

## TFWA announces new digital platform and strong events program to support travel retail industry recovery

The TFWA Board outlined plans for a number of new initiatives designed to provide the duty free and travel retail industry with vital resources it needs for recovery, including a new digital platform.

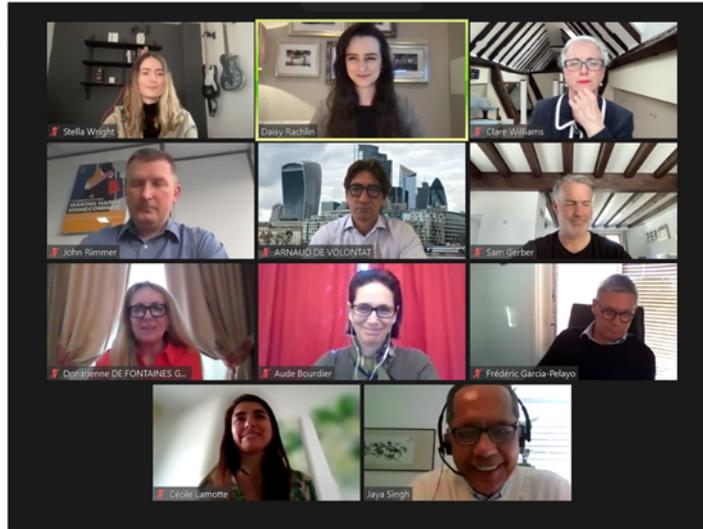
At a virtual press conference held on Wednesday, TFWA President Jaya Singh (Mondelez) and the TFWA Board announced a new online platform called TFWA 365, which will be launched at the TFWA Asia Pacific Hainan Special Edition digital event held from June 21-24.

TFWA 365 is a permanent resource that will provide year-round support and a range of services for TFWA members and industry partners.

“After a year [since the virus began] uncertainty still prevails, but it is evident that the industry has learned to be resilient,” said Singh in his opening remarks. Commenting on the investment that the Association is making in the platform, he noted: “We are the vital hub of the industry—this TFWA 365 platform gives us options to be relevant.”

Arnaud de Volontat (Altimetre), who recently joined the TFWA Board as Vice President Conferences & Research, announced a strong program for the TFWA Asia Pacific Hainan Special Edition online conference and workshops, including high-level panel discussions featuring the world’s leading retailers and travel associations.

TFWA Vice President Commercial Donatienne de Fontaines-Guillaume (Moët Hennessy) explained that the Association had made every effort to hold a live event in Hainan but regretfully recognized that due to circumstances including travel restrictions, it has to be online. “We are in a time of unprecedented turmoil, with the situation changing every day. We must act with agility and humility,” she noted.



The virtual press conference also discussed the upcoming TFWA World Exhibition & Conference, which is currently scheduled to take place physically in Cannes at the end of September.

With the volatility surrounding resurging virus cases, detailed plans for the TFWA World Exhibition & Conference have yet to be finalized, confirmed the Board. They said that a number of contingency measures are in place to meet the requirements of rapidly changing circumstances.

TFWA Vice President Marketing Aude Bourdier (Brown-Forman) said that plans call for social events to take place in Cannes, even though the “tone will be different...but we must provide the networking opportunities,” she promised.

The Board stressed the considerable demand and desire for a physical event, and the importance of the personal relationships that are the bedrock on which the industry is founded. The speakers assured that whatever format that event will be, the Association will step up and make every effort to provide the platform the industry requires.

TFWA Vice President Corporate Sam Gerber (WorldConnect) discussed the steps TFWA took to survey its members regarding Cannes and other services under consideration.

TFWA Vice President Finance Frederic Garcia-Pelayo (Interparfums) stated: “There are no taboos, we are trying everything” to help the industry recover.

Among the new services under discussion is a Hosted Buyers Program, which will give delegates an opportunity to attend the event and engage with key contacts. Such meetings with buyers remains essential to the success of any virtual or live trade event, said the Board.

