

FDFA prioritizes return of Visitor Rebate Program

One year after taking over as Executive Director of the Frontier Duty Free Association (FDFA), Barbara Barrett tells *TMI* that the Canadian land border duty free association is prioritizing the return of the Visitor Rebate Program.

In 2007, Canada became the first country in the Organization for Economic Co-operation and Development (OECD) to cancel its Visitor Rebate Program. A recent study by the Retail Council of Canada shows that by canceling the program, tourism GDP was reduced by \$5.96 billion dollars over the past ten years.

Barrett says that with multiple retail and tourism-related organizations calling for the reinstatement of the program, the FDFA is optimistic the Visitor Rebate Program could return some day.

"We are focusing on our most important issues and I think you can tell from our social media campaign that our big initiative is the return of the Visitor Rebate Program. It is the main priority for our government relations. We are not alone in this ask. The Retail Council of Canada is asking for the program, the tourism industry is asking for the program, the Hotel Association is also looking at its return. It won't happen tomorrow, but we are in [this effort] for the long haul," says Barrett.

"We are in a strange period with this being an election year. Our goal is to have the Visitor Rebate Program on an election platform to have it top of mind for those who

are elected.

"We are asking that, at least in part, the program be administered inside land border duty free stores, which is how the program operated in the past."

Barrett says the FDFA is now better known by Canadian government officials than it was when she took over as Executive Director a year ago.

"When I came onboard a year ago and took meetings on the Hill, talking to government officials about the Frontier Duty Free Association, we were really reintroducing ourselves. Many folks on the Hill were not aware of who we were, let alone what our issues were. It took some time to rebuild those relationships, but we really put FDFA back on the radar in terms of our government relations."

The 2019 FDFA Convention

The FDFA announced the name of its annual Convention, Beyond All Borders, which will take place from November 11-14, 2019 in Toronto.

Barrett says the convention theme, Partnering for Growth, is set to inspire current and prospective members to work together to promote the Duty Free industry in Canada and beyond.

"Partnering for Growth is a call-to-action directed at our partners and convention attendees as a way to inspire like-minded industry professionals to work together to position Canada as a



#CashBack Canada

The Visitor Rebate Program encourages visitors to Canada to buy our goods!



global leader in the Duty Free Sector," says Barrett.

A four day event, the convention format has been re-worked to begin on Monday, kicking things off with an Airport Day. The Airport Day gives FDFA suppliers the opportunity to coordinate meetings with some of their largest customers (airports). Through a network of innovative solutions, only concentrating time and energy on the most productive concepts that grow our members' businesses," concluded Barrett.

In addition, after a review of the Gold Standards Awards program, the FDFA has launched a new refreshed program.

The changes include expanded eligibility, streamlined voting, and the addition of two awards: Star of Show for the convention and Outstanding Contributor Award. Finalists will be announced October 30, winners recognized at the Imperial Gala & Awards Evening on November 13 in Toronto. For information, go to <https://fdfa.ca>

The Duty Free World Council Academy's first Certificate course ready for launch

Following the launch of the DFWC Academy last May in Singapore, the DFWCA announces that the first course, the Certificate Course in Duty Free & Travel Retail, is complete and delivery to the first student cohort will begin on September 30.

The DFWCA has partnered with Generation Research and its parent company Contineo Labs and m1nd-set, working closely with them on the development of the course content. As a result, the course will give students an in-depth understanding of the travel retail landscape, key category brand trends and industry development.

Leveraging m1nd-set's bespoke segmentation model and consumer insights will enable the student to understand the travel retail consumer, particularly how they differ from the high street shopper and why they shop or don't shop. This knowledge can then be deployed by the student to create a consumer led offer that will unlock revenue and deliver the best customer experience in their own business unit.

