

## U.S. will not lift inbound travel restrictions at this time due to spread of COVID-19 Delta variant

The United States announced on Monday (July 26) that it will not lift any existing travel restrictions at this time due to concerns over the COVID-19 Delta variant and the rising number of U.S. coronavirus cases.

The decision means that the travel restrictions that have prevented thousands of people from visiting the United States since early 2020 will not be lifted in the short term, according to *Reuters*. Many analysts had expected the restrictions to be eased in the next few weeks.

According to the CDC website, the existing travel restrictions include most travelers from: China, Iran, European Schengen area (Austria, Belgium, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Slovakia, Slovenia, Spain, Sweden, Switzerland,

Monaco, San Marino and Vatican City), United Kingdom (England, Scotland, Wales and Northern Ireland), Republic of Ireland, Brazil, South Africa and India.

As *TMI* reported, last week the U.S. Homeland Security Department said U.S. land borders with Canada and Mexico will remain closed to nonessential travel until at least Aug. 21, even as Canada said it would begin allowing travel from fully vaccinated American tourists starting Aug. 9.

In June, the European Union had also added the U.S. to a list of countries for which travel restrictions should gradually be lifted.

*Business Travel News* reports that the rising numbers of the highly contagious Delta variant is behind the decision. Citing the weekly update from the Centers for Disease Control and Prevention issued last Friday, *BTN* says that the seven-day average of 40,246 new daily COVID-19 cases was up 46.7% from the prior week.

The Delta variant now makes up more than 83% of recent U.S. cases, says the CDC.

In the last two weeks, cases have increased 171% nationally, and the death rate is up 19% over the week before, reports *USA Today*.

### U.S. Travel Association

Executive Vice President of Public Affairs and Policy Tori Emerson Barnes represented just one organization protesting the decision, issuing a statement urging the Biden administration "to revisit its decision in the very near term and begin reopening international travel to vaccinated individuals, starting with air corridors between the U.S. and nations with similar vaccination rates."

She noted that "closed borders have not prevented the Delta variant from entering the U.S. while vaccinations are proving incredibly durable to the virus' evolution."

### U.S. continues air travel recovery, but still below 2019 volumes

The 18 largest U.S. airlines – which account for more than 90% of air traffic --carried 56.6 million passengers in May, up 19% over April of this year. Despite the uptick, this was still 30% below 2019 levels, the U.S. Bureau of Transportation Statistics said last Monday.

The airlines carried 27% fewer domestic passengers and 51% fewer international passengers in May than in pre-pandemic May 2019 when there were 81 million passengers.

In April 2020, airlines carried only three million passengers, which was the lowest monthly total in BTS records dating back to 1974. The previous low was 14.6 million passengers in February 1975.

Traffic in May was up more than 600% over what U.S. airlines carried in May 2020 during COVID-19 shutdowns when there were just 8 million U.S. airline passengers.

For June, the International Air Transport Association (IATA) reports that U.S. domestic traffic improved from a 25.4% decline in May versus the same month in 2019, to a 14.9% decline in June.

### International traffic

**North American** carriers' June demand fell 69.6% compared to the 2019 period, improving from the 74.2% decline in May versus two years ago, reports IATA.

**Latin American** airlines saw a 69.4% drop in June traffic compared to the same month in 2019, improved over the 75.3% decline in May compared to May 2019.

Globally, IATA reported total demand for air travel in June 2021 was down 60.1% compared to June 2019. That was a small improvement over the 62.9% decline recorded in May 2021 versus May 2019.

## ACI World and Duty Free World Council form new training partnership

Airports Council International (ACI) World and the Duty Free World Council (DFWC) this week signed a Memorandum of Understanding fostering a closer strategic partnership for training of front-line and management staff.

The strategic cooperation will include the hosting of DFWC Academy online training courses in ACI's Online Learning Centre to provide new staff training and advanced training for professionals in the aviation sector and also in the maritime sector and across the broad sweep of brands found in travel retail – all accessible through the same platform.

ACI Global Training and the DFWC Academy will apply advanced training methods and modules to develop other future

joint education programs that will benefit members of both organizations.

The partnership will provide more opportunities for industry employees to access professional development and education, executive leadership, professional accreditation, subject-matter competency, and training courses.

