

## ASUTIL Montevideo Border Conference welcomes a full-house of 200 delegates

ASUTIL, the Association of South American Duty Free Stores, celebrated a fully-subscribed Encuentro de Frontera Border Meeting in Montevideo, Uruguay last week. The two-day event, which took place Nov. 9-10 in association with the Chamber of Entrepreneurs of Free Shops of Uruguay (CEFSU), welcomed 200 registered delegates to the conference and networking sessions, which included an opening cocktail party, breakfasts, lunches, and a Gala Dinner.

Delegates attended information-packed sessions presented by government and business officials, including Uruguay's Minister of Tourism, and Customs and Economic ministry representatives, among others, along with closing remarks by ASUTIL President Gustavo Fagundes, CEO of Dufry do Brasil, and CEFSU President Andres Mendelsohn, CEO of DFA Uruguay.

"The conference was a sell-out -

health and safety regulations did not allow us to sell any more packages as there was only room in the conference hall for 200 people," ASUTIL Secretary General Jose Luis Donagaray told *TMI*

After three years with no in-person events in the region, delegates deemed the meeting a success, with the ASUTIL networking model with buyers from border shops in Uruguay and Brazil connecting with supplier

delegates leading to business.

A number of delegates told *TMI* that they had written up confirmed orders with some being delivered as early as this week.

Donagaray concluded, "We now look forward to next year's conference in Buenos Aires, our first since 2017 in Rio de Janeiro. We will be mailing all our friends with full details of the event, at the end of March next year."

A full report on the two-day conference by John Gallagher will appear in the next issue of *TMI*.



*The Border Conference had wide support from operators and suppliers in the region.*

## IATA:

### September air pax demand stays strong as Asia Pacific posts huge rebound

Air travel recovery continues to be strong, reports the International Air Transport Association (IATA). Total traffic was up by 57% in September compared to the same month in 2021, and is now at 73.8% of September 2019 levels.

**International traffic** climbed 122.2% versus September 2021. September 2022 international RPKs reached 69.9% of September 2019 levels. All markets reported strong growth, led by Asia-Pacific, which saw a 464.8% rise in September traffic compared to September 2021, the strongest year-over-year rate among the regions. Capacity rose 165.3% and the load factor was up 41.5 percentage points to 78.3%.

International traffic has now almost caught up with the domestic air traffic recovery, which in September was at 81% of the September 2019 level. **Domestic traffic** for September 2022 was up 6.9% compared to the year-ago period.

China-- with its zero COVID strategy keeping borders largely closed-- is still "an outlier," said IATA Director General Willie Walsh. China's domestic traffic was down 46.4% versus September 2021.

#### International Passenger Markets

In addition to Asia Pacific's booming increase, **Europe's carriers'** traffic climbed 78.3% versus September 2021. Capacity increased 43.8%, and load factor moved up 16.3 percentage points to 84.1%, second highest among the regions.

**Middle Eastern airlines** posted a 149.7% traffic rise compared to September 2021. Capacity grew 63.5% versus the year-ago period.

**North American carriers** had a 128.9% traffic rise versus the 2021 period. Capacity increased 63.0%, and load factor climbed 24.6 percentage points to 85.4%, the highest among the regions for a fourth consecutive month.

**Latin American airlines'** September traffic rose 99.4% compared to the same month in 2021. Capacity climbed 73.7%.

**African airlines** saw a 90.5% rise in September RPKs versus a year ago. Capacity was up 47.2% and load factor climbed 16.7 percentage points to 73.6%, the lowest among regions.

### Hershey World Travel Retail team leadership changes



Rebecca Wong



Steve Bentz

Hershey's Travel Retail has named Rebecca Wong as Director WTR, effective Jan. 1, 2023.

Wong will replace Steve Bentz who has decided to retire after a long and distinguished career leading the Travel Retail team for Hershey's.

Bentz has been the driving force in establishing Hershey's in the channel, building a global reach for Hershey's core brands of Reese's, Kisses and Hershey's over 10 years and creating a Team focused on establishing long term partnerships with Retailers across the world.

Wong joined Hershey's in 2016 as a Business Manager in Europe, 3 years later becoming the Team Lead for Europe and Global Accounts.