Derek Hughes, Managing Director of IIR, will be hosting the DFWCA stand in Cannes which is located by A1, Blue Village, opposite the 'Puits de Lumière' snack bar, so please drop by for further information. Meetings can also be booked with Derek by contacting him at director@iiretail.com



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Duty Free Dynamics expands portfolio with addition of more non-traditional lifestyle brands

Panama-based Duty Free Dynamics, which has positioned itself as a Master Franchisor of premier lifestyle brands for the Travel Retail Channel of the Americas, continues to grow by focusing on expanding its non-traditional product categories.

The company, which will be exhibiting in Cannes for the first time, announces several new additions to its portfolio in the Electronics, Footwear and Watches categories.

ELECTRONICS: After the successful introduction of the "revolutionary" **Aftershokz** headphones — which garnered tremendous attention at the Summit of the Americas in Orlando earlier this year-- DFD is now complementing this category with **Sonos**, one of the world's leading brands in the field of speakers.

“Inventors of a multi-room wireless home audio system, Sonos has become the mecca for seekers of an unparalleled sound experience, delivered in a setting of esthetics and simplicity of use,” comments Nicolas Dobry, CEO - Duty Free Dynamics.

FOOTWEAR: Along with California's TOMS, widely recognized for their products as well as their philanthropic leadership, DFD has also incorporated the ECCO and **Teva** brands into this category.

Denmark's ECCO is a global leader in innovative comfort footwear for men, ladies and kids.

First created in Grand Canyon, the Teva signature sport sandals is impacting trends worldwide, says Dobry.

WATCHES: DFD's flagship product category now includes the **Frederique Constant** brand. "These classical Geneva watches, defined by optimal design and precision, are aimed at enthusiasts sensitive to reasonably priced high quality, while keeping up with trends and personal preferences," says Dobry.

"In 2019, DFD re-structured its team with the creation of a new position: Brand Manager / Business Developer (BM/BD). This new internal structure allows us to increase the integration of new brands in each category of its portfolio. Our goal is to offer the trade a comprehensive range of brands per category, with complementary products covering different segments of price points," said Nicolas Dobry, CEO - Duty Free Dynamics.

“Our team will be hosting clients and potential partners at the Cannes Travel Retail Summit, where DFD will be showcasing its complete Brand Portfolio. Our ample showroom --200 square meters-- located directly across the Palais des Festivals, includes a private suite for meetings in a relaxed atmosphere,” he adds.

To learn more about DFD or to book a meeting in Cannes, between Sep 29 - and Oct 4, please contact marketing@dutyfreedynamics.com



ECCO footwear



Teva sandals



Frederique Constant watches



Sonos speakers

SKYlink expands portfolio to focus on airports and cruise ship business



SKYlink founders Barry Fitzpatrick and Thomas Wesch

Hamburg based, globally-focused travel retail distribution company SKYlink GmbH is expanding its airport and cruise-ship business with new brands brought inhouse specifically for these sectors.

For the past seven years, SKYlink has built its success primarily on inflight sales, and currently works with more than 80 key carriers globally. The company carries a wide portfolio of brands that includes its own highly successful demi-fine jewelry line: Haus of Dietrich.

SKYlink founders Barry Fitzpatrick and Thomas Wesch set up the company in 2012 with the ambition to introduce brands that offered 'something different' to the

industry in terms of innovation, uniqueness and creativity.

One of the first to sign up for inflight distribution was Furla, which remains a client today, while ex global travel retail director Gerry Munday now works with SKYlink in an advisory capacity.

Now with a team of 15 and a brand portfolio that has been carefully developed to ensure SKYlink stays true to its initial goals, SKYlink has recently added brands such as John Hardy, Swarovski licensed brand division's DKNY and Karl Lagerfeld and FAO Schwarz toys to support its growing airport and cruise-ship business. The company sees each of these brands as a long-term partnership.

"For us brand values are

paramount; each name that we deal with – whether a global such as Mulberry or niche company like Ucon Acrobatics with their sustainable bags – demands a different approach that takes into account elements such as marketing methodology, adjacencies etc.," says co-founder and managing director Barry Fitzpatrick.