"Around 60% of aviation jobs are at airports and airports recognize the importance of commercial activities as job generators, such as retail and duty free," ACI World Director General Luis Felipe de Oliveira said. "The airport community recognizes that learning and development - how staff are developed, how they work, and how they are supported in their professional goals – is a key contributor to

success and this partnership will help enrich this work. Working together with other organizations in our ecosystem will improve cooperation among the stakeholders and will help not only on the recovery of the industry but in forging the way forward into the future."

DFWC President Sarah Branquinho said that learning and development will be more important than ever in the near future as our industry recovers from the enforced closures and disruptions of the last twelve plus months.

"A lot of retail experience and expertise has, unfortunately, been lost and our industry will welcome many new staff members as stores re-open across all travel sectors, aviation and maritime," Sarah Branquinho said.

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## New Seaports Report shows Florida's ports poised for recovery in 2021 as fundamentals of cruise industry remain strong

The Florida Seaports Transportation and Economic Development Council (FSTED) has released [Seaport Mission Plan: Navigating Beyond the Pandemic](#), providing in-depth data on COVID-19's impact, as well as forthcoming opportunities, for Florida's 15 seaports.

Prepared by FSTED since 1990, this annual report provides data on cargo and cruise activities at Florida's seaports, as well as updated international trade data for Florida.

"While most individual seaports experienced declines consistent with the overall trend for 2020, Florida's 15 seaports are resilient, and we expect to see a near complete recovery in 2021," said **Michael Rubin**, FSTED Program Administrator.

"With \$3.3 billion in capital improvements at Florida's seaports identified over the next five years, we expect our ports to continue playing a leading role in job creation and economic growth."

Highlights from the 2021 Seaport Mission Plan include:  
\*Waterborne trade value decreased 16% compared to 2019, down \$14.1 billion.

\*Breakbulk cargo grew 8.8% to 7.8 million tons in 2020 yoy.

\***South and Central America** and the **Caribbean** remained as Florida's top trade partner region, and accounted for a larger percentage of total trade in 2020 than in 2019.

\***Japan** topped **China** as Florida's leading import trade partner in 2020 for the second year in a row.

\*With COVID-19 bringing cruise sailings to a halt in 2020, Florida's 158,992 cruise-related jobs, and \$8.1 billion in economic activity were severely impacted.

**However, fundamentals of the cruise industry remain strong** and the combination of pent-up demand and widespread vaccinations are expected to result in a full long-term recovery of the industry.

Of the \$3.3 billion in seaport capital improvements identified over the next five years, more than 70% (\$2.3 billion) is slated for Atlantic coast seaports, with the remaining 29% (\$972.8 million) dedicated for Gulf coast seaports. The largest planned investments are for:

Existing berth rehabilitation and repairs – 25.9%

Cruise terminals – 20.3%

Cargo terminals – 19.4%

Channel and Harbor deepening – 8.9%

## U.S. Circuit Court reverses course on COVID-19 cruise ship regulations, lifting CDC's safety measures-- again

In what some observers are comparing to a game of ping-pong, things have changed again for the cruise industry in Florida.

The same Eleventh Circuit panel that reinstated the Centers for Disease Control and Prevention's coronavirus pandemic-related restrictions on the cruise industry on July 17, reversed course one week later, allowing a Florida federal judge's decision lifting the restrictions to go into effect, reports Hospitality Law 360.

Judges for the U.S. Court of Appeals for the 11th Circuit in Atlanta reversed their earlier decision, siding with the state and ruling that the Centers for Disease Control and Prevention cannot impose COVID-19 safety rules on cruises sailing from Florida ports this summer.

The ruling was a victory for Florida Governor Ron DeSantis, who first filed the lawsuit against the CDC in April. Since then the courts have gone back and forth in decisions, siding first with the CDC and then with the state. The state has argued the CDC's COVID-19 safety measures for

cruise ships have harmed Florida's economy and contributed to unemployment rates, and that the CDC's requirements were unconstitutional and the agency was overstepping its bounds.

The Governor has gone so far as to threaten substantial fines to cruise lines that demand passengers be vaccinated before sailing.