She brings over 20 years of commercial experience with leading confectionary suppliers, both in the domestic and Travel Retail markets, with a focus on the value of insights to build successful strategies for growth.

## Hudson inks expanded agreement with Sunglass Hut to operate new standalone Travel Retail stores in North America



Sunglass Hut store rendering

## DFS Group unveils the 13<sup>th</sup> edition of its Masters of Time Pop-Up exhibition

Luxury travel retailer DFS Group is launching the 13th edition of its Masters of Time and a pop-up exhibition at Shoppes at Four Seasons at the Sands Resorts Macao on November 15.

Masters of Time – which the company describes as “an annual celebration of artistry, craftsmanship and innovation in the worlds of watchmaking and fine jewelry” – was created by DFS in 2008 to bring the best brands in the world of watchmaking, and their ambassadors together with enthusiasts and collectors.

Masters of Time is a signature event in DFS’ Masters Series, which showcases the retailer’s leadership and innovation in curating exceptional experiences across its five pillars of luxury: Wines and Spirits, Beauty and Fragrances, Watches and Jewelry, Fashion and Accessories, and Food and Gifts.

The 13th Masters of Time collection will be unveiled through a pop-up exhibition in T Galleria by DFS, Macau, Shoppes at Four Seasons and a Masters Awards gala event on December 3.

The full collection will be open to the public and available for purchase in Macau from November 15 until February 28.

The exhibition will showcase an exclusive portfolio of over 330 watch and jewelry pieces from more than 40 houses, including 12 brands joining for the first time. DFS will “Elevate the Moment” by presenting some of these masterpieces within its own DFS World, an innovative virtual playground for luxury.

This inauguration of DFS World – the first luxury travel retail metaverse – within Masters of Time, will launch 15 digital art pieces in collaboration with artists Pixsims and Didu Didu.

By converting digital art to NFTs, DFS aims to create an immersive and digitally driven experience, transforming the virtual world with the best curated luxury items that the retailer has to offer.

Visitors also have the chance to win digital collectibles along their interactive journey within DFS World.

Hudson has again broadened its strategic partnerships to enhance its specialty retail experience, inking a deal with Sunglass Hut to exclusively operate new standalone Sunglass Hut travel retail stores in the U.S. and Canada.

Hudson currently operates six of Sunglass Hut’s 32 standalone travel retail locations in North America, and more than 50 Sunglass Hut on-the-go corners in North America.

In 2020, Hudson and Sunglass Hut partnered to create an integrated brand experience through branded on-the-go corners in Hudson’s travel convenience stores.

The success of the corners has led to the expanded agreement.

“We are excited to expand our partnership with Sunglass Hut to offer greater accessibility to this iconic brand in more locations,” said Brian Quinn, EVP and

**Deputy CEO of Hudson.**

“Becoming the exclusive third-party licensee for Sunglass Hut travel retail stores reaffirms our commitment to delivering the products and concepts travelers have come to expect and continues to make Hudson’s stores some of the most sought-after shopping destinations in the industry.”

The Hudson-operated stores will emulate the Sunglass Hut experience, offering an extensive selection of styles and designs, including some of Sunglass Hut’s most recognizable brands, such as Oakley and Ray-Ban. Mobile POS and other frictionless checkout capabilities will also be available to make purchase faster and more convenient for travelers.

“As a global brand with millions of loyal customers, Sunglass Hut aims to have touchpoints in prime retail locations that feel authentic. Consumers know when they’re away from home and see that familiar Sunglass Hut moniker, they will find beautiful, branded sunglasses and unparalleled service,” said Giorgio Pradi, Sunglass Hut’s Senior Vice President and General Manager of North America.

“Particularly in North America, where the brand got its start, our strategy is to be wherever our consumers want to find us and to deliver the same luxury experience they have come to love.”

Sunglass Hut operates 184 travel retail locations around the world, including prime airport locations in Rome, Barcelona, Hong Kong and Istanbul.

The event includes the 2<sup>nd</sup> DFS’ Masters Awards, in which a specially selected independent panel of industry experts, designers and social media influencers will evaluate pieces from finalists including Jaeger-LeCoultre, Bovet, Bell and Rose, Bulgari, Van Cleef & Arpels and more, for their timelessness, technical excellence, craftsmanship, innovation and extraordinary artistry.