Saying that the addition of FAO Schwarz was a departure from its usual focus on fashion and accessories, Fitzpatrick explains that they were attracted by the "experiential ethos" of the brand.

"Working together we've created a core range of items that are just perfect for travel retail and we're beginning to gain some great traction now, working with a number of retailers including DFS," he says.

Linda Farrow sunglasses is one of SKYlink's successful airport and cruise-ship brands, now listed with key retailers in Istanbul, Abu Dhabi, Moscow, Macau and London Heathrow. The British eyewear brand with collections that start from 400 euros and go up to 1500 euros, has built up a strong celebrity following including Kendall Jenner, Kate Moss,

Beyoncé, Meghan Markle and Taylor Swift. "The awareness of the brand in APAC makes it highly desirable and, where listed, the results are speaking for themselves," says Fitzpatrick.

"What we learned very quickly is that you cannot take a successful inflight brand and make it work in an airport shop or on a cruise ship," says Fitzpatrick.

SKYlink is actively looking to develop its portfolio and is exploring the beauty/cosmetics channel, particularly those that combine beauty with 'tech'.

Emphasizing its global focus, Fitzpatrick says that its employee base reflects its internationality.

In September, the company announced the appointment of Erica Genova as its International Sales Manager, who joins SKYlink after 5 years with Furla, most recently as Travel Retail Manager Asia Pacific.

SKYlink's expanding portfolio of brands many of which are distributed exclusively for travel retail include FAO Schwarz, Karl Lagerfeld & DKNY jewelry, Linda Farrow, Mulberry, Furla, Fossil Group, Limitato and demi-fine jewelry brand Haus of Dietrich.

SKYdeals joins La Maison des startups incubator by LVMH group

French start-up SKYdeals has joined LVMH's La Maison des startups incubator acceleration program.

LVMH's program, based in Station F in Paris, facilitates access to all the brands of the group (Kenzo, Givenchy, Guerlain, Benefits, etc.) in order to test new solutions or launch innovative projects.

SKYdeals, which aims at reinventing the travel retail market with "Inflight Shoppertainment" through on-board connectivity with inflight wifi, was first launched in January 2019 on all Air France connected aircraft.

SKYdeals reports that it has already signed agreements with more than 60 brands, allowing them to promote their best offers to pas-

sengers while in the air. The service is available on long-haul and medium-range flights, and passengers can choose between home delivery (handled by the brand,) or can collect their order at the airport upon arrival.

Julien Sivan co-founder and CEO of SKYdeals, comments: "We are very proud and delighted to be part of the LVMH La Maison des startups program. We look forward to taking advantage of this opportunity to significantly increase the number of our partners, particularly in the luxury industry."

Speaking with *TMI*, Sivan adds that SKYdeals is already operating in the Americas market through its relationship with Air France and La Compagnie.

SKYDEALS
INFLIGHT SHOPPERTAINMENT

Saint Honore promotes Gomez

Panama-based Saint Honore has announced that Loriela Gomez has been promoted to the position of COO (Chief Operations Officer) effective Sept. 16, 2019.

"Loriela has been a driving force for the Company since 2008 and has worked tirelessly through all these years and will be a key partner to drive future growth. She truly captures the spirit and values of Saint Honore, leads by example and commands high respect from inside the Company and our Partners," commented Fazal Abbas.

Gomez has been commercial director with Saint Honore for the past 11 years.

She can be reached at Loriela.gomez@sthonore.com.pa
Cell: +507-6781-3188

Tito's Handmade Vodka appoints WEBB Banks for Americas travel retail distribution

Fifth Generation, Inc., makers of Tito's Handmade Vodka, has announced that WEBB Banks will distribute the brand in Americas travel retail, effective Oct. 1, 2019. WEBB Banks also represents Tito's in domestic markets in Latin America and the Caribbean, and will also handle major global accounts Dufry and DFS around the world.

Tito's was previously handled in the channel through Edrington Americas Travel Retail (EATR) and Duty Free Global.