A Federal judge in June granted a preliminary injunction against the CDC's measures, siding with Florida. His ruling meant that the CDC measures would become recommendations rather than rules by July 18. The July 17 ruling reinstated the health restrictions, but last week's decision agreed with the original ruling that the CDC could not enforce its COVID safety rules on cruise ships in Florida.

Meanwhile, most cruise lines have been working to meet the CDC requirements and have adopted stringent industry-wide health and safety protocols.

To further complicate the situation, Florida is currently experiencing one of the highest increases in COVID-19 cases in the country.

**UPDATE:** Both Carnival Corp. and Royal Caribbean, among other cruise lines, have indicated that they will continue to voluntarily follow all CDC guidelines and recommendations, especially since the protocols instill public confidence in cruising. *Seatrade Cruise News* reports that while the CDC's conditional sailing order may be non-binding in Florida now, ships are still subject to inspection to prevent the spread of communicable diseases like COVID-19 and may be detained.

## Bahamas Paradise Cruise Line resumes sailing after 16-month pause

Bahamas Paradise Cruise marked a major milestone on July 24, resuming commercial operations after an extended 16 month pause due to the coronavirus pandemic.

The cruise took place after the cruise line successfully completed a closed group test sailing, as mandated by CDC protocols.

The family-owned and operated cruise line's flagship vessel, *Grand Classica*, set sail from the Port of Palm Beach to Grand Bahama Island, marking the return of the line's popular two-night 'micro-cation' cruise vacations.

In an effort to ensure the health and safety of all passengers and crew, Bahamas Paradise Cruise Line has implemented extensive cleanliness protocol, and will adhere to all policies outlined and required by the CDC's Framework for Conditional Sailing Order.

### PEOPLE

**Leidys Tobenas** has joined Drinks Distribution & Marketing Group **MONARQ** as International Marketing Manager. Her extensive career includes senior marketing positions at William Grant & Sons, Pernod Ricard, Remy Cointreau and Essence Corp.

**Glorimar Figueroa** has been named Director of Marketing at **Duty Free Americas**. Well-known in the travel retail industry throughout the Americas, Figueroa spent more than 22 years with JCDecaux, most recently as National Sales Manager. She can be reached at [Gfigueroa@dutyfreeamericas.com](mailto:Gfigueroa@dutyfreeamericas.com)

## Starboard celebrates Italian Renaissance-Inspired retail experience aboard new *Costa Firenze*

Starboard Cruise Services celebrates Florence and a Renaissance-inspired retail experience on board *Costa Firenze*, the new ship of Costa Cruises, which left the port of Savona July 4 on her first cruise.

The memorable shopping is defined by distinct Italian designers, ship-exclusive collections, and limited time experiences enhanced by a unique retail concierge service.

The Galleria Shops on *Firenze* span 13 stores offering categories from fine jewelry and apparel to handbags, trip souvenirs and travel essentials. Rotating Italian-themed collections -- featuring Florentine keepsakes such as pottery, magnets, miniatures, keyrings and more -- will have merchandise refreshed twice on each voyage.

In another innovation, the shops also provide a Retail Concierge service that offers stateroom shopping, private retail appointments and concierge-led store outings.

"Appealing to Costa's incredibly diverse guests, our teams have created an authentic Italian-style shopping experience amplifying our partner's vision to bring the warm Italian hospitality to sea," says Lisa Bauer, Starboard's president and CEO.

"*Costa Firenze* represents a further step of our long-term partnership with Costa Cruises. It really has been a pleasure working closely together to capture the spirit of the Italian brand and creating personalized onboard retail experiences for its unique guest profiles."

### Destination-defining designers

*Costa Firenze's* shopping is inspired by Italian culture and brands, such as Italian leather bags for men and women from Ferragamo, fashion jewelry from Ciclamini, handmade artistic statement jewelry from Myto Firenze, and a collection of colorfully designed totes, clutches, crossbodies and bucket bags from Save My Bag.

New to European guests, luxury vintage brand, What Goes Around Comes Around, offers a curated selection of designer handbags from Louis Vuitton.

Also debuting are the Together as One collection of diamond ring enhancers.

