



## Pre-registration opens for 2024 ASUTIL Conference in Bogota; Early Bird rates expire April 9

Pre-registration is now open for the 2024 ASUTIL Conference taking place in Bogotá, Colombia on June 19-20. Registration will remain open until Friday, June 7.

**Early bird registration rates will be available until Tuesday, April 9.** Regular rates will apply from April 10<sup>th</sup> onwards. Fully registered delegates can access special rates at the conference's hotel venue and will receive a link to book their stay.

The ASUTIL Conference will take place at the Hilton Bogotá Corferias, and once again be managed by TFWA. Delegates will receive a warm welcome to Bogotá at the Opening Cocktail on June 18, with one of ASUTIL's renowned social activity days on June 21st.

The event has already secured sponsorship from major operators and providers: Avolta (formerly Dufry), Attenza, Colonia Express, Carilux Duty Free, Avianca, Mondelēz, and JTI.

Limited opportunities are still available for additional sponsorships.

To pre-register, click [HERE](#)

## The Americas – Change and Promise is theme of IAADFS Plenary Session for 2024 Summit; Indepth workshop examines Cruise Retail

The plenary session taking place the opening day of the 2024 IAADFS Summit of the Americas in West Palm Beach, Florida, on April 15, 2024, 8:30 am – 10am, will examine the Americas – Change and Promise.

The International Association of Airport and Duty Free Stores (IAADFS) announces that the plenary session will feature a panel comprised of several well-known authorities in the industry with extensive knowledge of the region, including **Greg Ford** of Pernod Ricard, **Felipe Grant** from Puig Travel Retail Americas, **Markus Suter** of Lindt, and **Nuno Amaral from** ARI. All four are current members of the IAADFS Board of Directors and will share their insights and observations about the industry and expectations for the future.

IAADFS Chairman **Rene Riedi** of Avolta will open the conference and serve as moderator of the panel.

“These individuals all have extensive knowledge of and experience with the duty free and travel retail industry,” stated Rene Riedi.

Prior to the panel discussion, Riedi will provide opening remarks and will share information on the activities, changes and future direction planned for IAADFS.

The plenary session runs from 8:30 am – 10:00 am and is open to all registered attendees. IAADFS will offer a light breakfast with coffee service prior to the start of the session.

On Tuesday, April 16 at 1pm, the Summit is hosting a workshop

### entitled **Sailing into Success: Cruise Retail in the Americas 2024** hosted by DFNI.

The workshop examines the opportunities within the regional cruise retail sector. The Americas boasts some of the top destinations and largest source markets for cruising, and the potential for further retail growth in this region is substantial.

The panel -- **Lisa Kauffman**, of Starboard Cruise Services; **Emily Lively**, Diageo Global Travel and **Estelle Baumann**, of Denizen -- will examine how innovative retail strategies are transforming the guest experience aboard cruise ships; m1nd-set COO **Clara Susset** will discuss the evolving preferences of cruisers in the Americas and how these insights can be harnessed to

enhance onboard retail offerings courtesy of exclusive research from. The workshop will also spotlight the allure of the region's hottest cruise destinations and how they can be leveraged to create enticing retail experiences that resonate with a diverse demographic.

The workshop is moderated by **Chris Madden**, Special Projects Editor, DFNI.

“We are excited to partner with our friends at DFNI to offer a session focused on the robust and fast growing cruise industry in the Americas,” stated Michael Payne, President & CEO, IAADFS.

The session is open to all registered attendees for the Summit and will begin immediately following the outdoor lunch provided by IAADFS for registered attendees.

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## Avolta expands contracts with Norwegian Cruise Line: 4 new ships boost total to 18 ships fleetwide

Avolta has strengthened its cruise portfolio, announcing that it has been chosen as the main retail partner by Norwegian Cruise Line (NCL), where it is expanding its presence to 18 ships across nearly the entire NCL fleet. NCL awarded Avolta new contracts on four NCL ships as well as renewing its existing contracts for 14 NCL ships.

The new contracts include *Norwegian Viva*, *Norwegian Prima*, *Norwegian Star*, and *Norwegian Encore*. In addition, Avolta has been tapped to serve as the retail partner for NCL's next Prima Class newbuild, *Norwegian Aqua*, which is set to debut in 2025.

These contract wins represent a significant accomplishment for Avolta, which will now operate on 18 of NCL's current 19-ship fleet as the company's main duty free operator.

