



## Top Brands' Neutral by Luryx enters Brazil with acquisition of DF store at Foz de Iguazu's Dream Park

Neutral by Luryx, part of Top Brands Internacional, has announced it is expanding into Brazil with the acquisition of Mazenta's retail operation in Foz de Iguazu. The company has signed an exclusive contract to operate the duty free store in Dream Park, the city's most important amusement attraction.

The new store, set to open in July 2025, will feature 2,700 sm of retail space, offering a curated selection of duty free products including fragrances, cosmetics, liquors, electronics, and more.

Foz do Iguazu is one of the most visited destinations in South America, attracting more than 20 million tourists annually. Dream Park currently welcomes more than 1 million visitors annually, with an ambitious growth plan to reach 5 million visitors in the coming years. Strategically located 20 minutes from the Iguazu Falls and 15 minutes from Foz de Iguazu Airport, Dream Park offers a world-class entertainment experience, featuring museums, restaurants, a 5-star

hotel, a water park, Jurassic Park, Ice Bar, and more.

Top Brands Internacional CEO Danny Yohoros says that visitors from Brazil, Argentina, Paraguay, the United States, Europe and Asia flock to this region every year to experience its grandeur, enjoy its biodiversity, and explore its many attractions.

"With a special focus on this ever-growing influx of travelers, the new Neutral by Luryx Duty Free store will establish itself as a premier shopping destination, offering a first-class experience with prestigious international brands and exceptional service," said Yohoros.

"We have a highly aggressive and revolutionary marketing strategy designed to convert a significant portion of this massive tourism flow into Dream Park visitors, and consequently, potential buyers at our store."

With this expansion, Top Brands Internacional will reach a portfolio of over 100 stores across 17 countries.



Renderings of the P&C area of the new Neutral by Luryx store in the Dream Park at Foz de Iguazu, Brazil.

The ground floor section will be surrounded by huge promotional screens and also include a section for souvenirs and branded sports apparel in high demand by Brazilian shoppers.

The Lower level of the 2,700 sm store will feature a full-fledged Liquor tasting bar and wide selection of confectionery.



## FIRST CLASS FLAVOR DISCOVER IN DUTY FREE



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## Rouge Duty Free and Lipstick Perfumeries partner in St Maarten

Rouge Duty Free and Lipstick Perfumeries St Martin/St Maarten have officially entered into a partnership agreement for the fragrance stores on the Dutch side of St Maarten.

DFRG Rouge SXM will manage and operate the Dutch side stores while the French side will remain unchanged under the existing Lipstick management.

This collaboration took effect on February 1, 2025.

This partnership marks a significant mile-stone for both companies and will greatly enhance the strength and performance of the stores, the management of Rouge and Lipstick tells *TMI*.

"We are confident that it will foster a mutually beneficial business relationship," said the official announcement.

"We are excited about the opportunities this partnership will bring and are confident that it will lead to significant growth for all parties involved."

Additional information will be announced shortly. See more news from Rouge Duty Free in the March issue of *Travel Markets Insider* magazine.

## Motta Internacional unveils Luxury Avenue boutiques at Tocumen Airport T2

Motta Internacional's Attenza Duty Free has opened a new Luxury Avenue in Terminal 2, Tocumen International Airport offering the latest high-luxury fashion and lifestyle brands.

This new luxury promenade presents a select proposal of elevated boutiques featuring accessories, leather goods, watches, jewelry, shoes, and apparel: Tory Burch; Montblanc and TAG Heuer; Tumi and Longchamps Paris and Polo Ralph Lauren.

**Tory Burch** opened its accessories boutique this past September. This is the brand's first free-standing boutique in an airport in the region since opening its first boutique in Latin America in São Paulo, Brazil in 2012. The boutique features a wide array of shoes, handbags, and accessories from the Tory Burch collection.