Winners will be chosen in six categories: Master of Watches, Master of Jewelry, Petit Hero, Excellence in Innovation, Excellence in Craftsmanship and Excellence in Jewelry Design.

There will also be a People’s Choice award chosen by customers voting in DFS World for their favorite pieces from the 18 short-listed Masters Awards nominees.

The 13th edition of Masters of Time will also feature a number of exclusive Masterclasses in partnership with international maisons including Bulgari, Qeelin and Guerlain.



## Starboard delivers Carnival-themed interactive experience, best-in-class beauty brands and largest vintage luxury boutique onboard new *Celebration*

Starboard Cruise Services kick starts its multi-year partnership with Carnival Cruise Line's highly-anticipated new ship, *Carnival Celebration*, with the most expansive retail selection across the fleet, along with the most ambitious first-at-sea brands and interactive elements.

*Celebration's* inaugural Caribbean season will start on Monday, Nov. 21, 2022, following a gala celebration on Nov. 20 which caps off the Cruise Line's year-long 50<sup>th</sup> anniversary.

Carnival and Starboard have catered *Celebration's* retail to the ship's environment, integrating retail concepts with entertainment experiences and designing custom-made products unique to the cruise line, its diverse guest demographics and destinations, as well as celebrating its home port of Miami.

Carnival's celebratory theme is carried throughout The Fun Shops, covering more than 4,580 square feet across decks 6, 7 and 8.

"We've developed, designed, and curated engaging retail offerings, including many first-at-sea launches as well as sustainable brands and products that exemplify inclusivity for *Carnival Celebration*," says Lisa Bauer, Starboard's president and CEO. "Bringing Carnival's brand to life, Starboard delivers an exciting assortment of Carnival-branded merchandise with a really fun in-store experience – a perfect tribute to our 30-year partnership."

"Carnival's 50<sup>th</sup> birthday was the perfect occasion to level up our retail offerings and refresh what our guests have come to expect from our ships," says Jeremy Schiller, VP of retail operations for Carnival Cruise Line. "Our long-term partnership with Starboard continues to deliver groundbreaking retail concepts that have fundamentally improved cruisers' vacation journey."

**Interactive Floor Experience**  
**Floor Experience**, located in The Carnival Store (Deck 8), will offer an experiential activity where an interactive retail installation changes as guests walk over it. With plenty of space to move around, vacationers of all ages can engage in a wide range of Carnival-themed moments while shopping, from floor hockey with the Carnival funnel, to virtually riding on the ship's BOLT rollercoaster, and more.

### FUN launches

In the Beauty shop, guests will discover notable brands including signature fragrances from American pop singer **Ariana Grande** and the, **ICONIC London** beauty line, famous for its GLOW-giving products.

The Swiss time piece shop is launching such first-at-sea brands **Gorilla**, cutting edge watch brand inspired by iconic luxury sports cars, and luxury watch brand

**Cuervo & Sobrinos**, which was founded in Cuba in 1882. With a true Latin legacy, the Swiss manufactured timepieces are designed to honor historic models from the 1930's and 1940's, the golden age of Havana.

### Luxury Vintage Retail

*Carnival Celebration* will be the first ship to introduce a standalone, dedicated **Luxury Vintage Boutique** at sea, promoting responsible fashion and offerings from iconic brands such as Louis Vuitton, Chanel and more.

The boutique carries the finest luxury vintage handbags and accessories from **What Goes Around Comes Around**, as well as leather goods, watches and accessories from **Tokens & Icons**, who are leaders in transforming authentic artifacts such as sports memorabilia into one-of-a-kind gifts.

### Miami and Destination-Inspired Partners

Starboard curated a memorable assortment of authentic destination offerings that echo *Carnival Celebration's* ports of call in the Caribbean and the City of Miami, where the line was established 50 years ago.

**MAVRANS**: Miami-based apparel brand known for gender-neutral, relaxed prints and designs made from eco-friendly materials such as recycled plastic water bottles.

**Pitusa**: Female-led Miami based company creating vibrant dresses and beachwear with an emphasis on ethical and sustainable production.