The shops will offer the full range of core categories including Perfumes & Cosmetics, Liquor & Tobacco, Luxury Accessories, and Jewelry & Watches. Internationally renowned and luxury brands will continue to be strongly represented to meet customer demand, including guest favorites currently seen in retail shops around the fleet

such as Bulgari, Cartier, Panerai, Hublot, Tag Heuer, Breitling, IWC, Pandora, John Hardy, Swarovski, and Preloved Handbags.

Gian Botteri, Head of Cruise Division at Avolta, said, "These contract wins represent a long-term partnership with NCL and Avolta, with our stores now on board across almost the entire NCL fleet. We are extremely honored to have been chosen as the main partner for Norwegian Cruise Line, and would like to thank them for the trust they have shown in us.

"At Avolta, we strive to make the journey as exciting as the destination, and look forward to playing our part in creating shopping environments that are welcoming, luxurious, and offer unique products and experiences for each and every guest. We are committed to delivering customers with more of what they love and want, and contributing to the lifelong memories they create, when they are sailing aboard the ships in NCL's impressive and expanding fleet!"

"We are pleased to expand our partnership with Avolta, their proven ability to provide a worldclass retail experience is a great match for our Guest First philosophy, in which we strive to

deliver our guests more of what they love at every stage of their journey with us," said Craig Steyn, Vice President of on board revenue operations for Norwegian Cruise Line.

"The expansion of our partnership with Avolta will allow us to build on NCL's current retail

experience and offer our guests more variety and choice within our fleet's shopping spaces and in the hopes of enhancing our guests overall cruise experience."

Norwegian Cruise Line sails to 450 destinations around the world across its 19-ship fleet.



*Norwegian Prima, one of the four new ships for which Avolta will be providing onboard shopping services.*

## Leading brands, retailers, airports and landlords confirm their presence at TFWA Asia Pacific

As the Asia Pacific region returns to strength, a large cohort of Chinese retailers and airports, which were absent from the 2023 event, have confirmed they'll be attending the TFWA Asia Pacific Exhibition & Conference taking place in Singapore on May 12-16.

This is in addition to global and regional duty free distributors across a broad spectrum of product categories, who are set to attend with substantial delegations, reports TFWA.

This year's TFWA Asia Pacific Exhibition & Conference will boast a refreshed event program, featuring a range of learning and networking elements. For the full agenda, go to the TFWA website.

"The strong roster of prominent brands, retailers, airports, and landlords committed to TFWA Asia Pacific Exhibition & Conference is highly encouraging, with the list continuing to grow. This diverse mix, which includes both long-standing attendees and newcomers, underscores the event's significance in duty free and travel retail."

"We eagerly anticipate yet another successful gathering in Singapore and look forward to extending a warm welcome to all delegates," noted Erik Juul-Mortensen, TFWA President.

The Changi Airport Group is the official host of this year's TFWA Asia Pacific Conference, while China Duty Free Group will be the event's diamond sponsor.

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## Evolution of Cruise F&B

Dive into the future of cruise drinking and dining at the 2024 F&B@Sea Conference. F&B industry visionaries, leading chefs and top mixologists reveal the latest consumer trends and sustainable practices shaping the cruise dining experience, at the same time satisfying modern tastes and ethical standards.

### Wednesday, April 10

11:45 am – 12 noon –

**Keynote Address: Presentation of F&B Trends Survey**

12 noon – 1 pm

**State of the Industry: Navigating the Cruise F&B Supply Chain:**

Sponsored by Stoli Group USA.

Delve into the intricate world of cruise F&B supply chain dynamics to understand the priorities shaping cruise F&B supply chains in coming years. Specifically discussing: The challenges and triumphs of more sustainable F&B sourcing; outlook for cruise F&B supply/ in

coming years; the evolving landscape of local procurement in global destinations.

2:15-3 pm

**The Evolution of Specialty**

**Restaurants on Board**-- providing insights into how cruise lines are redefining the gastronomic landscape, including the ever-changing dining preferences of passengers; immersive experiences expand to create unforgettable moments for passengers, intricacies of conceptualizing innovative menus and unique dining concepts at sea.

3:15-3:45

**Sustainable Seafood at Sea** - This insightful presentation from Chef Barton Seaver, one of the world's leading sustainable seafood experts and educators, looks at how our menus can connect us to our destinations and the communities therein, promote resilient ecosystems, more secure food supplies, and entertain our guests.