The store's façade is distinguished by a unique parquet pattern crafted in ceramic tile, and screens displaying seasonal campaign imagery. The geometric pattern is echoed on the floor leading into the

interior space, which features a Caitlin McGauley floral pattern wall covering, a custom green tufted rug and velvet egg chairs.

Motta/Attenza opened a combined **Montblanc** and **TAG Heuer** Boutique in October. This new proposal offers two iconic accessories brands in one space.

The Montblanc shop-in-shop presents a celebration to its iconic Meisterstück writing instruments line, as well as Montblanc's leather collections.

The TAG Heuer shop-in-shop design pays homage to TAG Heuer's rich heritage and motorsport history. A palette of deep blues and modern metallic finishes are used to complement several key TAG Heuer watch collections such as Formula 1, Aquaracer and Carrera.

In November, Attenza opened a luxury accessories and travel brands boutique for **TUMI** and **Longchamp Paris**. The TUMI luggage store's design is a clean, modern, and sophisticated layout

and offer TUMI's iconic collections, such as 19 Degree, Alpha, Alpha Bravo, and more.

The Longchamp concept reflects the brand's origins in 1948 Paris. Inspired by a Parisian apartment, a high desk in the entryway references an authentic craftsman table at the atelier, and seasonal pieces are showcased on bookshelves. The Le Pliage collection is presented in a "library" wall in shades of Longchamp green, and showcases the handbags in niches according to color and style.

The **Polo Ralph Lauren** boutique opened in December and offers a select seasonal apparel collection.

The Company's brand names — which include Ralph Lauren, Ralph Lauren Collection, Ralph Lauren Purple Label, Polo Ralph Lauren, Double RL, Lauren Ralph Lauren, Polo Ralph Lauren Children and Chaps, among others — constitute one of the world's most widely recognized families of consumer brands.



Top row: Tory Burch; Longchamps Paris Le Pliage collection; Bottom row: Montblanc Meisterstück; TUMI luggage; TAG Heuer Formula 1 timepiece.

## Port Authority of NY & NJ announce leadership change

The Port Authority of New York and New Jersey has selected Sarah McKeon to succeed Charles Everett Jr. as director of aviation for the Port Authority's airports, effective March 1. Everett will retire after a 40-year career in aviation.

McKeon most recently served as first deputy aviation director and general manager for Newark Liberty International and Teterboro Airports, where she oversaw the opening of Newark Liberty's new Terminal A, the cornerstone of the airport's ongoing redevelopment program.

The Port Authority's aviation director is responsible for ensuring the safe, secure and efficient operation of one of the busiest airport systems in the world, serving about 150 million annual commercial passengers. It is comprised of John F. Kennedy International (JFK), Newark Liberty International (EWR), LaGuardia (LGA), New York Stewart International (SWF) and Teterboro (TEB) airports.

Everett retires after a distinguished 40-year career in aviation, including leading Port Authority Airports through unprecedented redevelopment and growth.

He joined the Port Authority in 2017, serving as the deputy aviation director and general manager of JFK before he was promoted to aviation director in 2022. Over his Port Authority career, he oversaw historic redevelopment work at the region's airports, including the \$19 billion redevelopment of JFK Airport. His tenure as aviation director coincided with extraordinary passenger growth at the region's airports.

The leadership change comes at a time of unparalleled transformation and growth at the region's airports. The agency's commercial airports recorded their busiest year ever for the second consecutive year in 2024, serving 145.9 million passengers, and are in the midst of a \$30 billion airport redevelopment initiative.

## Lancôme takes over LAX with tech-forward Génifique Skincare Experience



L'Oréal Travel Retail has partnered with DFS Group in a show-stopping, tech-forward activation for Lancôme Génifique at Los Angeles International Airport (LAX).

The innovative takeover of LAX leverages prominent screen placements throughout the airport, allowing the brand to reach 100% traffic penetration, ensuring maximum exposure for Lancôme's Génifique Ultimate skincare animation.

L'Oréal Travel Retail says that it is actively embracing the ongoing beauty revolution, true to its mantra of "seize what is starting," reshaping beauty experiences throughout the consumer journey.