### Limited time luxury brands & TR exclusives

Fashionable men's professional clothing brand Stone Rose, and Lemlem, an artisan-driven African-made resort wear brand founded by supermodel, Liya Kebede, will be offered onboard for a limited time. Di Modolo fine jewelry will also debut soon after launch for the first time at sea.

*Costa Firenze* will also carry Bally Escapes' travel retail-exclusive collection of multifunctional travel backpacks, carry-on bags and accessories.

"*Costa Firenze* is the perfect ambassador of Italian style, which we have combined with a series of product innovations designed especially for families and couples. The on-board shop offer completes the immersive Italian cruise vacation experience for all our European guests," says Giuseppe Carino, Vice President, Guest Experience and Onboard Sales.

Designed and built by Fincantieri, *Costa Firenze* is the fourth Costa ship to sail again in 2021, after *Costa Smeralda*, *Costa Luminosa* and *Costa Deliziosa*, following the company's gradual restart of guest operations.



Guests onboard the *Costa Firenze* can own a piece of Italian culture by shopping Florentine designer handbags, such as Ferragamo, Italian contemporary-traditional leather craftsmanship designed bags for men and women.

## Starboard pairs adventurous, luxury retail with first Crystal ship custom built for exploration

Starboard has also partnered with Crystal Cruise Line to create a highly curated adventurous-luxury shopping experience aboard the *Crystal Endeavor*, its first purpose-built expedition vessel, which set sail from Reykjavik, Iceland on July 17, 2021.

The shipboard shopping includes limited-time merchandise and destination-related, artisanal collections inspired by the ship's planned itineraries.

For initial voyages, guests can shop from a range of relevant goods that include a selection of outerwear accessories for polar climates, cold weather skin care and sun protection technology (polarization and UV protection).

"The vision for *Crystal Endeavor's* retail concept exemplifies adventurous with an element of practicality complemented by a flexible merchandise approach that equips guests to explore exotic,

undiscovered destinations with comfort, style and craftsmanship," says Lisa Bauer, Starboard's president and CEO. "The fresh approach on retail is perfect for adventure travel while maintaining Crystal's ultra-luxury standard."

Among the more unique retail offerings Starboard is offering onboard are Alpaca Apparel clothing; Caudalie French-skincare, which is an extension of Crystal's new in-suit amenity experience; Herschel Supply Co. bags; Hubert Jewelry created from rare, ethically sourced, one-of-a-kind diamonds and gemstones; Lat & Lo, the first jewelry line of inscribed latitude and longitude coordinates with the offering onboard planned to reflect the itineraries and Swarovski Optik binoculars, complementing Crystal's Swarovski Spotting Scopes that guests will find on deck to view the spectacular surroundings.

"The launch of Crystal's first vessel designed exclusively for expedition cruising needed the retail program to be customized for adventurous world travelers. The daring retail program elicits exploratory shopping and accentuates the unique guest cruise journey," says Jack Anderson, Crystal's president. "The onboard curated products significantly strengthen the new standard of luxury expedition cruising."

*Crystal Endeavor* will offer 10-night voyages around Iceland.



The Facets & Apropos onboard boutique onboard *Crystal Endeavor*

## Uruguay Chamber of Free Shops: business improves and new tourism classification for border stores to benefit operators

Carlos Loaiza, Secretary General of the Chamber of Free Shops in Uruguay, reports that the border business has been experiencing "very good evolution in terms of the pandemic" since the reopening of border duty free shops in Uruguay, and that his organization has made some strides with government regulations that could benefit the retailers.

Since the reopening of the Uruguayan border duty free shops at the end of May, the numbers have been good, due to the large share of people vaccinated in Uruguay. Uruguay is number three in the world in terms of the share of people fully vaccinated with two doses.

"We are still down on 2019 sales figures but doing pretty well overall," he reported.

Commercially, Loaiza compared border sales from 2019 with the same period on 2021 and sales are down only 16%, which is a very good number, he said. Importantly, the average ticket has increased by 19%. This is a promising trend, he added.

"We are observing a slow return of a tourist with high purchasing power. We have not seen this for many years so this is good news for the sector."

By product category, the borders are not seeing a big difference between 2019 and 2021: spirits are still the number one category with about 35% of the basket, followed by fragrances (22%), clothing (20%), electronics (19%) and others (4%).