Singh and the TFWA Board thanked its permanent staff and Management Committee for their hard work and resilience during this difficult time. They reiterated TFWA’s central philosophy of ‘by the trade for the trade’ and stressed that all decisions were being made with the entire industry at front of mind.

In closing, Singh was optimistic, and adamantly contended: “Our industry will deliver a stand-out performance when it opens up.”

### PEOPLE

**Willie Walsh** has officially taken on the role of Director General of the **International Air Transport Association (IATA)**. He succeeds **Alexandre de Juniac**.

Walsh, who was confirmed as IATA’s Director General in November 2020, joins IATA after a 40-year career in the airline industry. Walsh retired from the International Airlines Group (IAG) in September 2020 after serving as its CEO since its inception in 2011. Prior to that he was CEO of British Airways (2005-2011) and CEO of Aer Lingus (2001-2005). He began his career in aviation at Aer Lingus in 1979 as a cadet pilot.

Walsh is deeply familiar with IATA, having served on the IATA Board of Governors for almost 13 years 2005 - 2018, including serving as Chair (2016-2017).

He will work from the Association’s Executive Office in Geneva, Switzerland.

**Champagne Lanson** has named **Mélody Stroh** as its new Vineyards and Sustainable Development Manager, working under the direction of **Hervé Dantan**, Lanson’s Chef de Caves. Stroh is responsible for the Maison’s vineyard and the technical support of Lanson’s partner wine growers to achieve the French High Environmental Value certification. She will also ensure the quality and traceability of sourced grapes used in Lanson wines.

Head of Travel Retail **Edouard de Boissieu** comments: “Champagne Lanson has a long-term strategy for sustainability which, of course, also affects our travel retail business and how we work with our retail partners in this respect. We are already in discussions with a number of partners regarding how we can put our ideas into practice and promote our sustainability to consumers. We hope to be able to announce one significant travel retail project shortly.”



## Rising virus numbers pause South American recovery – for now

The rising number of cases of COVID-19 and its variants are causing new restrictions in South America.

**Brazil** reported more than 100,000 Sars-CoV-2 infections in a 24-hour period on March 25. The virus has already killed over 310,000 people nationwide in Brazil, second only to the United States in the number of COVID-19 deaths and infections, in a situation that continues to worsen.

### Argentina

As of March 27, in a move to curb the spread of infection, **Argentina** halted all flights to and from Brazil, Chile and Mexico. Flights to other countries are to be reprogrammed to ensure that all health protocols are being met.

Under the new measure, *Mercopress*

reports that Argentines returning from abroad will have to pay for the PCR tests and quarantine will have to be observed at a venue to be chosen by the authorities.

Non-resident foreign nationals will under no circumstance be allowed into the country for leisure purposes.

Flights were already banned to and from Great Britain and Northern Ireland out of fear of a second coronavirus wave.

### Chile

The government of Chile imposed mandatory lockdowns on some 16 million people on March 27 and 28, equaling about 86% of the country's population, after a rising number of the British and Brazilian variants of the virus were detected.

### Uruguay

On March 24, the government of Uruguay ordered all schools and public offices to remain closed at least until the end of Easter Week, due to its biggest wave of COVID-19 infections, including heavy spread of the variant of the virus out of Manaus, Brazil.

In addition, all duty free shops on the country's border with Brazil are to remain closed until April 12. The government did not order a lockdown or mandatory quarantine, however.

Experts in Brazil have identified **a new variant of the Manaus coronavirus variant** in the state of Sao Paulo. The new form of the virus is thought to be a mixture of the original Manaus variant with the South African strain, or a mutation, reports *Mercopress*.

## Ethos Farm launches transparent mask to bring back smiles to service

Ethos Farm has launched a totally transparent face covering that enables the wearer to smile and communicate with the natural human facial expressions of a pre-pandemic time.

Ethos Farm CEO Sally Alington says that the MyClearMask will be a game-changer for customer and employee experiences during this time, and is one way to bring back "smiles." The masks will be especially valuable to anyone who depends on lip-reading to communicate.

The masks are reusable for up to one year and are easy to sanitize after each use, making them incredibly sustainable. They are 100% recyclable and 9p from each sale goes to the Ashantree reforestation program in Ghana. This means one tree is planted for every two masks sold.