**Alma Weaving**: Handbags handwoven from recycled plastic by Salvadorean artisans.

**Sal de Aqui**: Female-founded gourmet salt line hand-harvested in Mexico

**My Ocean**: Soaps, ceramics, and gift items inspired by the beauty of the ocean and created by Bahamian artisans.

**Tagua**: Handcrafted from a palm tree nut, the organic jewelry brand creates financial independence for native artisans in Ecuador.

**Nopalera**: Female owned, botanical derived bath and body care brand founded to elevate and celebrate Latina culture.

### Themed Retail Collections

The ship will offer eight distinct collections celebrating Carnival's 50<sup>th</sup> Birthday – including a special collection from Miami-based artist Romero Britto.

The collections are destination-driven, Carnival-centric and inspired by the ship's various entertainment venues, such as the Heroes Tribute Bar and BOLT, the Ultimate Sea Coaster.

Reimagined Carnival-branded merchandise offerings have been developed in collaboration with Starboard to bring Carnival's 50-year history to life.

*Continued on next page.*

*Below: Carnival Celebration's retail program will launch Beauty brands like Ariane Grande fragrances and ICONIC London, Miami-based MARVANS apparel, and vintage Havana inspired Swiss watches from Cuervo & Sobrinos.*



## Nadine Heubel hosts retail podcast series for Seatrade Cruise Global

Seatrade Cruise has launched the Retail Wave Makers podcast series hosted by Nadine Heubel, former CEO of Heinemann Americas and currently Senior Managing Director - Travel Retail North America & Global Wholesale at Harper Dennis Hobbs.

The podcasts are part of Seatrade Global's ambassador program, which examines essential topics in cruise, Heubel tells *TMI*.

"Seatrade's Ambassador program invites experts in different fields to help them develop different sectors further. There is an Ambassador for destinations and shore excursions, an Ambassador for entertainment, another one for Food & Beverage, and one for Hotel Operations," she explains.

"The Ambassadors are the link between industry experts and the Seatrade team. Part of the Ambassador role is to make sure that the sector is represented as best as possible at the Seatrade signature event and regional events."

Retail is the last addition to this program, notes Heubel.

"Seatrade did not have a Retail Ambassador before but thought that this is an area that really offers interesting opportunities."

Registration is now open for **Seatrade Cruise Global 2023**, which will be held on March 27-30 at the Broward County Convention Center in Fort Lauderdale, FL, USA (a new venue from last year).

The theme of next year's event will be **Forward Momentum**, focusing on the future of cruising and what that momentum means for both short-term and long-term innovations and business plans.

[Register early to save up to \\$200 with Super Early Bird rates, only available through Friday 16 December.](#)

Reuniting the international cruise community, Seatrade Cruise Global will bring together visionaries, experts, and thousands of like-minded cruise professionals from all facets of the industry together to network, learn and find new solutions.



The four-part Retail Wave Makers series kicked off with Heubel speaking with Kelli Coleman, VP of Revenue, Retail & Photo at the Holland America Group, which includes Princess Cruises, Holland America Line, Seabourn Cruise Line and P&O Australia.

A retail cruise industry veteran, Kelli Coleman is responsible for one of the largest retail cruise programs in the cruise industry and bringing 15 years of experience with Walt Disney World and Resorts, seven of them as VP merchandise where she worked with Disney executives around the world in developing merchandising and products.

Heubel and Coleman presented a very informative and entertaining discussion covering the intersection of cruise and retail, offering valuable insights into how HAL's creative teams have designed and developed a diversified portfolio of brands and exclusive product assortments.

Episode 2 launched on Nov. 10 with Heubel meeting with cruise retailer, Lisa Bauer, President and CEO of Starboard Cruise Services. This episode can be accessed at <https://lnkd.in/eYmwNvZH>.

Episodes 3 and 4 will be announced shortly. They will launch on the next two Thursdays at Seatrade Cruise Talks Podcast: The Retail Wave Makers.

Heubel says that Seatrade has committed to promoting and supporting the retail sector in the cruise channel, and she is looking forward to seeing a bigger presence for retail at the Seatrade Global event in 2024.

Seatrade will be focusing on the new F&B@Sea program that will launch in 2023 in the coming year, but Heubel says that she expects some injection of retail, perhaps in a workshop or panel discussion, for 2023.