### Holistic approach to regulatory efforts

From a regulatory standpoint, the Chamber of Free Shops in Uruguay tries to adopt a holistic approach when in discussions on important regulatory issues with the governments, said Loaiza.

For the short term, the Chamber succeeded in getting the border shops classified as tourist operators. This gives them immediate access to certain benefits, such as access to loans and certain tax exemptions, as well as special unemployment benefits, he explained.

For the long-term, the Chamber has continued to work with the Ministry of Economy, the Customs Authority and the Tax Authority in an effort to achieve a more level playing field between the Uruguayan and Brazilian regimes.

First, the chamber is working on what it calls a negative list, exchanging lists of products that are not sold in Uruguayan border stores, but could be, in an effort to offer the same product categories that are sold on the Brazilian side of the border.

Second, the Chamber is looking at E-commerce, examining how to develop new technological and logistical mechanisms that will enable the Uruguayan border operators to sell and transport goods sold online to Argentina and Brazil.

"It would be very important to develop this new channel of sales," said Loaiza.

In other important news, Donagaray reported that Paraguay has reduced the **(ISC) Selective Consumption Tax\*** on spirits and perfumes sold on the border by as much as 50%, in order to make the local retailers more competitive with border stores in Brazil and the loss of tourism by COVID 19. [Ed. Note: this is in an effort to make the prices on both sides of the border more in line with each other.]

"Operators are beginning to feel the impact of stores opening in Falls de Iguazu, and it shows how we must move forward in the Mercosur on harmonization," he said.

*\*Selective Consumption Tax: A tax that levies the use or consumption of products that are not considered essential; such as alcoholic beverages, perfumes, jewelry, watches and weapons; as well as products that pollute, such as fuels.*

## ASUTIL: Vaccination pace slowly picks up in South America

The vaccination process is going forward in South America, albeit slowly, reported José Luis Donagaray, Secretary General of South American Duty Free Association ASUTIL during a far-ranging webinar last Wednesday.

With an average of only 18% of the population currently fully vaccinated in the region, Donagaray confirms that the region is still far behind North America and the European Union. Numbers reported by Gonzalo Yelpo, Legal Director, ALTA, the Latin American and Caribbean Air Transport Association, shows that a little more than 39% of the population has received at least one shot at this time. This is up significantly since the figure was 20% at the beginning of June.

But the level of vaccinations vary with country, Donagaray says. Uruguay and Chile, for example, are leading the vaccination process (#2 and #3 in the world in terms of share of population vaccinated).

Further complicating the situation, the variety of vaccines can vary by country. Argentina was using some Russian vaccines, and Chile was using the Chinese vaccine, which are not accepted in all other countries.

But Argentina announced that it has signed an agreement with Pfizer for 20 million vaccine doses, and also signed with AstraZeneca-Moderna, so that country should be able to vaccinate many more people in the next months.

"With two doses the people can get good immunity so Argentina can open the borders," said Donagaray. "Slowly but steady we are moving forward and opening our borders."

The rest of the region falls much lower. Colombia reports that 22% of the population have received two doses, Brazil comes in at 18%, Argentina – 13%, and Ecuador - 12%.

These are followed by Bolivia and Paraguay, which have only 7% and 4% respectively.

*Speakers at the July 28 ASUTIL webinar included (from top) José Luis Donagaray, ASUTIL Secretary General; Arnaud de Volontant, VP Conferences, Tax Free World Association; Dufry's Gustavo Fagundes, ASUTIL President; Gonzalo Yelpo, Legal Director, ALTA; and Carlos Loaiza, Secretary General of the Chamber of Free Shops in Uruguay. Not shown: Alvaro Neto CEO, Nicaragua & Mexico, Dufry Group.*





Diversity Makeup, Empowerment Fragrances and NoFilter Skincare are some of the promotions taking place at select DFS Group stores during August at the "Best of You" First Class Beauty campaign.

## DFS celebrates "Best of You" during 7<sup>th</sup> annual First Class Beauty campaign

DFS Group is showcasing its customers' individuality and diversity during its 7<sup>th</sup> annual First Class Beauty campaign.

Throughout August, the beauty retailer is featuring a month of exclusive products and activations from leading beauty brands.