"We have tremendous trust in WEBB Banks and we're looking forward to working with their travel retail team to help build Tito's Handmade Vodka in this critically important channel," said John McDonnell, Tito's Managing Director, International.

"This consolidation of our partnership with WEBB Banks will amalgamate our distribution and

provide a more cohesive approach, maximizing opportunities to drive Tito's rapid global expansion."

In duty free, Tito's is currently available in 45 of the top-75 global airports.

"By distributing Tito's in both the duty free channel in the Americas and the domestic markets in the Caribbean and South America, we're able to target consumers on what we call the 'travel trail.' This means we can provide a consistent brand message and price while people are away on vacation or business, as they travel through airports, cruise on ships, and visit restaurants, resorts and bars while in the region," said Andy Consuegra, CEO of WEBB Banks. "This approach enables us to further build brand equity and drive growth for Tito's, and it's a tremendous honor to represent this great brand in the region and channels where we operate."

WEBB Banks has also announced several key personnel changes, reporting directly to Consuegra.

Phillip Jarrell will move from Vice President Caribbean to Vice President Cruise Lines and Regional Accounts.

Juan Carlos Rodriguez has joined the company in the role of Commercial Director, based in Miami.

Rodriguez was previously at Edrington Americas, and comes to WEBB Banks with more than 10 years' experience in the travel retail channel.

Joe Arellano has also joined the organization as a Senior Key Account Director, based in New York. Arellano has represented iconic brands in the industry for over 25 years, most recently with Patrón Tequila.



Nestle International Travel Retail underlines commitment to innovation in Cannes

Nestlé International Travel Retail (NITR) will underline its commitment to innovation and leading the way in the confectionery category with a high-profile showcase of its latest products in Cannes next month.

Earlier this year NITR has announced its **10 in 10** ambition-to double the size of the confectionery and fine foods category to \$10bn in the next 10 years. Innovation and new product development are at the heart of this drive and NITR is unveiling new additions to its KITKAT and Nestle Swiss brands, an important new sustainability initiative with Smarties and the debut of Baci. All the new releases are in line with NITR's plan to drive growth built upon SOUL – Story, Occasion, Unique and Local.

General Manager Stewart Dryburgh said: "Our ground-breaking 10 in 10 plan is dedicated to leading the way in the confectionery and fine food category. This growth will require innovation across our great brands. In Cannes we are delighted to be bringing to the market both new and exciting products for shoppers and retailers, but also important new initiatives and ideas to ensure that our business is not just growing, but also sustainable for the planet."

Sustainability will be a key talking point for NITR in Cannes this year. About 400 million tons of plastic are produced every year and there are already 270,000 tons of plastic waste floating in our oceans.

Nestle is joining the fight to stop plastic waste from polluting the Earth and has pledged to make 100% of its single use plastic recyclable or reusable by 2025. It is working to both develop new packaging for the future of the industry and help drive new behavior and understanding among its staff, customers, and the decision makers of tomorrow.

As part of this sustainability drive, Nestlé has pledged to remove all single use plastic from its Smarties range by the end of 2020.

Product-wise, NITR will again introduce Italian chocolate Baci to the travel retail market. The Baci range will be comprised of five different products.

NITR is exhibiting at Beach Village 1, Beach 07 in Cannes.



AT THE POINT OF SALE

Lancôme x Chiara Ferragni makeup collection animates DFS, Los Angeles International Airport and T Galleria by DFS, Hawaii

Social media and Instagram star Chiara Ferragni has launched her first makeup collection for Lancôme. The Lancôme & Chiara Ferragni makeup collection was showcased in Travel Retail Americas exclusively in two DFS stores: DFS, Los Angeles International Airport and T Galleria by DFS, Hawaii, during August.

Named a Lancôme Global Muse in March 2018, Ferragni has more than 16 million followers on Instagram, and is also an entrepreneur and a mother.

Her success had made her an example and role model for others, says Lancôme. Ferragni co-created the collection based on her own makeup looks.