4:45-5:30 pm

**Princess Cruises brings you ... the Good Spirits at Sea Experience by Celebrity Mixologist Rob Floyd**

**Thursday, April 11**

11:30 – 12 noon

**Workshop Keynote: Conscious Trends Shaping Cruise F&B Supply & Demand**

Speaker: Hannah Lopez, Director of Marketplace Development, Foodservice at Plant Based Foods Association

12:30 – 1:30

**Supplier Workshop: Conscious Trends Shaping Cruise F&B Supply & Demand:**

A dynamic and interactive workshop designed to empower suppliers in meeting the rising demand for sustainable practices, products, produce & supply in cruise F&B operations and supply chains.

1:40-2:20

**F&B Waste Management Solutions: Reducing, Upcycling, Disposing**

2:20 – 3:00 pm

**Raising the Bar: Bringing New Bar Concepts to Life.**

Bars onboard and the carefully curated menus they serve, are an integral part of guest experience onboard. This session explores how new bar concepts are brought to life at sea in response to the evolving landscape of guest demands, discussing: Factors impacting how guests consume drinks onboard and what they are expecting; key considerations for new bar concepts onboard and how bar concepts at sea respond to what's 'trending'; the rise in immersive experiences in onboard bars; and the role of social media plays in guest's experience.

To register for F&B@Sea, visit [www.seatradecruiseevents.com/fnb/sea](http://www.seatradecruiseevents.com/fnb/sea)

## Onboard shopping gets dedicated initiative: Retail Day at Seatrade Cruise Global program

Seatrade Cruise Global has partnered with *The Moodie Davitt Report* to launch The Retail Day – a one-day program dedicated specifically to onboard retail, on April 10 at the Miami Beach Convention Center.

As the retail sector continues to drive revenue for cruise lines, this brand-new program reflects the fast-growing importance of retailing's role in enhancing the guest experience. The conference sessions will cover topics including enhancing the guest experience, sustainability and taking luxury brands to the next level.

The program also provides attendees with the opportunity to meet and connect with senior cruise line executives, concessionaire representatives and leading brand owners.

### Conference Sessions – It's All About Retail at Sea

The conference will begin at 10:00 am on Wednesday April 10 with Opening Remarks and will continue through to The Retail Day Reception at 4 pm.

Key sessions include:

**A View from the Top:** A one-to-one interview with a leading cruise line CEO about the role of retail in commercial terms and in shaping the guest experience

**Nurturing our People – The Retail View:** How do we better attract and retain people in Cruise Retail?

**Where Next for Luxury in Cruise Retail?**

**Embracing Sustainability in Cruise Retail**

Some of the speakers taking part in the program include:

**Gustavo Antorchia**, President, Holland America Line

**Stefano Menegotto**, SVP Onboard Revenue, MSC Cruises

**Luis Terife**, Vice President Guest Commerce & Onboard Revenue, Carnival Cruise Line

**Lisa Bauer**, President and CEO at Starboard Cruise Services

**Natalia Rolle Phillips**, Director, HR at Heinemann Americas, Inc.

**Patrick Molloy**, Senior Vice President at Harding+

Andres Villalever, Global Ports Holding VP, Business Development Retail & Ancillary

**André Marzloff**, Managing Director Travel Retail Americas at LVMH Beauty

**Estelle Baumann**, Managing Director at DENIZEN Destination

### Notable partners

The program is also supported by platinum and gold partners: Effy Jewelry, Starboard Cruise Services, Harding+; and further supported by: Cazcabel Tequila, Duty Free Globa, Kurvball Whiskey, Mermaid Gin, The House of Somrus, and DENIZEN Destination.

### Note:

The Retail Day at Seatrade Cruise Global is open to all who have an Expo pass.

To register for Seatrade Cruise Global and join 10,000+ attendees from over 120+ countries, visit [www.seatradecruiseevents.com/global](http://www.seatradecruiseevents.com/global).

## Lindt & Sprüngli Global Travel Retail features Easter Garden concept at São Paulo-Guarulhos and Paris Charles de Gaulle



Lindt at São Paulo-Guarulhos

Lindt & Sprüngli celebrated Easter with vibrant Easter Garden activations at São Paulo-Guarulhos and Paris Charles de Gaulle airports.

