



## Fairn & Swanson closes after 70 years in business

One of the pioneering companies in the U.S. duty free industry closed its doors for good last week, citing the impact of the COVID-19 pandemic.

After seven decades in business, California-based Fairn & Swanson – parent company of Baja Duty Free – filed a Chapter 7 bankruptcy petition on June 2, 2020 in the California Northern Bankruptcy Court (Oakland). The petition calls for liquidation of the company, so there is no intent to reorganize.

Fairn & Swanson founder Wolfgang Uhlig began supplying duty free products to marine vessels visiting the Port of San Francisco in 1949.

Uhlig opened the first Baja Duty Free store in 1989. The year 2020

had been planned as a year-long celebration of the retailer’s 30<sup>th</sup> anniversary. As of the time of the filing, F&S was operating six Baja Duty Free border stores, three in California and three in Texas. Baja Duty Free was able to celebrate the anniversary for one month only before COVID-19 hit.

Before the COVID-19 pandemic, Baja Duty Free had represented 45% of the overall F&S business, with the rest generated by ship chandelling and distribution activities. Fairn & Swanson had supplied products to a number of independent duty free stores along the border, as well as some overseas bases. Supplying cruise ships had been one of its major channels.

Nicole Uhlig, the second generation to run the company, tells *TMI*: “[Closing] is so sad for all of us at F&S, Baja and the duty free industry partners that are affected. The times have changed and our family company couldn’t make it through 2020 COVID-19.

“Wolfgang and his legacy will never be forgotten in the duty free industry,” she said.

Ari Bussel, of Saybrex International, Inc., another California-based travel retail supplier, also commented on what a difficult decision the bankruptcy must have been: “It is a very sad moment for the industry. This is a liquidation of a powerhouse in the industry, a known and most respected name, member and competitor.”

## Dufry restructures Global Executive Committee, simplifies top management functions

Dufry has announced some structural changes as it adapts its organization to the new business environment. The objective of the changes are to accelerate growth and support profitability during the recovery phase of the economic crisis and beyond.

The new organizational structure, which will become effective as of September 1, 2020, aims at further strengthening the airport travel retail business and other channels, says Dufry.

Among the main changes,

Dufry will integrate headquarters and divisions and group countries into seven clusters plus North America as compared to the 23 clusters now in effect; simplify the first management level by grouping related function; and introduce a new, reduced Global Executive Committee to reflect organizational changes.

**Dufry CEO Julian Diaz** explains the rationale behind the changes: “Dufry’s new simplified organization will allow us to adapt the company to the new business

environment by adding flexibility, agility and by accelerating the decision making process.

“The new organization reduces costs by defining new responsibilities and directly managing operations from the headquarters. Combined with the successful strengthening of the financial structure achieved in April as well as the tight cost control and cash management initiatives implemented, Dufry is well prepared for the recovery phase of the tourism and travel industry.”

### 2020 MEADFA Conference cancelled

The 2020 MEADFA Conference is the latest victim of the coronavirus pandemic.

The Board of the Middle East & Africa Duty Free Association announced the cancellation of the 2020 event, which had been scheduled to take place Nov. 23-24 in Dubai.

The Board said the decision was based on the severe economic impact of the COVID-19 virus on the global travel retail industry, coupled with uncertainty surrounding travel restrictions.

As part of its mission to support the travel retail business in the Middle East, Africa and beyond, MEADFA will shortly launch a series of interactive online forums. As well as maintain its training program with a new e-learning format. Further information will be shared with MEADFA members soon.

In a further initiative to ease the challenges its members face, MEADFA has decided to defer membership fees for a year.

### Integration of HQ and divisions

The integration of head-quarters and divisions will directly connect headquarters to the country clusters. All clusters will now report to **Eugenio Andrades** as new **CEO Operations**, with exception of the current division North America, which will continue to report to **North America CEO Roger Fordyce**.

The countries will be grouped into seven clusters plus North America, allowing smaller countries to be served from local shared service centers.

### Simplification of first management level

The simplification of the first management level focuses on three main areas.

