to the U.S. were down 35% compared to May 2019, whereas U.S. citizen departures were up 16.8%.

## Coty Travel Retail debuts Lancaster's Skincare range in Argentina, Brazil and other global TR



*The Lancaster Sun Beauty range at Ezeiza International Airport in Buenos Aires, Argentina.*

Coty Travel Retail is debuting Lancaster's full skincare ranges in major Travel Retail locations across Argentina, Brazil, Greece, Spain, France, Germany, Turkey and China, bringing its skin repair as well as sun protection solutions to more travel hubs around the world.

Visitors traveling to Buenos Aires, Sao Paulo, Athens, Barcelona, Las Palmas, Palma, Cologne, Nice, Ercan and Hong Kong will be able to immerse themselves in Lancaster's science-backed reparative skincare to photo-protection and photo-repair solutions. These include Lancaster's signature "Golden Lift" skincare collection as well as

the carefully curated "Sun Perfect" and "Sun Beauty" ranges, fusing innovative technology with cutting-edge formulas to protect, restore, and revitalize the skin.

"We are thrilled to introduce Lancaster's legacy of expertise and excellence to more travelers across the globe, further demonstrating how Travel Retail can serve as an exciting channel for consumers to interact with iconic products in new ways," said Caroline Andreotti, Chief Commercial Officer of Prestige at Coty. "This expansion is a testament to Lancaster's strong portfolio of pioneering solutions for a wide variety of skin needs and preferences, drawing on its double expertise in sun care and skincare to deliver highly effective products."

Since its conception in Monaco in 1946, Lancaster has been a pioneer in the field of photo-aging, combining cutting-edge scientific research with luxurious textures to deliver unparalleled skin protection and repair. Developed in collaboration with leading dermatologists and scientists, Lancaster's patented technologies provide multi-level photo-protection that targets 100% of the sun spectrum, while its reparative skincare helps mitigate the effects of UV- and sun-induced damage at the cellular level.

## Dolce&Gabbana celebrates summer with new Light Blue fragrances and campaign



*Dolce&Gabbana celebrates summer with the original Light Blue fragrances, joined by newcomers Light Blue Capri In Love Eau de Parfum and Light Blue Capri In Love Pour Homme Eau de Parfum*

Dolce&Gabbana has released a new summer campaign and two new flankers for its Light Blue collection.

The new campaign, which comes 25 years after the debut of the original Light Blue fragrances, again visits Capri, this time featuring model Vittoria Ceretti and actor Theo James.

The original Light Blue Eau de Toilette and Light Blue Pour Homme Eau de Toilette evoke sun-drenched days on the island of Capri, says Coty. Master perfumer Olivier Cresp creates the women's version: lemon, apple, and cedarwood; Alberto Morillas crafts the men's fragrance with a woody aromatic blend of lemon, rosemary,

and patchouli.

The bottles, with satin glass and blue enameled caps, are designed to capture Italian elegance.

The new versions, *Light Blue Capri In Love Eau de Parfum* and *Light Blue Capri In Love Pour Homme Eau de Parfum*, continue to capture the essence of Capri.

Perfumer Emilie Copperman brings the women's fragrance to life with a blend of jasmine tea, apple, and spicy Longoza.

For the men's scent, Alexandra Carlin blends black pepper, Capri fig and patchouli.

Both fragrances are presented in bottles featuring blue majolica designs in tribute to Capri's decorative artistry.

## New Cool Elixir fragrance marks 100 years of House of Davidoff

Davidoff has extended its Cool Water Collection with an intense new addition, Cool Elixir, which adds oud and lavandin absolute and rose oxide molecule to the original fresh marine accords. Cool Elixir comes on the 100th anniversary of the founding of the house of Davidoff by Zino Davidoff.

Cool Elixir was developed through a unique approach with three perfumers: Jean-Christophe Herault, a student of perfumer Pierre Bourdon, who composed the original Cool Water almost 40 years ago in 1988, Nelly Hachem-Ruiz and Anne Flipo.

The creative trio brought different facets of their artistic vision, inspiration and ingredient expertise to the project.

A deep blue faceted bottle with a weighted cap signals the intensity of the fragrance, presented in a luxurious royal blue box with a stamped gold label that makes a sophisticated impression.

### "Block-buster" campaign

Davidoff has cast actor Charles Melton as the face of Cool Elixir. A rising talent with 5.4 million followers on Instagram, he reflects modern masculinity on and off

screen. Known for his roles in *Riverdale* and *May December*, he is the epitome of a "gentleman adventurer" who encapsulates the Davidoff man. With his multicultural background, Melton reflects a more inclusive masculinity, says Coty.

Davidoff's launch of Cool Elixir includes a campaign starring Melton diving into the ocean's depths in search of a bottle guarded by a mythical sea dragon. The dragon is joined by American singer and model, Annahstasia Enuke,

playing a guardian temptress.