## Carnival Celebration launches 50<sup>th</sup> anniversary and themed retail collections Continued from page 3

The 8 collections include:

**50<sup>th</sup> Birthday**, limited-edition 50<sup>th</sup> Birthday merchandise that sold out in March will be relaunched and only available on *Celebration* until the end of this year, including the 50<sup>th</sup> Birthday edition Monopoly game and "piece of history" souvenirs.

**Miami Celebration**, featuring beach totes, drink coasters, bucket hats, towels, and matching apparel sets.

**Heroes**, exclusive *Celebration* apparel and drinkware inspired by the Heroes Bar in tribute to Armed Services members and their families.

The collections are rounded out with a **CarnivalSprayground collaboration**,

**Romero Britto**: Celebration-specific handbags, luggage tags and passport holders;

**Ruby and Sapphire (R&S)** apparel and fun souvenirs;

**Signature Hull** - a collection of backpacks, clothing and accessories inspired by the line's new red, white and blue hull livery,

and **Key Collectors**, limited-edition collectors' items will include unique ship models, Funship Freddy plush toys and headbands.

*Carnival Celebration* will sail six-to-eight-night voyages year-round from PortMiami visiting popular destinations in the Eastern and Western Caribbean, such as Cozumel, Costa Maya, Amber Cove, San Juan, Grand Turk and more.



## Starboard names Sherrie Day as Global Head of Merchandising

Sherrie Day was recently promoted to Global Head of Merchandising at Starboard Cruise Services, where she will spearhead all aspects of Starboard's worldwide merchandising strategies and strengthen company tactics to deliver outstanding product assortments and operational excellence.

"Sherrie's 30 years of retail experience, with a proven track record of custom product development has been instrumental to innovating our offerings. As the Global Head of Merchandising, Sherrie is uniquely positioned to carry out our company purpose to *Curate a Vibrant World*," states Lisa Bauer, President and CEO.

"Combined with her merchandising expertise, Sherrie's inspiring leadership contributes greatly to our company culture and will certainly help Starboard continue our position as the industry-leading retailer in cruise."

Most recently, Day served as Starboard's Vice President of Merchandising. In her new role, she will join Starboard's senior leadership team and report to Lisa Bauer. Her duties will encompass overseeing global buying functions and working with more than 700 brands across various categories, price points, and geographies.

Under her leadership, the merchandising team will also create onboard activations with product brand partners and create curated product assortments to align with each cruise line's unique brand positioning and guest mix.

Before joining Starboard in 2019, Day held multiple senior leadership positions at JC Penney, Target and Soma.

## DFWC quarterly global shopping monitor returns showing swings in shopping drivers and influencers since pre-COVID period

Following a two year hiatus, the Duty Free World Council (DFWC) has re-launched the DFWC Quarterly global shopping monitor in conjunction with m1nd-set, which reports significant changes in both purchase drivers and barriers, in the Q3.

The research, which has been commissioned by the DFWC from Swiss-based research agency m1nd-set, was conducted over the three months from July – September 2022 and compares the findings with pre-Covid shopper behavior during the same period in 2019. One of the most significant evolutions from the pre- to post-Covid period is the decline in importance of the key shopping drivers, albeit with one exception.

At the same time, the main barriers to purchase have, for the most part, increased among shoppers.

### Changing motivations

**Value for money and price advantage**, the top two purchase drivers, have seen a sharp drop from 32% and 30% of shoppers citing these in Q3 2019 to 18% and 17% respectively in Q3 this year.

**Convenience** as a reason to purchase was quoted by over a quarter of shoppers in Q3 2019 but by only 16% during the same period this year. Both **dwell time** and **brand loyalty** were cited as purchase drivers by 15% of shoppers in Q3 this year, down from 20% and 18% of shoppers in 2019.

The only purchase driver which has seen an increase among shoppers over the 3-year period is special editions / duty free exclusives, up slightly from 12% in 2019 to 15% in 2022.

### Shopping barriers increase

Shopping barriers have consistently increased, with the exception of **higher prices vs home**, which saw a drop over the three years from 31% in Q3 2019 to 17% in

Q3 this year. **Long queues, insufficient time, uncertainty over custom regulations and higher prices compared to other airports** have all been cited more frequently as reasons for not purchasing at an airport.