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## Hudson to rollout PPE Vending Machines in 27 airports across North America

Travel retail leader Hudson is introducing Personal Protection Equipment (“PPE”) vending machines and a custom-designed line of health and safety offerings sourced and manufactured in the United States. Hudson—which operates more than 1,000 stores in airports, commuter hubs, landmarks and tourist destinations across North America—says that the machines meet the need for increased safety, convenience and service for its travelers and airport communities in the COVID-19 environment and allow it “to stay true to being the all-encompassing travel partner.”

The vending machines, which are ADA compliant, will be introduced to leading airport destinations across North America starting in late June. By the end of the summer, Hudson plans to introduce vending machines in 27 of the nation’s leading airports and the Houston Space Center.

The machines will be located in pre-security locations, offering a convenient and seamless shopping experience for travelers and

essential airport workers who may have forgotten their PPE at home, says the Hudson announcement.

Each vending machine will be stocked with a variety of essential products which can be purchased with a credit card, providing a 24/7 retailing experience.

To ensure a sanitary shopping experience, the vending machine’s touchscreen will be sealed with an anti-microbial shield that eliminates germs on the surface for three to four months before replacement, and social distancing floor decals around the machine to maintain crowd control.

“With the gradual return of passengers to airports across North America following COVID-19, we’re noticing a behavioral change in travelers which puts health and safety at the forefront of the travel experience,” said Brian Quinn, EVP and Chief Operating Officer of Hudson. “To meet these expectations, we’ve developed an extensive product offering as part of our PPE vending machines that delivers traditional and technology-focused health and safety options.”

The vending machines will be stocked with products from Hudson’s proprietary brand line, “Traveler’s Best,” which now includes PPE, cleaning products, and Ultraviolet C (“UV-C”) LED light sanitizing technology.

Available in both the new vending machines, and at Hudson’s travel convenience stores, the new products include:

\*Individual and bulk packaged face masks, including disposable, KN95, and cloth options

\*Individual 2 oz. and 4 oz. hand sanitizers, and bulk hand sanitizer wipes

\*All-in-one hygiene kits

\*Nitrile gloves and multi-use thermometers

\*Portable and rechargeable UV-C sanitizers for mobile devices and personal items.



## Dufry begins reopening some Caribbean stores—San Juan, Cancun first to open, Dominican Republic should follow soon

Dufry was able to open part of its main store in Puerto Rico’s Luis Muñoz Marín International airport in San Juan on June 1.

As of March 23, all commercial flights bound to Puerto Rico were routed through LMM Airport, which is operated by ASUR’s subsidiary Aerostar. Arriving at LMM, all passengers were screened by representatives of the Puerto Rico Health Department. This was one of the strictest medical screenings of any state or territory, according to *Bloomberg*.

As a result, the LMM airport remained open and operating, albeit with substantially reduced flight and passenger volumes, according to ASUR. In fact, passenger traffic at San Juan plummeted by 89.7% in May, with international traffic down by more than 98%, reported ASUR.

With several Caribbean countries beginning to open their borders, passenger traffic is expected to increase.

Rene Riedi, Dufry Chief Executive Officer Central and South America, tells *TMI* that San Juan opened just recently and is operating in a reduced area in the main walk-through as well as the walk-through area in Terminal A.

Riedi also expects Dufry stores to open in the Dominican Republic and Cancun in the next week or two:

“The airports in the Dominican Republic are open, however, they are mostly operating repatriation flights. Our stores operate but in very reduced space. The official re-opening has not yet been announced but we expect it for second half of June or July 1,” he says.

“Cancun Airport has never been closed but our stores are [closed] as being non-essential. The opening of our store at T4 is planned for June 8. This coincides with the partial lifting of the lockdown and the re-opening of the hotels in Yucatan,” said Riedi, who says that Dufry expects further reopenings in the Caribbean in the coming weeks.

Airport operator ASUR reports that passenger traffic at Cancun International airport was down 96.6% in May.

## Dufry restructures Global Executive Committee

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\*All finance related functions are consolidated under **CFO Yves Gerster**. These functions include controlling, accounting, treasury and financial shared services.

All commercial activities, such as shop design, trade and digital marketing, category management and supply chain, will be integrated within the scope of **Andrea Belardini, Chief Commercial Officer**.