The campaign is produced by Loni PeristeEnekere, the award-winning American director and producer behind *House of the Dragon*.



## Estée Lauder launches Re-Nutriv Ultimate Diamond Age Reverse Eye Creme in travel retail



Estée Lauder is introducing its latest Re-Nutriv Ultimate Diamond innovation in travel retail with the NEW Re-Nutriv Ultimate Diamond Age Reversal Eye Crème.

The new cream claims to deliver visible age reversal in “3 Youth Zones” starting within seven days: the eyelid, corner and under-eye. Backed by 15+ years of longevity skin science and infused with Re-Nutriv’s exclusive SIRTIVITY-LPTM™ technology, the cream activates skin’s peak performance in the delicate eye area, making skin feel firmer and looks smoother, less lined and more lifted. Under eyes, including dark circles, are brightened.

The Eye Creme intensely replenishes vulnerable eye skin and reawakens eyes’ youthful contours.

The Estée Lauder Re-Nutriv Ultimate Diamond Age Reversal Eye Creme is now available at Estée Lauder Travel Retail airport and downtown doors across Asia Pacific, EMEA and the Americas.

To celebrate the official launch of Estée Lauder Re-Nutriv Ultimate Diamond Age Reversal Eye Creme in travel retail, Estée Lauder held a major event for brand fans and VIP shoppers in Hainan in April.

Estée Lauder continued the launch with an in-store event for brand fans in Sanya with a special appearance by rising star Xinhai Chen.

## Nikka Japanese Whisky extends partnership with MONARQ Group to US Cruise

Nikka Japanese Whisky has extended its partnership with MONARQ Group to the US Duty Free Cruise Channel.

The new extended distribution agreement builds on MONARQ’s successful collaboration with the brand across Latin America and the Caribbean.

MONARQ Group will introduce the Nikka range—including Nikka Whisky From The Barrel, as well as its Coffey Vodka and Coffey Gin—to selective cruise passengers.

“We are pleased to further strengthen our partnership with MONARQ Group to include the strategic US Duty Free Cruise Channel. As this segment continues to rebound and grow, it presents an exciting opportunity to connect with international consumers seeking high-quality and distinctive spirits,” says Kentaro Yamamoto, Regional Manager of Business Development for Nikka. “We are truly delighted that this opportunity allows us not only to continue

servicing our loyal Nikka customers, but also to deliver our products to those who have yet to experience them. MONARQ’s proven track record and under-standing of the channel make them the ideal partner to pursue this endeavor,” he adds.

Robert de Monchy, Founder and CEO of MONARQ Group, added: “After a successful roll-out of Nikka in Mexico and the Caribbean markets, we are proud to bring this iconic Japanese brand to the US Duty Free Cruise Channel. Nikka’s authenticity and commitment to excellence align perfectly with the elevated expectations of today’s cruise shoppers. We look forward to building brand visibility and driving growth together.”



## La Mer brings “Arrive Hydrated” campaign to travelers this summer

Estée Lauder brand La Mer has introduced the “Arrive Hydrated” Day & Night Collection, a curated regimen designed exclusively for Travel Retail. The collection invites travelers to nourish their skin with hydration from departure to destination.

La Mer’s in-flight ritual encompasses four steps:

Step 1: Prep with *the Treatment Lotion*, which is said to deliver a rush of liquid energy for an energized, balanced complexion.

Step 2: Hydrate by day - *The Moisturizing Soft Cream*, a signature of the La Mer legacy, helps plump from within skin’s surface for a firmer, fuller look.

Step 3: Restore by night - *The Rejuvenating Night Cream* features a sumptuous texture that melts into the skin, visibly reversing signs of aging by morning.

Step 4: Brighten the eye area - *The Eye Concentrate* is a rich, revitalizing cream that reduces the appearance of dark circles, fine lines, and wrinkles.

To follow the prescribed in-flight ritual, La Mer has introduced two travel exclusive “Arrive Hydrated” duos.

**The Day & Night Duet:** Tailored for 24-hour hydration, this duo pairs *The Moisturizing Soft Cream* for daytime renewal with *The Rejuvenating Night Cream* for overnight care.

## KitKat/Formula 1 partner in Mexico City & Brazil

The landmark global partnership between KitKat and Formula 1, first announced last November, will see KitKat integrated into the world of Formula 1 in Mexico City and Brazil.

The three-year collaboration – making *KitKat* the Official Chocolate Bar of Formula 1 – marks Nestlé’s largest global brand partnership to date and will play a key role in Nestlé International Travel Retail’s consumer engagement strategy in 2025.

Together with McLaren F1 reserve driver and Mexico native Pato O’Ward, KitKat will create memorable moments for race goers and build on the passion of the home crowd. Fans can enjoy a dedicated activation in the Fanzone for the chance to win Paddock Club tickets, Grand-stand tickets and exclusive Formula 1 x KitKat merchandise.