### Pre-planning on the rise

The percentage of global shoppers planning their airport shopping with a clear idea of what they want has increased quite significantly from the pre- to post-Covid period, according to the DFWC shopping monitor. In 2022, 35% of shoppers – versus 22% in 2019 – planned to purchase either a specific product or brand.

Undecided planning has decreased over the three years, on the other hand, down from 55% in 2019 to 44% in Q3 2022. The percentage of shoppers purchasing on impulse has decreased only slightly from 23% to 21%.

The research also reveals that

shoppers have become more self-indulgent since Covid, with 50% purchasing products for themselves in Q3 2022, up from 45% in 2019. Gift shopping, on the other hand, has declined from 41% to 29% over the 3-year period.

**Sarah Branquinho, DFWC**

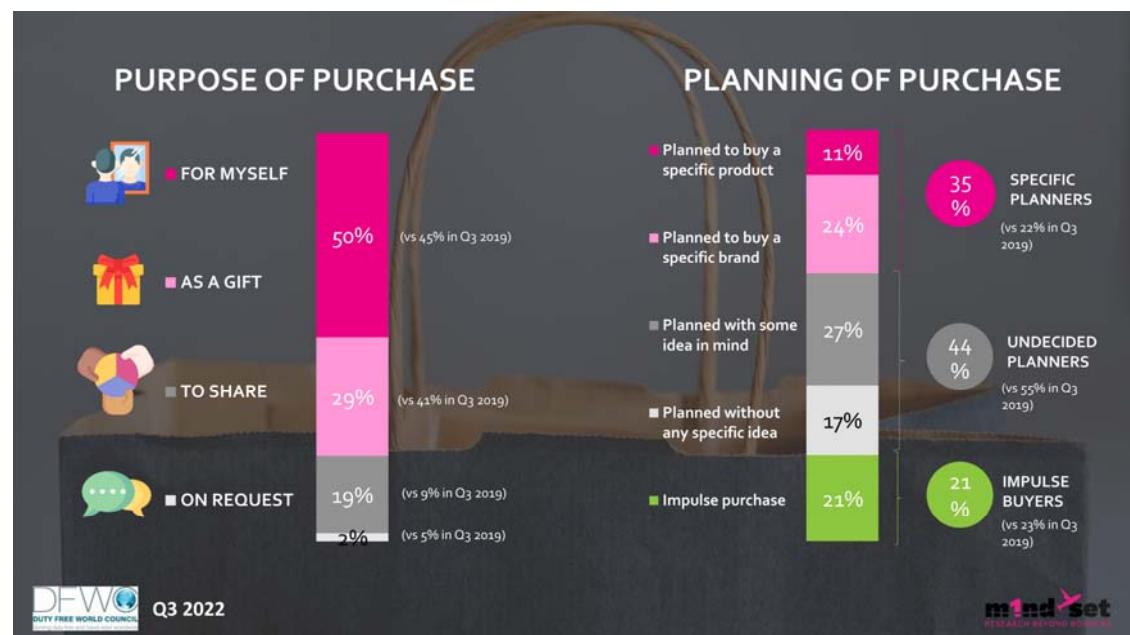
**President** commented: "We are delighted to see the return of the DFWC shopping monitor in partnership with m1nd-set. Shopping behavior today is quite significantly different from pre-pandemic times and the research highlights the importance of frontline customer-facing staff.

"The monitor shows how the percentage of shoppers engaging with sales staff has increased from 49% to 71% over the past three years. This demonstrates the importance of staff training, which is why the Duty Free World Council has invested in the DFWC academy. The success rate of staff interactions has also increased

significantly, up from 51% in 2019 to 78% this year. We cannot emphasize enough the importance of training programs, like those offered by the DFWC Academy to ensure staff have all the necessary tools at their disposal to engage successfully with shoppers and potential shoppers in the travel retail environment."

The quarterly monitor also provides a global and regional air traffic overview based on data from IATA, which reveals global as well as regional traffic, the top ten airports and the top ten traveling nationalities.