Central to the high-profile promotions (HPP) is a life-size bunny display adorned with the Lindt GOLD BUNNY, Lindt's hero Easter product, surrounded by Easter baskets containing the LINDOR Present Egg 300g and the LINDOR Small Eggs Bag Milk in 180g or Assorted 180g. The festive baskets are nestled atop lush, carpeted grass amidst visuals of trees and bushes, evoking the ambiance of a blooming Easter garden. Visitors to the activation sites can also find Lindt's popular travel retail exclusive LINDOR Tubes 400g and 175g, available in an array of flavor variations such as Milk, Dark Assorted and Assorted.

Peter Zehnder, Head of Lindt & Sprüngli Global Travel Retail commented: "Easter is a key gifting

moment in the calendar in which consumers look forward to treating loved ones to novel and indulgent chocolate gifts. Each year around Easter we aim to offer shoppers exciting activations and products that cater to their gifting needs, delivering on the 'Say it with chocolate' pillar of our Category Vision. We hope that the activations in São Paulo and Paris encourage shoppers to celebrate Easter with pure indulgence."

### Global Travel Retail growth

Lindt & Sprüngli reported 20.1% organic growth for its Global Travel Retail business in the financial year 2023, returning almost to pre-COVID-19 levels. The robust growth in the reporting period was supported by strong performances in all regions, which benefitted from the return to high passenger numbers.

## Nestlé celebrates the official launch of travel retail-exclusive Nestlé Sustainably Sourced chocolate range

Nestlé's new travel retail-exclusive Nestlé Sustainably Sourced chocolate range will launch in travel retail in April.

The launch is a major one for Nestlé International Travel Retail (NITR) as the company underlines its commitment to innovation and to leading the regeneration of the confectionery category. It coincides with the increasingly important Earth Month.\*

With a 'Does Good\*, Tastes Great' tagline, Nestlé Sustainably Sourced creamy smooth chocolate was introduced to travel retail at the 2023 TFWA World Exhibition in Cannes. The response, according to NITR, was extremely positive and the company is confident that its new line is set to be a bestseller.

(\*Working with the Rainforest Alliance to support cocoa farmers & their communities. Find out more at [ra.org](http://ra.org).)

Nestlé International Travel Retail General Manager Stewart Dryburgh said: "We are delighted to launch Nestlé Sustainably

Sourced as an exclusive product in the global travel retail market. Not only does this new product live up to its 'does good, tastes great' catchline, it also highlights the importance of the travel retail market and underlines Nestlé's commitment to a sustainable future. That's a future where we care not only about offering the best products but also about the farmers and families that are involved in the very first phases of their production.

"Nestlé Sustainably Sourced is undoubtedly paving the way forward in the confectionery category."

The Nestlé Sustainably Sourced product line-up includes four 170g tablets, in Dark Chocolate, Blueberries, Almonds & Hazelnuts; Milk Chocolate, Raisins, Almonds & Hazelnuts; Milk Chocolate Cranberries, Almonds & Hazelnuts and Milk Chocolate & Hazelnuts.

The global roll-out of Nestlé Sustainably Sourced will start this month (April) and continue



throughout the summer, supported by major activations in partnership with key travel retailers.

The Nestlé Sustainably Sourced campaign will be disruptive and engaging, featuring free-standing, shelf and counter-top units and including sampling.

Customers will be able to personalize Nestlé Sustainably Sourced 170gr and 280g tablets through adding names or messages on product sleeves. At the same time, campaign visuals encourage customers to discover how Nestlé

is helping to improve cocoa families' livelihoods through the Nestlé Cocoa Plan and its major collaboration with Rain Forest Alliance.

Nestlé Sustainably Sourced will also be a strong feature of NITR's new 'Together We Grow' platform which aims to help its retailer partners accelerate sustainable programs. Like the new chocolate line, 'Together We Grow' is exclusive to travel retail.

See more Nestlé ITR sustainability news in the *TMI* April magazine.



## Rémy Martin celebrates tricentury with 300th Anniversary Coupe in Global TR



Rémy Cointreau Global Travel Retail is celebrating the 300<sup>th</sup> anniversary of the House of Rémy Martin with a year of special activities around the theme ‘We Dream Forward’.

The company “is connecting past, present, and future” with the launch of the 300<sup>th</sup> Rémy Martin Anniversary Coupe, available now at selected airports around the world.

“For 300 years, the House of Rémy Martin has shared its knowledge and expertise from one generation to the next. Today, this extends beyond the legacy of the family, and we work as a team with all stakeholders of Rémy Martin to reach sustainable excellence together. We have all inherited a responsibility to protect our soils for the future generations. By partnering with winegrowers from Grande and Petite Champagne, by mentoring new talents all over the world, we strive to perpetuate this family legacy for another 300 years,” says Marie-Amélie de Leusse, Chair-woman of the Rémy Cointreau Group.