The star product of the collection was the Flirting Palette for lips and face. The Palette has a very strong Instagram factor thanks to the sparkling effect mixed with Chiara Ferragni Collection eyes

logo, says Lancôme. The makeup combined sparkly and rosy metallic shades presented in limited edition packaging designed by Chiara, which features the winking eyes of her logo.

The palette combines 13 mix and match harmonies to combine into a wide array of looks inspired by Chiara's signature style.

The Lancôme x Chiara Ferragni animation was presented within dedicated spaces within DFS' "First Class Beauty" event in August.

The event was such an outstanding success that every palette was sold within just a few days, reports Lancôme.

At T Galleria by DFS, Hawaii, customers could also win a palette signed by Chiara in a raffle. Customers were also offered attractive gifts with purchase, or get to share Chiara's make-up looks from Lancôme makeup artist Richard Zhang.



Right, from top: The Lancôme & Chiara Ferragni animation at DFS, Los Angeles International Airport. The Lancôme & Chiara Ferragni animation at T Galleria by DFS Hawaii.

Customers in DFS, Hawaii wait to see the winner of the Chiara signed palette in a raffle drawing, which attracted crowds to the store.

Above: The sparkly Lancôme & Chiara Ferragni Flirting Palette for lips and face that was raffled during the animation.



AT THE POINT OF SALE
Grey Goose Vodka and DFS bring a taste of the U.S. Open to JFK Terminal 4

As the long-standing official vodka of the U.S. Open since 2006, Grey Goose partnered with DFS to hold a new marketing campaign at JFK T4 that ran concurrently with the Grand Slam Tennis event.

This is the first Grey Goose program integrating travel retail with U.S. domestic market activity, seamlessly connecting with local and visiting consumers in New York City, both on their travels through JFK and on the transfer routes between airport and city and at the tournament itself.

The Bacardi Global Travel Retail/DFS partnership has created an integrated digital and physical campaign communicated at multiple touch-points, engaging travelers with Grey Goose and the U.S. Tennis Open on their journey through the terminal.

The activation features a tennis-court inspired bar and pop-up retail unit located on the concourse right outside the DFS store with a large

media screen that broadcast real time matches live from Queens. It also plays the Grey Goose 'Live Victoriously' global brand campaign show-reel and the chance for travelers to live-stream their own 'winning moment' photos.

Still running now, travelers are also able to sample the official cocktail of the U.S. Open – the Grey Goose Vodka Honey Deuce, which is comprised of Grey Goose vodka, lemonade, raspberry liqueur and topped with tennis-inspired honeydew melon balls.

Another key feature of the campaign is the first-ever Grey Goose limited-edition U.S. Open Bottle, featuring a tennis ball design created in partnership with the USTA (United States Tennis Association).

Available in the U.S. for a limited time, the bottle is also on sale for international travelers at the T4 pop-up and inside the DFS store.



This is the first major collaboration between the Grey Goose U.S. domestic market and travel retail explains Geoff Biggs, Regional Director Americas, Bacardi GTR.

"No matter where they are in the world, Grey Goose consumers love its versatility in cocktail-making and its association with celebrating moments that matter, big and small.

"Through the new global brand positioning campaign 'Live Victoriously,' Grey Goose invites people to treat themselves as the special occasion in life. At JFK, we want to help consumers make special memories of their trip during the U.S. Tennis Open.

"Whether they've been in the crowd at Queens or are just flying out through T4, this is a wonderful chance to enjoy the thrill of one of the most spectacular sporting events on the planet with a fantastic and memorable cocktail experience."

Brooke Supernaw, DFS Group Senior Vice President Spirits, Wines, Tobacco, Food and Gifts, adds: "It is part of DFS' mission to delight our discerning customers with products and experiences which are interactive, engaging and convivial. Partnering with the U.S. Tennis Open and Grey Goose gives our traveling customers the chance to celebrate an iconic event and also take home a limited-edition commemorative bottle."