Select DFS stores in Australia, Hong Kong, Japan, Macau, New Zealand and North America – including at Los Angeles International Airport, San Francisco International and New York JFK International -- will be transformed into a beauty playground for customers to experience and shop the latest skincare, makeup and fragrances.

This year's edition of First Class Beauty,

themed "Best of You," celebrates individuality and encourages customers to enhance and embrace their unique beauty.

Through a variety of activations and pop-ups, the campaign aims to spark empowerment, recognize diversity and support customers to showcase their best no-filter looks.

Among the participating brands are Giorgio Armani, Clarins, Guerlain, YSL, Sisley, Givenchy, Shu Uemura, Clé de Peau, NARS and Shiseido.

On August 7, DFS will also host its biggest beauty event of the year at T Galleria by DFS, Macau, Shoppes at Four Seasons featuring workshops, services, gifts and branded activations.



"We are pleased to present our First Class Beauty campaign once again for our discerning customers to discover the latest in beauty," said Christophe Marque, EVP Global Marketing and Beauty Merchandising, DFS Group. "Through this year's 'Best of You' theme, we also hope to help our customers celebrate and enhance the special qualities that makes each of them unique."

## Burberry unveils Burberry Hero fragrance with campaign and visuals starring Adam Driver

Coty has unveiled Burberry Hero, its new fragrance for men. The campaign, starring American actor Adam Driver, presents a man in search of freedom and personal transformation – no longer held back by preconceptions, according to Burberry.

They describe it as "An embodiment of freedom, transformation and masculine energy."

The campaign features a film directed by Jonathan Glazer and images photographed by Mario Sorrenti and illustrates the story of a man leaping into the unknown, overcoming overwhelming struggles and transforming into something new, while remaining true to himself.

The fragrance juice opens with bergamot, juniper and black pepper, with a heart of three cedarwoods.

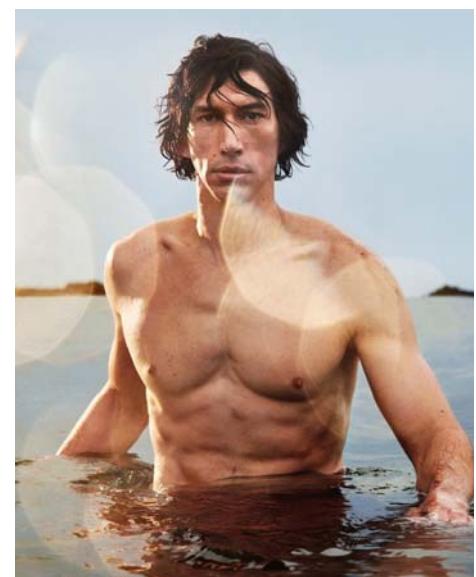
The angular bottle is designed to be an abstract reinterpretation of a horse's hoof. It is engraved with the Burberry logo and the



Thomas Burberry Monogram, a reference to the founder of the house. Hero is the second major fragrance to launch since Coty acquired the Burberry license in 2017, and follows a top-selling women's fragrance called Burberry Her.

The Burberry Hero fragrance collection includes 150ml, 100ml and 50ml, plus Aftershave Balm, Hair and Body Wash, and Deodorant.

The fragrance will be available in Asia Pacific and Europe travel retail on August 1, and rollout in the Americas travel retail in November.



© Courtesy of Burberry/Mario Sorrenti

## Beauty for all travelers from L'Oréal brands at the newly-opened La Samaritaine

La Samaritaine, the fantastic shopping emporium opened by LVMH earlier this summer, houses **17 L'Oréal brands** across its 2,500 sqm of total beauty. La Samaritaine is the largest duty free store in Europe and the largest beauty floor in continental Europe.

And as only the second downtown duty free location on the continent, after the DFS department store was opened in Venice five years ago, L'Oréal is bringing the best that it has to offer to travelers visiting the store with tailored and connected experiences that use the latest in innovation and beauty technology.

### Beauty for All Travelers

“This new consumer-centric, beauty space provides **Beauty for All Travelers** through a diversified and strong portfolio of L'Oréal brands, unique retail expressions, and tailored, connected experiences enhanced by beauty tech,” said Gianguido Bianco, Managing Director L'Oréal Travel Retail EMEAI. “It is quite literally the best that L'Oréal has to offer in Travel Retail EMEAI,” he added.