Alington also says that the masks ensure steam-free lenses and allow lip-stick wearing again.

## Dufry wins retail concession at Salgado Filho International Airport in Porto Alegre, Brazil

Dufry has been awarded two new concession contracts at Salgado Filho International Airport in Porto Alegre, Brazil.

The new contract covers two new duty free shops covering a combined retail area of 935 sq. meters and one duty-paid shop with 704 sq. meters of retail space, for a period of six years. The duty-paid operation commenced in March 2021, and the duty free stores will open in May 2021. Dufry has been operating four Hudson travel retail convenience stores in the airport since December 2019.

All three locations will feature walkthrough formats. One duty free shop will be located in the International Arrivals and the other in the International Departures area. The duty-paid megastore is situated airside in the Domestic Departures area. The product assortment in each of the stores will include the

typical core categories complemented by watches & jewelry, accessories, electronics, toys and souvenirs.

Gustavo Fagundes, COO South America, commented, "We are delighted to have been awarded these new concession contracts at Salgado Filho International Airport which each year handles eight million domestic passengers and 500,000 international passengers. With our new shops spread across the whole airport we will be able to offer a world-class shopping experience to all customers, tailored accordingly, to best serve both domestic and international travelers. Whilst we have had a presence at Salgado Filho International Airport for several years now with our four Hudson stores, these new contracts give us the opportunity to further extend our footprint at the airport and deliver a whole new level of airport shopping.



"I would therefore like to thank our partners at Fraport Brasil – Porto Alegre for the trust they have shown in Dufry and our local team, and we look forward to working in close partnership with them to create a mutually successful business."

Rodrigo Sousa, Commercial Director of Fraport Brasil – Porto Alegre stated:

"It is a great pleasure for us to offer to our passengers a high quality assortment of products such as the ones displayed by the newest duty-paid megastore. This new contract, as well as the two duty free shops that will be available in the second quarter of the year, emphasizes that the Porto Alegre Airport is a modern and international standard Terminal."

## Hudson launches innovative Automated Retail vending destinations across North American airports

Hudson continues to develop innovative new shopping options for airports and other travel venues, and has now redefined the traditional vending model with the first-of-a-kind, multi-brand automated retail concept in North American airports.

The first machine launched at Myrtle Beach International Airport on March 26, with plans for the automated retail to roll-out to other leading travel destinations such as Chicago Midway International Airport (MDW) and Norman Y. Mineta San Jose International Airport (SJC) in the coming months, says the company.

The new automated retail concept is designed to create a contactless, 24/7 retailing destination that puts the right products in the right places. By partnering with globally-recognized brands as well as emerging and local brands, travelers will have a diverse selection of specialty retail products to shop for, reminiscent of a miniature shopping mall within the confines of the airport retail space.

More than a dozen globally-recognized brands across electronics, entertainment, eyewear, skincare, and accessory categories have already signed on as partners, including 47 Brand, LEGO, Revo, Sony, and The Art of Shaving, as well as local favorite brands

“Automated retail provides us with an avenue to recreate the strong sense of place associated with our stores within the confines of a smaller, non-traditional footprint – all while capitalizing on the dwell time, exposure, and convenience the airport environment affords,” said Brian Quinn, Executive Vice President and Chief Operating Officer of Hudson. “For the traveler, this translates to more variety and accessibility to the quality brands they are accustomed to seeing in an environment that enables them to shop on their own schedules.”

The machines will be clustered together in groups of two or more in freestanding locations, and customized to each airport, says Hudson.

Each concept will be distinctively unique, from the merchandising selection to the brands represented. Featuring top-sellers and a selection of exclusive products not traditionally found in Hudson-operated specialty stores, travelers will find such items as skincare brands **Plexaderm** and **The Art Of Shaving**; eyewear brands **Maui Jim** and **Revo**; electronic brands **Sony**, **Belkin**, **Apple**, **Beats**, and **Brookstone**; toy brands **Kikkerland Design** and **LEGO**, and lifestyle accessory brands **Happy Socks** and **47 Brand**.