The U.S. Tennis Open, celebrating its fiftieth anniversary this year, is expected to be attended by more than 700,000 patrons during the two-week tournament, with more than 40% coming from outside the metropolitan area and 20% from overseas.

The Grey Goose creative installation at JFK T4 was designed by Glock in London and produced and installed by retail-focused design and production agency, Bloommiami.





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EMPLOYMENT OPPORTUNITIES



SHISEIDO has an immediate opening for... Area Sales Manager Fragrances – Travel Retail North America

This position reports to the Regional Sales Director for North America and is responsible for the management of travel retail sales-related activities in the North-American region for our fragrance brands.

Accountable for negotiation of margins, spaces, investments, and management of P&L and established budget assigned to the region. It also involves the supervision of the distribution and image of the brands and implementation of marketing plan.

Requirements: BA degree in Business Management or related field (MBA preferred); 4-5 years in sales position in the Cosmetics/Perfume industry is ideal.

Submit resumes to: gcamplani@sac.shiseido.com or srojas@sac.shiseido.com

ESSENCE CORP.

NEW Brand Manager

Essence Corp. has an immediate opening for a Brand Manager reporting to the Executive Director – of the Marketing Department.

This position will supervise a Marketing Coordinator.

The ideal candidate must have excellent communication and presentation skills and strong marketing or commercial experience, preferably within the luxury industry. This individual will be the liaison directly with the brands and will be responsible for purchases, inventory and assortment management, business reviews, A&P investments, promotional activities, marketing plans, price lists, brand communication to all teams and reporting to brands. Must have a high level of analytical skills, using Excel, PowerPoint and other MS Office applications. Fluent in English, French and Spanish both written and oral is a must.

Accounts Payable Clerk

Essence Corp has an immediate opening for an Accounts Payable Clerk. The position mostly consists in issuing payments, controlling expenses and reconciling AP accounts. The ideal candidate should be fluent in English & Spanish with an advanced level of Excel skills and basic accounting knowledge. Responsibilities include but are not limited to paying suppliers, recording expenses and reconciling AP accounts. Must possess strong organizational skills, self-driven, team player, and have the ability to multi-task in a very fast paced environment.

Please send resumes to
musallan@essence-corp.com



Duty Free Dynamics

Cruise Ship Sales Representative

Job Summary

'One Stop' service provider and distributor of global lifestyle brands throughout the Americas travel retail channel is in immediate need for Cruise Ship Sales Representative to conduct Luxury Watch Trunk Shows on board cruise ships sailing around The Caribbean. The position involves travel onboard high end cruise ships from 3 up to 7 consecutive days. While on board, the Sales Representative will have the task of generating sales by promoting our brand through onboard seminars, special events, and promotions in coordination with the Cruise staff.

Responsibilities

Achieve/exceed sales goals per voyage.
 Daily sales reporting
 Set up all merchandise in the shops showcases.
 Conduct inventory control on a daily basis.
 Arrange and distribute marketing collateral to promote more sales.
 Load and unload marketing collateral on & off board, from the cruise ships.
 Attend confirmed Voyage dates accordingly & on time

Show time: Attend every show, Night or Day (when out at Sea) during event, he/she must interact with consumers and show host, visually merchandise product, arrange marketing material accordingly, Speak & Present the product, track sales and ensure all items are accounted for, packed appropriately, and returned back to inventory safely.

Relationship Building + more

Qualifications

Passion for the Travel Industry
 Experience in promoting and selling luxury Watches; Experience living on Cruise ships for extended periods; Bilingual English & Spanish. Knowledge of Spanish and / or French is an advantage. Valid Passport good for travel around The Caribbean with minimal Visa requirements . • Candidates must have good communication and interpersonal skills; Dynamic, proactive, with own initiative.

Departing Port: Fort Lauderdale, Florida.
 Compensation Base: hour wage plus commission based on sales On board accommodations
 Starting Date: November 1st, 2019

Please send your CV to
irasema.vazquez@dutyfreedynamics.com