\* All corporate functions such as HR, IT, strategy and M&A as well as control business development, will be consolidated within the responsibility of the **Chief Corporate Officer, Luis Marin**, to develop further synergies. **José Antonio Gea**, Deputy Group Chief Executive Officer, will report to the Group CEO and be responsible for the company restructuring and special projects.

### New composition of Global Executive Committee

Under the new organization, as of Sept. 1, 2020, Dufry’s Global Executive Committee will consist of 8 members instead of the previous 10: Julian Diaz, Group Chief Executive Officer; José Antonio Gea, Deputy Group Chief Executive Officer; Yves Gerster, Chief Financial Officer; Eugenio Andrades, Chief Executive Officer Operations; Roger Fordyce Chief Executive Officer North America; Andrea Belardini, Chief Commercial Officer; Luis Marin, Chief Corporate Officer; and Pascal Duclos, Group General Counsel.

Rene Riedi, Chief Executive Officer Central and South America, and Javier Gonzalez, Chief Marketing and Innovation Officer, previously part of the Global Executive Committee, will continue to support the company with their wealth of experience, says the company.

## Essence Corp works with local groups to donate needed food supplies



Top: Patricia Bona delivering food to Miami Dade school children; Bottom: Antoine and Guillaume Bona delivering food with the owner of Semilla French Bistro for the Saint Vincent de Paul Society in Miami Beach.

Essence Corp, the Miami-based travel retail distribution company known for its philanthropic endeavors, continues to give back substantially to the local communities during the COVID-19 pandemic.

Among its activities, Essence Corp founders, Jean-Jacques and Patricia Bona, contributed to the effort of Alberto M. Carvalho, Superintendent of Miami-Dade County Public Schools, in funding and distributing 500 meals to the Miami Community in need.

The event took place on Sunday, May 3, 2020, and was coordinated by several local French Associations, Fondation des Alliances Françaises. The donated meals primarily targeted Miami Dade school children who no longer are receiving free daily meals distributed in schools.

Later in the month, Essence Corp's VP Sales Antoine Bona and Guillaume Bona, together with Semilla French Bistro & Wine Bar, donated and delivered 150 meals to Saint Patrick Church for the Saint Vincent De Paul Society in Miami Beach.

## Brown-Forman reorganization names Farrer to lead Europe; Hinrichs to lead Emerging International

Brown-Forman announced that it is reorganizing the structure of its international business – creating two new groups--Brown-Forman Europe and Brown-Forman Emerging International.

Marshall Farrer, currently head of Developed APAC and GTR, was named President of Brown-Forman Europe and Thomas Hinrichs was named President of Brown-Forman Emerging International.

Farrer will join the Executive Leadership Team (ELT) and Hinrichs will continue to serve on the ELT. Both changes are effective August 1, 2020.

“As we seek to deliver balanced geographic growth with competitive routes to consumers, we must have an agile and simplified organizational structure,” said Lawson Whiting, President and Chief Executive Officer, Brown-Forman Corporation.

“Thomas and Marshall are innovative and resourceful leaders who reflect the values of

Brown-Forman.”

Hinrichs has 23 years of experience at Brown-Forman and is “highly valued for his global mindset and strategic focus and commitment to culture and engagement.”

The markets in the Emerging International Division include: Global Travel Retail (GTR); Asia; Australia/New Zealand; Latin America; and Russia/CIS/Turkey/India/Middle East and Africa.

Farrer brings 22 years of experience to this role as a proven leader of regions and brands, most recently leading Developed APAC and GTR. He brings a unique perspective to both Europe and the ELT as a member of the Board of Directors and as a Brown family shareholder. The markets in the Europe Division include: UK/Ireland; Germany/Czechia; France/Spain/Portugal; Poland; and the greater Europe markets that make up Developing Europe.

### Veronica Huber debuts Huber Brands

Veronica Huber, most recently with distribution company Chase International following stints with Diageo, Cartier, Longines Watch Co., and her own jewelry company, has opened Huber Brands, LLC.

Huber Brands is a sales and marketing consultancy representing companies in the liquor, confectionery and luxury goods industries, including jewelry, watches, accessories, leather goods, writing instruments, sunglasses, beauty products and fragrances.