This brand versatility doubles as a brand incubator, and will enable Hudson to test brands before deciding to develop them into a standalone specialty store, as well as explore developmental opportunities with smaller airports where specialty retail offerings can be limited by space and enplanement levels.

### Not your average airport vending

Fashioned with bright illuminating lights and wrapped to replicate the easily-recognizable identity of the brands, the automated retail concept has been designed to capture travelers’ attention instantaneously.

Travelers will find the ADA-compliant machines clustered in freestanding locations throughout the concourse or in some instances, built directly into the Hudson storefront. Next to the machines, easy-to-use interactive touch-screens sealed with an anti-microbial shield will showcase merchandise images and extensive product information.

In concepts that feature eyewear brands, personalized augmented reality (AR) technology installed directly into the machine’s interface will allow travelers a

fully-immersive, virtual try-on experience that enables them to browse and find the perfect pair of frames for the occasion.

In the event travelers should need assistance or have questions throughout their shopping journey, Hudson team members on-site at nearby stores will be available to provide service.

The launch of automated retail

further Hudson’s accelerated digital innovation in-store and overall digital transformation across the business, which includes PPE vending machines, expanded contactless payment options with self-checkout and check-out free shopping at Hudson Nonstop using Amazon’s Just Walk Out technology.



Hudson launched its first automated retail concept at Myrtle Beach International Airport at the end of March.

### Hudson wins big with six new stores at Virgin Hotels Las Vegas

In more news from Hudson, the travel retailer opened six new stores inside the new Virgin Hotels Las Vegas, on March 25.

Located just off the Las Vegas Strip, Virgin Hotels Las Vegas is part of Curio Collection by Hilton, situated on a 1.27 million-square-foot property. Hudson’s new stores serve as the retail focal points of the experience, says the company, and provides guests with an “elevated retailing destination for must-have necessities.”

Catering to the 24/7 environment of the casino, the stores offer guests a variety of payment options that prioritize speed and effortless convenience. Each store is equipped with “charge to room” capabilities, and select stores offer state-of-the-art self-checkout kiosks.

The new store concepts cover more than 4,000-square-feet, and include: **5<sup>th</sup> & Sunset**: Hudson’s premium sunglass and accessory store; **Brookstone**: gadgets, audio, entertainment, travel essentials, and wellness products; **Chill by Hudson**: locally-inspired sundry shop; **Dunkin’**: signature coffees and baked goods; **Hudson**: travel convenience and marketplace store; and **SWAG**: celebrating all things Las Vegas with branded apparel, collectables, local delicacies, tchotchkes, and high end fragrances and jewelry. This is Hudson’s second project in Las Vegas. In 2016, Hudson debuted The Atrium, a luxury multi-brand concept at The Venetian Resort Las Vegas.



## Cruise Lines International Association (CLIA) calls for CDC to lift Framework for Conditional Sailing Order

Industry trade group Cruise Lines International Association (CLIA), which represents 95% of global ocean-going cruise capacity, last week called on the Centers for Disease Control and Prevention (CDC) to lift the Framework for Conditional Sailing Order (CSO) and allow for the planning of a phased resumption of cruise operations from U.S. ports by the beginning of July.

The early-July timeframe is in line with President Biden's forecast for when the United States will be "closer to normal," says CLIA, and is due to the accelerated rollout of vaccines.

CLIA president and CEO Kelly Craighead points out that nearly 400,000 passengers have safely resumed sailing in Europe, Asia, and the South Pacific in a highly-controlled manner using the industry-leading protocols.

Adding pressure to the CLIA plea, several major cruise lines have announced plans to restart cruises from near-by ports that will avoid sailing in U.S. waters. Royal Caribbean will be sailing its *Vision of the Seas* from a homeport in Bermuda beginning in June, and its *Adventure of the Seas* from a home port in Nassau in The Bahamas. RCL-owned *Crystal Serenity* will also offer a series of Bahamas-only cruises this summer from a base in Nassau. The *Celebrity Millennium* will begin cruising from a homeport in St. Maarten.