While global recovery is at 70% of the 2019 levels over the 2022 summer months, recovery across almost all regions surpasses the 80% level. Only Asia Pacific shows a below average recovery rate with just over 30% of the 2019 traffic levels in the summer of 2022, according to the DFWC monitor.



## Women of the Vine & Spirits, in collaboration with Deloitte, invites participation in its 2023 industry specific DEI survey

*Survey now open to those employed across the supply chain; suppliers, wholesalers, retailers*

Women of the Vine & Spirits (WOTVS), the global membership organization dedicated to pushing the wine, beer and spirits industry toward a more diverse, equitable and inclusive era, has opened the 2023 Women Raising the Bar Study, in collaboration with Deloitte, for survey respondents. WOTVS and Deloitte invite employees that work within the wine, beer, and spirits supply chain to take the survey with a goal of identifying leading practices and areas for impact.

In 2022, WOTVS collaborated with Deloitte to create and launch the first industry-specific Diversity, Equity & Inclusion (DEI) Baseline Report.

Tapping into WOTVS Corporate

Members, this initial study established a standardized framework from which to measure organization performance against DEI bench-marks going forward.

The fundamental goal was to support organizations in their evaluation of leading practices and to help them drive accountability for building more diverse, equitable and inclusive workplaces.

Key findings from the 2022 study:

Only 10% of female survey respondents think there has been a significant positive change toward women in the last five years across the beverage alcohol industry.

Less than 20% of surveyed women think their company's

efforts on DEI have been very successful in creating a better workplace.

Attractive pay, company culture, and work/life balance are the most critical career objectives for surveyed women.

"Deloitte has significant experience researching DEI challenges and providing recommendations for how companies can advance equity, including gender issues," said Deborah Brenner, Founder & CEO of Women of the Vine & Spirits. "Inviting all employees within the supply chain to participate is expected to provide a more comprehensive data set resulting in a more substantiative study."

Survey responses are confidential and anonymous, with survey submissions going directly to Deloitte's research teams. The survey closes on Friday, November 18, 2022. To participate, visit [womenofthevine.com/women-raising-the-bar-study](http://womenofthevine.com/women-raising-the-bar-study).

The 2023 Women Raising the Bar Study is supported by The Brewers Association, Distilled Spirits Council of the United States (DISCUS), Sonoma County Vintners, The United States Bartender's Guild (USBG), The United States Bartender's Guild National Charity Foundation, Wine & Spirits Wholesalers of America (WSWA), Wine Growers Canada and Women in Wine: Oregon.

## Rituals counts down the Holiday Season with new Advent Calendar, and relaunched EDP and Home Collections

Rituals Cosmetics has introduced a renewed The Ritual of Advent Calendar for the holidays, relaunched its Eau de Parfum collection, and created a new range of home fragrances called Private Collection Comfort.

The **Ritual of Advent Calendar** holds 24 Rituals products presented in a **2D or 3D Advent Calendar**.

The 2D Advent Calendar is made using recycled PET, priced at €69,50, containing products almost double its worth of €130, including four candles. The **3D Advent Calendar** comes with a cardboard tree, a string of lights and products worth €160, including a wide range of personal care items, exclusive to this 3D edition, for a price of €99,50.

The Ritual of Advent 2D Calendar is now available at Rituals Cosmetics locations across duty free. The Ritual of Advent 3D Calendar is available in Rituals Cosmetics travel stores.

### Eau de Parfum collection

Rituals Cosmetics has relaunched its Eau de Parfum collection, introducing The Iconic Collection with an improved design, sustainably curated and inspired by the precious ingredients found in the world's most iconic and ancient destinations, says the company.

The fragrances are inspired by ancient perfume traditions and scent memories, from across the world.

Travelers can explore the deserts of Arabia with **Roi d'Orient**, indulge in the scents of flower valleys in India with **Fleurs de L'Himalaya** or escape in the springtime gardens in Japan with **Rêve de Hanami**.

In line with Rituals' sustainability commitments, each perfume is curated with ingredients that are over 80% natural origin.



The travel size perfume can be refilled with the refill pourer and all perfume bottles can be disassembled completely for 100% recycling.

The Iconic Collection is available in all standalone Rituals travel retail stores, and in Rituals shop-in-shops in travel retail Middle East and select shop-in-shops in travel retail Europe.