### Beauty Tech, services and experiences

Beauty tech innovations play a large role in the new La Samaritaine for the L'Oréal brands.

**Lancôme, Yves Saint Laurent, Armani and L'Oréal Paris** use virtual mirrors equipped with ModiFace technology (an augmented reality and artificial intelligence tool applied to beauty) and allow customers to discover and virtually try on products.

L'Oréal brands are also offering a tailor-made, branded experience in both technology and retail design:

**Lancôme**, under its Parisian Apartment concept, is featuring a Shade Finder technology to help consumers identify their perfect match of Teint Idôle Ultra Wear foundation.

**Giorgio Armani**, with its boutique oval design, unique Crema Nera skincare expression,

and exclusive engraving machine, affords each customer a distinct brand experience.

**YSL**, with a layout inspired by its runway heritage, takes branded services to another level with a “Make It Yours” station, personalized engraving and a “Rate & Review” service helping customers discover the new skincare offer.

**L'Oréal Paris** introduces an exclusive shop-in-shop concept. Here, travelers can discover Travel Retail exclusives made especially for La Samaritaine and personalization offers from an engraving machine to a dedicated wrapping station.

**Helena Rubinstein, SkinCeuticals, Biotherm and Kiehl's** all offer a range of skincare diagnostics with branded tools that assist shoppers to create their ideal routine: **Helena Rubinstein** is using its first Biometric Skin Analysis mirror in Travel Retail Europe, **SkinCeuticals** features Skinscope, and **Biotherm** uses its Miracle Key tool.

At **Kiehl's** customers can even transfer the “Kiehl's Loves Paris” design onto their products thanks to a label customizing machine.

Customers will also be able to discover the **Mugler** fragrances through RFID technology that allows them to lift the fragrance tester and discover all about the scent on the screen.

**Vichy and La Roche-Posay**, as dermatology specialists, advise customers using a pharmacist.

“A space such as La Samaritaine demands a level of innovation and services that is second to none to deliver unique beauty experiences to both domestic and international customers,” explains Antny Rankin, General Manager DFS at L'Oréal Travel Retail EMEAI.

“As an industry leader in beauty tech our brand spaces showcase the newest developments in virtual try-on technology, shade finding tools and skincare diagnostics all brought to life by the dedicated beauty consultants on counter,”



La Samaritaine houses 17 L'Oréal brands in 2,500 sqm of consumer-centric beauty space.

## SHISEIDO launches ULTIMUNE III in Travel Retail

*New formulation is powered by The Lifeblood™ technology*

Prestige skincare brand SHISEIDO has launched **ULTIMUNE Power Infusing Concentrate III**, a renewal of its iconic serum. The new formula is powered by advanced dermatological research and technology called **The Lifeblood™**.

Shiseido says that the new **ULTIMUNE** represents a scientific breakthrough that revolutionizes the way skincare performs. It has been available in travel retail since July.

SHISEIDO's longstanding research into the relationship between blood circulation and skin beauty has led to the discovery that consistently good blood flow is the key to healthier looking skin. The Lifeblood™ technology promotes constant and improved blood flow, so circulation is enhanced, and skin is elevated to a higher state of healthy vibrancy.

It works with **ULTIMUNE's ImuGenerationRED Technology** to help strengthen skin's inner defenses now and into the future, which the company says results in skin that looks smooth, radiant and resilient. The new formulation retains **ULTIMUNE's** rich, dewy texture that absorbs quickly into skin, as well as the original, green floral fragrance.

A global survey by SHISEIDO revealed that most consumers worldwide view 'healthy vibrant

skin' as their ideal skin condition. With the COVID-19 pandemic, consumers have become increasingly aware of the importance of skincare and the appearance of their bare skin – the desire to keep skin looking beautiful be a key concern.

First introduced in 2014 and revitalized in 2018, SHISEIDO **ULTIMUNE** has gathered a loyal and diverse following due to its ability to bring out the natural beauty of the skin.

The popularity of this star product continues to grow, with a consumer choosing **ULTIMUNE** every 6.8 seconds. It has also won 200 awards globally.