Craighead stresses that the cruise industry has adopted a multi-layered approach to enhancing

health and safety that has proven effective, making cruising one of the best and most adaptable choices for travel.

Following the industry's voluntary suspension of operations one year ago, cruise lines have been prevented from operating in the U.S. by a series of "No Sail Orders" issued by the CDC. The CSO Framework was issued last October, but since then the CDC has not released any further guidance, and this lack of any action has effectively banned all sailings in the largest cruise market in the world.

**UPDATE:** The Centers for Disease Control and Prevention initially refused the CLIA request, saying that the Conditional Sailing Order will remain in effect until November 1. The statement elicited tremendous backlash from Florida Governor Ron DeSantis and the industry, particularly since the vaccination effort in the United States is proceeding ahead of schedule.

Yesterday, April 1, Miami-Dade Mayor Daniella Levine Cava reported that in a recent call officials at the Centers for Disease Control discussed the next steps to take for the safe return of cruising.

Following the call, Cava said that the CDC would be updating their current guidance "shortly" concerning the cruise industry's eventual return to U.S. ports. Miami is known as the Cruise Capital of the World.

## Bermuda opens its first cruise homeport as part of its strategic tourism recovery

Yet another island near the U.S. is grabbing its place in the cruising roster with Bermuda announcing that it would host Royal Caribbean International's *Vision of the Seas* from June through August at its first ever homeport.

Sailing with vaccinated crew, the cruises – at this time – will be available to adult guests who are fully vaccinated against COVID-19 and those under the age of 18 with negative test results. This current health and safety measure, like others, may evolve as they are evaluated on an ongoing basis.

Vacationers will start and end their 7-night cruise in Bermuda, where the *Vison of the Seas* will be docked at the Royal Naval Dockyard. The cruise will also include a full day at Royal Caribbean's private island destination in The Bahamas.

"We are thankful to the government and people of Bermuda for welcoming us to their beautiful

island nation with open arms as *Vision of the Seas*' new homeport. This is another step in our safe and measured return to sailing beginning in June," said Michael Bayley, president and CEO, Royal Caribbean International.

"Bermuda has safely and responsibly managed the reopening of its tourism economy by air, and we will meet the challenge of doing the same for the cruise industry. We look forward to homeporting Royal Caribbean's *Vision of the Seas* this June as part of the island's strategic tourism recovery planning which, as always, is guided by science," said Premier the Hon. E. David Burt, JP, MP, Bermuda.

In addition to the comprehensive, multi-layered health and safety measures taken by Royal Caribbean travelers will need to meet the travel requirements of Bermuda.

## Estée Lauder signs Japanese model Kōki as new Global Spokesmodel



Estée Lauder continues to expand its portfolio of spokesmodels, representing all the corners of the world. Most recently, the cosmetic giant signed rising Japanese model and songwriter, Kōki, as its newest Global Spokesmodel. Kōki is the brand's first Japanese Global Spokesmodel and will feature in campaigns across digital, in-store and print.

Her first makeup and skincare campaigns will debut in Asia in March 2021, and she will appear in digital campaigns globally starting in Fall. Kōki joins the current roster of Estée Lauder global talent including Ana de Armas, Anok Yai, Bianca Brandolini D'Adda, Carolyn Murphy, Diana Penty, Grace Elizabeth, Karlie Kloss and Yang Mi.

"Kōki brings a fresh energy to the Estée Lauder brand," said Stéphane de La Faverie, Group President, The Estée Lauder Companies & Global Brand President, Estée Lauder and AERIN. "We are excited to amplify her rising star power to connect our brand with a new generation of consumers in Japan and around the world, while continuing the brand's legacy of celebrating women across all backgrounds, ages and ethnicities."

Currently, Kōki is an ambassador for Bvlgari, Coach, Louis Vuitton, FILA and MENTHOLATUM. She is fluent in Japanese and English.

## Global watch leader E. Gluck Corporation takes controlling interest in wearable technology accessories company WITHit

New York-based watch company E. Gluck Corporation has formed a strategic partnership with WITHit, a Las Vegas-based wearable technology accessories designer and manufacturer.