### Private Collection Comfort

Rituals offers travelers a holistic approach to wellbeing with its latest home range. The Comfort Collection consists of three unique fragrances: Suede Vanilla, Smooth Violet or Cotton Blossom, available as Fragrance Sticks and refills, Scented Candles, Parfum d'Intérieurs, Cartridges, Car Perfume, Hand Washes and refills, and a Hand Balm. The Rituals Comfort Collection is available now.

EssilorLuxottica

KERING  
EYEWEAR

MARCHON

a vsp vision company

MARCOLIN

Maui Jim

Safilo

THÉLIOS

## Sunglasses Workshop shines light on promising category

Over 110 travel retail executives gathered for the Sunglasses Workshop 2022 during the TFWA World Exhibition in Cannes to discuss the immediate and longer-term opportunities for the category in the post-Covid era, under the event theme *Focusing on the Future*.

Retailers such as Dufry, Gebr. Heinemann, Lagardère Travel Retail, Aer Rianta International, Everrich Duty Free and many others from around the world joined event co-sponsors/co-hosts EssilorLuxottica, Kering Eyewear, Marchon, Marcolin, Maui Jim, Safilo Group and Thélios.

Following a welcome from moderator Dermot Davitt, of *The Moodie Davitt Report*, m1nd-set's **Peter Mohn** presented a summary of findings from consumer research of 1000 recent sunglasses shoppers in the travel retail channel.

Conducted in August and September 2022, the study was commissioned especially for the workshop.

Mohn extracted 5 key take-aways from the research:

**1. 80% of Sunglasses purchases in travel retail have a degree of pre-planning**, meaning greater pre-planned purchasing over the last five years brings a change in category role in TR – it's an anchor.

**2. 21% of Sunglasses shoppers see the brand they purchase from the outside of the store**, meaning making the category prominent and visible will fuel greater footfall – anchors need to be seen.

**3. 43% of Sunglasses purchases are informed by pre-store touchpoints (vs 36% all categories)**, meaning online communication & engagement pre- and during travel plays to the Sunglasses shopper profile – it's an omni-channel category.

**4. 20% of Sunglasses shoppers are interested in travel retail exclusive sunglasses (vs 12% all categories)**, meaning availability and communication of channel exclusives should play to the evident demand – important for channel differentiation.

**5. 67% of Sunglasses shoppers interacted with sales staff (vs 57% all categories), and 74% (69%) were influenced by sales staff.** Mohn says that this means Sunglasses staff are more necessary and more influential than other categories in travel retail – sales staff are crucial to conversion.

After Mohn's presentation, an interactive panel featuring leading sunglasses suppliers discussed a range of topics including emerging category and consumer trends, the relevance of the travel retail channel to sunglasses brands, the role of digital, opportunities for growth and perspectives on partnership contribution from different stakeholders to unlock potential.

Each panelist was asked to conclude with one word that should be the focus of the category over the next 12 months. They answered with: **Collaboration, Trust, Partnership, Consumer-centric, Innovation, Consumer experience and Elevation**.



(Left to right) Alessio Crivelli (EssilorLuxottica), Emanuele Lasagna (Kering Eyewear), Erwan Le Guennec (Marchon), Alessia Voltan (Marcolin), Giles Marks (Maui Jim), Maria Valentina Alessi (Safilo Group) and Alessandro Eucaliptus (Thélios)

The collective of **sunglasses suppliers** commented: "We are thrilled with the attendance and quality time spent together at the returning workshop this year. We wanted to send out a clear message that the sunglasses category is back, stronger and more determined than ever. Thank you to everyone who participated." They continued, "We covered a lot of ground in this session but it's only the start of 12 months of relentless

effort to drive the category, culminating in another Sunglasses Workshop in Cannes next year. We will be back again, and we will mark this occasion with the return of a bigger, better and even more coveted Sunglasses Awards!"

The Sunglasses Workshop is organized by integrated retail marketing, design and communications agency **Purple** (formerly known as FILTR.QINGWA).



Dr. Peter Mohn of m1nd-set presented a summary of findings from specially commissioned consumer research at the Sunglasses Workshop in Cannes.