SHISEIDO **ULTIMUNE Power Infusing Concentrate III** is available in 50ml and 100ml (Travel Retail Exclusive) in Travel Retail Asia Pacific and Japan from July; in Travel Retail Europe, Middle East & Africa (EMEA) from September; and in Travel Retail Americas from October.



## Dufry extends DF concession at the Santiago International Airport in the Dominican Republic for ten years

Dufry has extended its duty free concession at Santiago International Airport (AIC) in the Dominican Republic for another 10 years. Dufry has been operating at the airport for more than fifteen years. The new contract starts in 2024 and extends through 2034, and will add about 40% more space, with new shops covering around 1,000-square-meters of retail area.

Santiago International Airport is the second largest international hub for the Dominican Republic, welcoming more than 1.7 million passengers in 2019. It expects a steady passenger increase going forward.

In addition to AIC, Dufry also operates duty free concessions in Santo Domingo, La Romana, Puerto Plata and Samana airports in the Dominican Republic.

Under the contract extension, Dufry will refurbish and expand the current duty free space with its latest shop design and digital concepts. With the space increase, Dufry will expand the assortment that features all the core duty free categories (perfume & cosmetics, liquor, tobacco and confectionery) to include a comprehensive selection of global brands and local products.

Juan-Antonio Nieto, Chief Operating Officer

for Mexico and Caribbean, comments, "We are very proud to be able to continue our long-standing and successful collaboration with Santiago International Airport and thank our partners for the renewed trust. Through the planned overall enhancement and extension of the airport's retail space and our refurbishing of the duty free store we will provide travelers with a new and attractive shopping experience, thus further increasing productivity of this important hub, which enjoys an increasing attention of international passengers."

Santiago International Airport's Board President, Felix Maria Garcia, confirms: "Our Board of Directors and I are all motivated to continue working hand in hand with Dufry's local team and Juan-Antonio Nieto in achieving our much anticipated airport expansion. Yearly passenger increase has been projected to continue as Dominican nationals find it easier to utilize our airport proximity to their family residence when travelling international, flight's flexible schedules and the ecological tourism increases in the region... Dufry's worldwide knowhow will continue to contribute in making the passenger experience gratifying and proud to utilize our Santiago International Airport installations."

**SHISEIDO**

Shiseido – Miami Office has immediate openings for the following positions:

### **Finance Manager - LATAM**

The Finance Manager will serve as lead for all Financial aspects of the Latin American Local Markets business. The position is accountable for F,P&A, accounting and reporting, internal control, to include support with the development of financial and operational strategies, metrics, and development/monitoring of control systems designed to preserve company assets, as well as reporting of accurate financial results.

**Requirements:** Degree in Finance and/or Accounting, CPA and/or MBA preferred; 5+ years experience in a large company; fluency in English & Spanish; advanced skills in Microsoft Office, SAP; excellent management and communication skills.

### **Sr. Financial Analyst – Travel Retail**

Supports the Finance Director for the execution of the annual budget processes and month-end close activities. Work with marketing, sales, and demand planning teams as well as accounting and region finance teams. Responsibilities include GL, FP&A,

**Requirements:** Bachelor's degree in Finance or Accounting preferred; 4 yrs experience in a similar role; advanced skills in Microsoft Office, SAP, and BI; systems savvy with excellent communication skills.

Please send resumes to: [gcamplani@sac.shiseido.com](mailto:gcamplani@sac.shiseido.com) (refer to position title on subject line)

### **Product Manager – (temporary 4-6 mos)**

Support the Travel Retail Marketing Director with all marketing (trade marketing, forecasting, advertising, etc.) in order to implement the marketing strategy of our make-up brands throughout the Americas. Must possess strong analytical skills.

**Requirements:** Graduate-level professional qualification relevant to marketing or business; 2-3 years in Travel Retail industry; fluency in English and Spanish; strong knowledge of Microsoft Office suite and Sketch-Up preferred.

Applicants please send resumes to: [gcamplani@sac.shiseido.com](mailto:gcamplani@sac.shiseido.com) & [srojas@sac.shiseido.com](mailto:srojas@sac.shiseido.com) (refer to position: PMTR0721)