Founded in 2004, WITHit has amassed a loyal following of consumers attracted to the brand's style, comfort, performance and durability — particularly when it comes to wearable technology device bands and protection. WITHit has become one of the largest wearable tech accessory manufacturers in the U.S. WITHit is also a leading supplier of reading accessories, with a complete line of reading lights and magnifiers. Its products are sold in over 8,500 U.S. retail stores.

WITHit currently holds more than 30 patents and makes products under license for Star Wars, Disney, French Bull, Dabney Lee and Peanuts.

E. Gluck Corporation has been a leader in the global watch industry for over 65 years, manufacturing, bringing to market and shipping timepieces world-wide from brands including Armitron, Anne Klein, Torgoen, Badgley Mischka, Juicy Couture, Nine West and Vince Camuto.

With over 500 million wearable devices in use globally, the acquisition provides international and domestic growth opportunities for both E. Gluck and WITHit and will enable E. Gluck to expand its addressable market, offering both traditional timepieces and fashionable wearable tech accessories.

Anticipating tremendous future growth in the global smartwatch market, E. Gluck's acquisition positions the WITHit brand for expansion by providing access to untapped distribution channels, international expansion opportunities, as well as operational synergies, scale and marketing.

## MONARQ Group to distribute Haiti's Rhum Barbancourt in LATM, Carib and DF



MONARQ Group has announced it has partnered with Rhum Barbancourt to distribute the Rhum Barbancourt portfolio in the Latin America and Caribbean domestic and duty free markets as well as USA duty free.

Family-owned Rhum Barbancourt has a long history in Haiti going back to 1862 and is Haiti's leading rum producer and the island's best-known export worldwide.

Robert de Monchy, founder and CEO of MONARQ Group, said: "Rhum Barbancourt is the oldest existing rum distillery in Haiti and synonymous with the rich and storied Haitian culture and identity. It was our wish for many years to start working with Rhum Barbancourt, it's one of those iconic true brands, offering a unique rum portfolio from the heart of the region that we operate in as a company.

"After 159 years, the distillery continues to produce the highest quality rum in the purest traditions and in accordance with every aspect of the original technique developed by Dupré Barbancourt, distilling 4 year, 8 year, 15 year old blends along with white rum

and a remarkable mango-pineapple spiced rum option.

"We look forward to build the Rhum Barbancourt portfolio together with Delphine Gardère Molere and her team to grow this unique brand throughout the markets of Latin America and the Caribbean plus USA Duty Free, including the cruise ships."

Delphine Gardère Molere, owner and CEO of Rhum Barbancourt added: "In our search for a regional partner, we quickly came across MONARQ Group as a leading player in the spirits business. We have been very much like-minded since we started our conversations.

"Moreover, MONARQ has a strong reputation and portfolio, from which we can certainly benefit. We look forward to reinforcing Rhum Barbancourt's positioning as a global ambassador for Haïti and to this strong collaboration which will benefit both our trade customers and, most importantly, our consumers in these markets."

In 2017, Delphine Gardere succeeded her father and became the fifth generation of the Gardere family to run the distillery.



MONARQ

### MONARQ Miami

Has an immediate opening for the following position:

#### CARIBBEAN AREA MANAGER (based in the Miami office)

We are seeking a resourceful, energetic and proactive person to join our commercial team to manage the sales and promotions of a portfolio of Spirits, Wines and Beer in select Caribbean markets. The Area Manager will be working closely with the colleagues throughout the different office locations as well as our distributors to inspire and motivate their teams to execute marketing strategies and increase sales.

#### REQUIREMENTS

- Working knowledge of international trade practices with minimum 3 years' experience in sales and marketing of alcoholic beverages.
- Resourceful with strong social, organizational and time management skills.
- Excellent negotiation, communication and presentation skills.
- A degree in Management, Marketing or International Business.
- Proficiency in English required, Spanish a plus.
- Based in Miami area and open to travel frequently.

Applicants please send resume + covering letter to:

[careers@monargroup.com](mailto:careers@monargroup.com)