“Huber Brands specializes in brand building, business development, sales and marketing management, as well as trade marketing events for the US Travel Retail, Caribbean and Latin American territories,” Huber tells *TMI*.

“My experience with a range of product categories and brands give me an excellent understanding of what brands need to prosper in the travel retail channel. As travel opportunities begin to reopen, it is imperative for brands to begin to tell their story early and become part of the new reality.

“I work with companies of all sizes, from small family/privately owned shops to larger corporate companies. My range of experience allows me to tailor programs to meet all their needs,” she adds.

For information on how Veronica can help your brand, please contact her at [veronica@huberbrands.com](mailto:veronica@huberbrands.com) or call (561) 758-8398.

## L'Oréal develops #Safetogether, e-learning module for employees returning to the workplace

In order to ensure the health and safety of its employees worldwide, L'Oréal Group has developed a dedicated e-learning program, **#safetogether**. The program was created to ensure that all Group employees are aware of the new prevention and social distancing measures the company is instituting before they return to their workplace.

The module is the result of the collaboration of various teams in France and abroad, and is available in 14 languages. It consists of short, highly educational video tutorials based on the Group's most demanding health and safety standards, the recommendations of its doctors and those of the WHO.

The 15-minute **#safetogether** e-learning course provides employees with the information about the protective measures that they must

now adopt: how to check their health status before coming to work, how to wash their hands properly, how to put on and take off a mask, what precautions to take in the workplace, etc.

Several quizzes are available to validate the assimilation of these new protective measures and the rules to be respected in the workplace, says the company.

All L'Oréal employees are required to complete this module, available on MyLearning, the platform that brings together all internal online training courses, before returning to the workplace.

Since its launch, more than 14,000 employees had already taken the **#safetogether** online training by mid-May.

This e-learning is also mandatory for employees in the field as well as for all service providers



present on the Group's various sites.

In order to enable as many people as possible to benefit from this e-learning, L'Oréal has made a version of this module available

for the general public via Cross-Knowledge, at (<https://together.na.crossknowledge.com/>). CrossKnowledge's 500 client companies will also benefit from this content.

### Burberry Beauty names Isamaya Ffrench as new global Beauty Director



*Isamaya Ffrench*

Burberry Beauty has named British makeup artist Isamaya Ffrench as the new Global Beauty Director. Ffrench has worked on the brand's TB Monogram and the Festive 2019 campaigns under Chief Creative Officer Riccardo Tisci.

Ffrench studied 3D design at Chelsea College of Art and then product design at Central St Martins before starting her career in Beauty. In 2017, Isamaya launched Dazed Beauty and has since played a key creative role for numerous international luxury cosmetic brands, working as Brand Ambassador and Creative Director.

Her first campaign as Burberry Global Beauty Director will be released in Autumn 2020. *Photo courtesy of Burberry.*



*Charlotte Tilbury*

### Puig to acquire majority stake in British luxury makeup brand Charlotte Tilbury

Puig has announced that it will acquire a majority stake in British luxury makeup and skincare brand Charlotte Tilbury.

Puig will acquire a majority stake in Charlotte Tilbury alongside its founder who will rollover a significant minority stake.

Charlotte Tilbury will continue as Chairman, President and Chief Creative Officer of the company and Demetra Pinsent will stay as CEO.

BDT Capital Partners will invest alongside Puig and hold a minority stake. BDT also acted as financial advisor to Puig.

Puig and Charlotte Tilbury are both privately owned companies, and say they have a strong connection through their shared core values, including creative story-

telling, an entrepreneurial mindset and a passion for empowering people through beauty.

The acquisition of a majority stake in Charlotte Tilbury will add an established and rapidly-growing makeup and skincare brand to Puig's existing portfolio of fashion, fragrance and luxury beauty brands. The entry of the Charlotte Tilbury brand, with a solid product portfolio and strong digital capabilities, will reinforce Puig's position in the category and make Puig a strong three-axis global competitor in the luxury beauty category, says the company announcement.

Charlotte Tilbury also will be able to access Puig's global footprint and operations to expand its worldwide presence.

## Shiseido Travel Retail aims for an emotional connection with new scent launches

Shiseido Travel Retail has launched three new fragrance extensions from Dolce&Gabbana, Issey Miyake and Narciso Rodriguez.