With this activation, Lancôme invites passengers to discover Génifique Ultimate skincare, attracting travelers with an installation featuring a giant 3D printed face, a large dummy bottle and testers designed to introduce Génifique's new refillable packaging.

"The Lancôme Génifique podium experience at LAX was designed to create a compelling and personalized customer journey centered around scientific skincare discovery," said **Quentin Blanchard** Director of Retail Design.

This activation provided passengers with a personalized way to discover the re-invented power of Génifique. Using Lancôme's most advanced skin analysis service—Skin Screen, passengers were able to engage in a dedicated consultation in less than 3 minutes.

With the support of this unique technology, skincare expert Julieta Chakarova provided bespoke skincare diagnoses encouraging passengers to explore a wider range of products, which increased average basket size to three or more items.

To help combat the unique skin stresses faced by travelers – such as dehydration, environmental changes, and fatigue -- Lancôme has introduced three travel exclusive formats available only in airports – a 100 ml, a Duo Serum set and a full skincare routine set.

To further enhance the experience and encourage continued brand discovery, participants received a generous gift with purchase containing a complete travel-ready skincare routine.

Lancôme elevated the experience further with personalized flash facials.

"With this animation, we mean to re-invent retailtainment in airports bringing innovative concept putting at the center our customers," says **Loubna Benzakour**, Lancôme Marketing Director.

"This innovative activation demonstrates Lancôme's commitment to delivering cutting-edge, personalized skincare solutions that cater to the dynamic needs of today's consumer. The Génifique ultimate experience at LAX sets a new benchmark in travel retail, offering busy passengers a seamless and effective way to achieve their skincare goals while on the go," concludes **Martin Ortiz de Rozas**, Lancôme General Manager, L'Oréal Travel Retail Americas.



*Lancôme's innovative takeover of LAX with the Génifique Ultimate skincare animation leverages prominent screen placements throughout the airport, and a show-stopping pop-up podium that features a giant 3D printed face and a large facitice bottle designed to introduce Génifique's new refillable packaging.*

### Gucci Beauty appoints Zhang Linghe as brand ambassador for fragrances

Gucci Beauty has appointed actor Zhang Linghe as its newest Brand Ambassador.

Building on his role as Gucci Brand Ambassador since July 2024, Zhang Linghe's collaboration with the House now includes Gucci Beauty's fragrances.

Known for his captivating performances in popular dramas, Zhang Linghe's distinctive style and magnetic presence perfectly embody the essence of Gucci Beauty's vision.

His collaboration with Gucci has already included appearances at fashion shows, events, and campaigns, further strengthening his connection with the brand, said the brand.

Gucci Beauty is part of the Coty Group.



## F&B@Sea Trends Report tracks latest food and beverage cruise preferences

The global food and beverage market is expected to be worth \$8.9tn by 2026 with six leading cruise lines accounting for over \$2bn in food and beverage annually, according to research by Seatrade Cruise.

A desire for healthy and nutritious food options is set to steer the cruise industry culinary scene for the period 2025/26, with authentic food experiences and immersive dining projected to have a weaker influence than in 2024, according to the latest Seatrade survey findings compiled and written by Holly Payne in January 2025.

An online survey conducted by Seatrade Cruise between October and December 2024 is the foundation for the Cruise Food and Beverage Trends Report 2025, which reflects the current observations and future predictions of 48 professionals from the F&B space, including cruise lines, manufacturers, distributors, suppliers of food and/or beverage, associations, training providers and consultancies. Each individual was invited, via Seatrade Cruise's communication channels (website, email, social media etc.) to answer 15 standardized questions and to provide additional comments where necessary.

This is the third annual Cruise F&B Trends Report published by Seatrade Cruise.

Asked to predict the top three food trends most likely to take off, survey participants first identified health and wellness/functional foods followed by emerging cuisines/flavors and authentic, hyper-local food experiences.