Later this summer, fans in Brazil will have the opportunity to win tickets to the 2025 Sao Paulo Grand Prix through KitKat’s on-pack promotion. An F1 activation at the São Paulo/ Guarulhos International Airport will also take place in October, with plans to expand to other major international airports throughout 2026.

**The Night Pair:** The Eye Concentrate and The Rejuvenating Night Cream—perfect for mid-air renewal.

La Mer’s “Arrive Hydrated” experience is available at select Downtown Duty Free locations and airport counters around the world.



**AT THE POINT OF SALE**
**Proximo Spirits reveals Maestro Dobel Tequila activation at JFK featuring first Levita ‘floating bottle wall’ spirits showcase**

Proximo Spirits has partnered with travel retailer DFS to launch an exclusive ‘floating bottle’ wall bay activation for its Maestro Dobel Tequila brand at New York JFK International Airport, Terminal 4. The activation echoes Maestro Dobel’s ‘Smoothness Mastered’ campaign.

The new Maestro Dobel Tequila wall bay fixture is exclusive to the JFK T4 duty free location and is designed in collaboration with Levita, a technology company known for its luxury brand partnerships and visual merchandising techniques where products appear to float in window displays.

After its launch on May 19, the new Maestro Dobel Tequila wall bay became a permanent fixture at JFK T4.

The fixture is split into two halves: the top part is dedicated to the Levita magic technology display with the bottom part used for merchandizing the latest expressions from the Maestro Dobel

range such as Diamante Reposado, Diamante Cristalino and Diamante Blanco.

**US Open Tennis sponsor**

In August, Maestro Dobel Tequila is continuing its sponsorship of the US Open as the tennis tournament’s ‘Official Tequila’ this year with an enhanced presence where tennis meets tequila. Dobel Tequila Ace Paloma will be available at lounges and carts. Also in August, there will be a Maestro Dobel Tequila US Open concourse activation outside the T4 retail location where travelers will have the chance to take part in giveaways and snap up US Open themed GWP’s.

“Since Maestro Dobel Tequila became the official tequila sponsor for the US Open in 2023, it has been a very successful partnership in both domestic and duty free markets,” said Roy Summers, head of GTR for Proximo Spirits. “This year looks to be even stronger with

the launch of our activation and eye-catching wall bay at JFK. The Levita magic technology is captivating and is sure to wow travelers, elevating the Maestro Dobel Tequila range in association with this top tier sporting event,” he added.

“We’re proud to debut Levita’s innovative technology in a U.S. travel retail environment for the first time. Partnering with Dobel to bring this innovation to life sets a new standard for how luxury spirits can be presented — blending cutting-edge technology with exceptional brand storytelling. Together, we’ve created an elevated, eye-catching display that truly redefines premium retail visibility.

Dobel’s commitment to craftsmanship and luxury aligns perfectly with Levita’s vision of revolutionizing product presentation. This collaboration represents a shared pursuit of excellence and innovation,” said Stéphanie Hourlay, Project Manager for Levita.

Levita was founded in 2018 by Clement Kerstenne and Phillippe Bougard, two experienced and passionate magicians, who developed the world’s only fully controlled levitation technology.


**Patrón Cristalino pops up at MIA with eco-conscious activation**

Bacardi Global Travel Retail has launched an exciting eco-friendly pop-up activation at Miami International Airport in June for Patrón Cristalino.

The month-long promotion celebrates the new super-premium crystal-clear, oak-aged Patrón expression but also reinforces the company’s commitment to reducing its impact on the environment by repurposing key structures from previous Patrón activations at MIA.

Bacardi Global Travel Retail has reused and refreshed the pop-up’s signature agave-inspired lattice bar structure, a fixture used at MIA for three consecutive years.

By re-imagining existing promotional materials, waste is reduced, says the company.

The sleek, circular tasting bar, adorned in the iconic white, green and gold palette of Patrón, invites travelers to sample Patrón Cristalino, a blend of aged 100% Blue Weber agave añejo tequila filtered through charcoal.

Patrón is the top-selling super-premium tequila in travel retail, with a 47% market share (IWSR 2024). Patrón Cristalino debuted in GTR earlier this year, following high-end releases Patrón El Cielo and Patrón El Alto, both of which have performed well across the Americas duty free market.

“Patrón Cristalino is redefining the fast-growing cristalino category and Miami Airport is the perfect stage to introduce it to discerning travelers,” said Geoff Biggs, Regional Director Americas,



Bacardi Global Travel Retail. “By reusing our pop-up infrastructure, we’re proving that making sustainable choices and luxury can go hand in hand.

“It’s a virtuous circular business model we are hoping to use in promotions at other high-profile airport locations.”