These fresh new releases are designed to build a deeper emotional connection with consumers, and are part of Shiseido Travel Retail's ambition to provide competitive and unique offerings and innovative products for travelers, says the company.

The new scents include Dolce&Gabbana's Fruit Collection, Issey Miyake's IGO and Narciso Rodriguez's NARCISO Ambrée. They are available now in travel retail worldwide.

Elisabeth Jouguelet, Vice President of Marketing & Innovation, Shiseido Travel Retail, commented: "Leveraging our consumer-centric strategy, the global release of these new expressions from our fragrance houses is set to drive further brand loyalty among traveling consumers by inspiring their emotions with rich stories of history and place. Fragrance is a powerful emotional driver and scents have the ability to influence our well-being, invoke positive moods and reduce stress, which is especially important during these unprecedented times. With category-leading innovation, we are confident that they will serve as great travel additions for our beauty consumers."

### Dolce&Gabbana

Dolce&Gabbana Beauty pays tribute to the Italian island of Sicily with the new **Fruit Collection**, a trio of fragrances, each centered around a singular fruit. The fragrance trio is composed of a complex blend of rare and carefully crafted essences that captures the vitality of a Mediterranean orchard in full bloom, says Shiseido.

The flacons sport fruit-shaped caps, which are inspired by Sicily's renowned *maiolica* ceramics, transforming the Fruit Collection fragrances into collectable pieces of art.

The Dolce&Gabbana Fruit Collection comes in 150ml Lemon, Orange and Pineapple variations. They are available in selected travel retail locations worldwide.



*Dolce&Gabbana Fruit Collection trio*

### Issey Miyake

**Issey Miyake IGO** is a technological and playful rendering of Issey Miyake's iconic Eaux d'Issey perfume with an innovative, two-in-one bottle design that took four years to be perfected. In parallel with its English meaning, "I GO", *IGO* in Japanese means 'henceforth', which signifies the future. The perfume comes encased in a dual-function bottle comprising the iconic ISTAY flacon, and the portable IGO cap which contains 20ml of fragrance for spritzing on the go.

The Issey Miyake IGO collection consists of **L'Eau d'Issey** (80ml), **L' Eau d'Issey pour Homme** (100ml) – both available in travel retail worldwide, and **L'Eau d'Issey Pure Nectar de Parfum** (80ml) available now in Travel Retail Asia Pacific and Americas

### Narciso Rodriguez

Narciso Rodriguez's new eau de parfum, **NARCISO Ambrée**, is inspired by a woman's golden freckled skin.

A collaboration with perfumer Aurélien Guichard, the fragrance's original amber note is enhanced and blended with vanilla, in addition to Narciso Rodriguez's signature musc.

It is presented in the iconic NARCISO glass cube bottle in a rich amber glow inspired by sunlight.

Narciso Rodriguez's NARCISO Ambrée Eau de Parfum comes in 50ml and 90ml variants and is now available in travel retail.



*Issey Miyake IGO: L'Eau d'Issey (80ml) and L' Eau d'Issey pour Homme (100ml)*



## Edrington names Helen Wong as Managing Director of Asia Travel Retail, Marcelo Colombo takes new role with U.S. team



Edrington has appointed Helen Wong to the position of Managing Director, Asia Travel Retail, based in Singapore. She replaces Marcelo Colombo, who has returned to the United States in a role within the Edrington U.S. team.

Wong joins Edrington from Swedish watch brand Daniel Wellington, where she was Head of Global Travel Retail and was instrumental in setting up the brand's travel retail business in Asia.

Wong also spent nearly six years with DFS Group within the retailer's Luxury and Fine Watches division.

**Suzy Smith**, Managing Director, Edrington Global Travel Retail, comments: "Asia remains a hugely strategic, influential market and Helen's experience in luxury and strong track record for driving growth in the region make her an ideal candidate.

"We look forward to introducing Helen to our partners as soon as travel restrictions allow and welcome her to the team as we continue our dynamic

journey focused on brand building, recruitment and premiumization.

"I would also like to thank Marcelo for his contribution, enthusiasm and achievements over the past three years. We wish him all the best for his new chapter with Edrington," says Smith.