By comparison, authentic cultural food experiences, immersive dining and local culinary options were recognized as the leading three food trends in the 2024/25 survey.

The uplift in health-conscious options also extends to the beverage segment with drinks containing low to no-alcohol predicted to take off, in line with last year's survey results.

### Drink Trends

Drinks containing low to no-alcohol lead the way for 2025/26 in the cruise beverage sector. Asked to predict the top three beverage trends likely to take off during this period, almost half of survey respondents (45.83%) observed the trend, in accordance with last year's results (46.58%).

Advanced mixology techniques (i.e. smoked drinks) follows with a 37.50% share of votes and health-conscious drinks (such as kombucha) with 27.08%.

More broadly, tendencies towards alcohol consumption are on the decline: Global wines (beyond the USA, France, Italy and Spain) achieved 14.58% of votes, hyper-local craft spirits/beers gained 14.58% of votes, regional alcohol options (i.e. raicilla, soju) earned 8.33% and ultra-premium spirits, 2.08%.

The exotic juices, milkshakes and smoothies category is meanwhile expected to take off by 16.67% of those surveyed.

### Cuisine: diverse flavors, fusion food to prevail

Overall, while cuisine at sea will continue to be diverse and encapsulate dishes and ingredients from around the world, fusion food is set to become a significantly more popular choice for cruise menus, while Asian flavors and Middle Eastern & Mediterranean cuisine will also be firm favorites. This builds on the results of the previous survey where the category of Asian fusion scored the highest number of votes.



The Brown-Forman stand at the 2024 F&B@Sea show.

### Costs concerns

Inflation or price increases impacting budgets is the leading cause of concern in the field of cruise food and beverage for the period 2025/26 - the foremost challenge identified in the previous survey. On the other hand, supply chain disruption and longer lead times for restocking/orders are set to become less challenging, replaced by difficulties in connecting with suppliers or key decision-makers, as well as training and retaining kitchen/ dining room staff.

Meanwhile, allergen-free options and eco-friendly packaging emerge as the most in-demand and difficult to procure products - the latter remaining at the top of the list for a second consecutive year.

### Personalized F&B options

Technology in the food and beverage space is projected to shift during the period 2025/26, moving from an emphasis on ordering apps and virtual menus to AI and innovation for personalized F&B experiences. Technology innovations determined to have the greatest impact on cruise dining include data analytics for personalized dining, AI for supply chain optimization and waste reduction, cloud technology for restaurant management, and restaurant reservation systems.

### Atlanta Airport names BWI's Ricky Smith as new GM

Ricky Smith, the longtime CEO of Baltimore/Washington International Thurgood Marshall Airport (BWI), has been named as the new head of Hartsfield-Jackson Atlanta International Airport (ATL).

Smith has been executive director and CEO of the Maryland Aviation Administration, which runs BWI, since 2015. He will become general manager of ATL on April 2.

Current Hartsfield-Jackson Interim Airport General Manager Jan Lennon will be promoted to an elevated role within the airport as an Executive Deputy General Manager.

Smith has more than 30 years of aviation management experience working in Baltimore and Cleveland. Since returning to BWI Marshall in 2015, Smith led the airport to five (5) consecutive record-setting years for passengers, including restoring BWI Marshall as the busiest airport in the Washington/ Baltimore region and the Best Airport in North America for Customer Service according to Airport Council International.

### Steffen Brandt joins German whisky company SLYRS

Steffen Brandt has joined SLYRS Bavarian Whisky Distillery as Co-Managing Director for Sales & Marketing. Partnering with Managing Director and Master Distiller Hans Kemenater, Brandt will help solidify SLYRS' position as Germany's leading whisky brand on both the national and international stage.

With over 20 years of leadership in FMCG and the beverage industry, Brandt has built brands across Europe, Asia, and the Americas, including driving Gebr. Heinemann's international expansion in the Americas. In his new role, Brandt is bringing his expertise to SLYRS to accelerate international growth, digital transformation, and sustainability initiatives.