**Marcelo Colombo**, Vice President Marketing for The Macallan and National On-Trade Accounts, Edrington Americas, said: "While I am very excited for my new challenge within Edrington, it's a bitter-sweet feeling to have taken a new role outside of the Travel Retail industry, in which I have spent the last 10 years of my career and which has given me so many great friends, colleagues and wonderful experiences.

"I will miss the fantastic people I've met along the way, and continue being a strong supporter and ambassador for this channel. I trust that in spite of the current challenges Travel Retail will thrive again soon, and that our brands will continue their success in Asia under the leadership of Helen."

**Wong**, comments: "Edrington Global Travel Retail has forged a well-deserved reputation for innovation, premiumization and brand-building, particularly in Asia, where The Macallan's growth trajectory in recent years has been impressive.

"While I join the Asia Travel Retail team at what is clearly a challenging time for the industry, there is also an exciting opportunity in the region to lead the channel's global recovery by strengthening our partnerships and reconnecting with consumers as they begin to travel once again."

## Haleybrooke International adds New Zealand vodka Broken Shed to portfolio

Hayleybrooke International has added Broken Shed Vodka, a super-premium vodka made in New Zealand, to its Duty Free and Travel Retail portfolio.

Broken Shed Vodka is distilled three times from New Zealand whey, an excellent natural source for distillation of pure spirit.

The vodka is free of additives and blends two distinct water sources from New Zealand: natural mineral water from a 15,000-year-old aquifer in the Southern Alps of New Zealand; and fresh spring water from the North Island.

"We are excited to be working with Haleybrooke International, as we move to having our vodka available with the Duty Free and Travel Retail Industry," says Steve Bellini, President of Broken Shed Vodka. "With Haleybrooke International's impressive track record at helping spirits brands move products to traveling consumers among these markets, we see great opportunity for Broken Shed Vodka."

"We believe there is a great opportunity for Broken Shed Vodka among consumers within the Duty Free and Travel Retail markets that are looking for a great tasting and all natural vodka," notes Patrick Nilson, President of Haleybrooke International.

Roger Thompson, Vice President of Haleybrooke International added: "Beginning discussions with customers on Broken Shed Vodka have been very positive and we see lots of future success with this collaboration."

Broken Shed Vodka will be sold in the Duty Free and Travel Retail markets at US \$30.00 for the 1L size. The company was awarded a score of 91 in Wine Enthusiast and gold medals in the San Diego Spirits Festival in 2019, Tastings in 2019 and the Los Angeles International Spirits Competition in 2017 to name a few.



## Welsh Whisky company Penderyn appoints Simon Roffe as Director of Business Development

Welsh Whisky company Penderyn Distillery has appointed Simon Roffe as its new Director of Business Development.

Roffe's appointment follows a year of international spirit award wins for the Welsh whisky brand – which is celebrating its 20th anniversary – and a 12- to 18- month period of strong growth.

Roffe, an experienced commercial leader, joins Penderyn with almost 35 years of commercial and general management experience across major drink's brands including Diageo and Remy-Cointreau.

Most recently, Roffe played a key role in launching Halewood Wines & Spirits' travel retail business, particularly Whitley Neill Gin.

Stephen Davies, Chief Executive for Penderyn Distillery, says: "We are excited to work with someone as experienced as Simon. We are all naturally looking forward to seeing where we can take Penderyn with his drive and experience in the months and years to come."

"Simon's exceptional work in the global travel retail market and

developing international markets, in particular, will support the plans we have in place for Penderyn over the next five years."

Davies believes there is no limit to the company's global progression. "Simon has the insight and the passion to really push Penderyn to the next stage of our export plan," he says.

Roffe comments: "I'm thrilled to be joining the Penderyn Distillery brand. Penderyn is already making huge leaps and bounds on the global spirits markets. They are a brand driven by enormous ambition. It's exciting to be working with such an innovative team delivering success after success."

Relatedly, Penderyn Distillery has recently signed Siddiqui Rum to its portfolio.

Siddiqui Rums CEO Nigel Brown, says: "With Simon now working to help develop our export strategies, we can't wait to see what the next few quarters – and years – bring."