The 300th Anniversary Coupe has been created by Cellar Master Baptiste Loiseau from the Rémy Martin “Réserve Perpétuelle”, a precious collection of exceptional eaux-de-vie, exclusively from the Grande Champagne terroir, saved and passed forward by generations of Cellar Masters.

For the 300th Anniversary Coupe, Baptiste Loiseau has drawn on the previous Coupe of the 290th – itself nourished by the eaux-de-vie from the 275th Coupe.

“The perpetual reserve is as much a process as a legacy. When a new blend is created, part of it is set aside for future cellar masters. In turn, they will use it for the next Anniversary Coupe. To create the 300th Anniversary Coupe, I have come to enrich this blend with the treasures of our cellars and Grande Champagne terroir, which will be the legacy I leave to the next generation. By reserving some eaux-de-vie from this precious Coupe 300th Anniversary, the story will continue for future generations,” says Baptiste Loiseau.

Inspired by the shape of the 250th Anniversary Coupe created in 1974, the glass carafe is enhanced with embossed lines, and is presented in a bespoke wooden case containing a special note from the Cellar Master and a unique QR code to access exclusive digital content on [www.RemyMartin.com](http://www.RemyMartin.com).

The 300th Rémy Martin Anniversary Coupe, with an RSP of 2,500 EUR, made its debut in Global Travel Retail at a series of exclusive dinners

Hong Kong and Singapore, hosted by Baptiste Loiseau.

The launch is also accompanied by the *Rémy Martin Dream Forward Expedition*, a suite of activations within Global Travel Retail set to take place throughout 2024 taking place in select key airport locations such as Hong Kong, Singapore, Dubai, Paris, London and Frankfurt, among others.

Fida Bou Chabke, CEO, Global Travel Retail, Rémy Cointreau, commented: “As we celebrate Rémy Martin’s remarkable 300-year journey, we honor a commitment that transcends time – a dedication to craftsmanship, tradition, and innovation.

“From the origins of Rémy Martin to the release of the 300th Anniversary Coupe, each milestone reflects our pursuit of excellence. We are thrilled to share this with travelers through the *Rémy Martin Dream Forward Expedition*, inviting them to join us in savoring the essence of Rémy Martin and to dream forward with us.”

## Jameson’s “Arrive Like a Local” Campaign returns in 2024 with the Visa-powered Jameson Passport

Building on the success of the award-winning *Arrive Like a Local* campaign, Jameson and Pernod Ricard Global Travel Retail (PRGTR) have expanded the interactive traveler experience to more than 36 airports worldwide.

Reaching the widest audience for any Jameson travel retail campaign ever and supported by a 360 omni-channel strategy, the 2024 campaign aims to connect with whiskey lovers across all touchpoints on the traveler journey, not only through the specially curated city guides, which were first launched in 2023, but through the offer of a complimentary Jameson beverage in selected local bars.

Pernod Ricard has collaborated with Aer Rianta International, Avolta, Gebr. Heinemann and DFS for experiential activities, striking digital and OOH media, along with influencer partnerships at key hub airports around the world.

Following an initial pilot for the Jameson Wallet targeting travelers in Dublin in 2023, the new mobile-first Jameson Passport – brought to life in partnership with agencies 92

Proof and SmartMedia Technologies – expands the campaign’s reach to London Heathrow, New York JFK, LDN Gatwick, Sydney and Amsterdam airports in March.

A first-of-its-kind initiative in travel retail, made possible by industry-leading AI technology and powered by Visa, the Passport will

reward shoppers who make a Jameson purchase in duty free shops between March 1- April 30 with a free Jameson drink under US\$20 at over 2,000 selected bars in nine cities.

To unlock this offer, duty free shoppers simply have to verify their age and upload their receipt on the Jameson Passport site. Once the receipt is verified, travelers can select the bar they wish to visit from an interactive map and a digital Jameson card, powered by Visa, can then be added to their smartphone wallet, to be redeemed in their chosen bar.

Travelers through Dublin, London Airports, Manchester, Sydney, New York JFK, Frankfurt and Amsterdam can locate QR codes in duty free stores on Jameson bottles, which will transport shoppers directly to the Passport landing page.



## Brown-Forman introduces two new Woodford Reserve limited editions to GTR

Brown-Forman Global Travel Retail (GTR) has added two new limited edition whiskeys to its Woodford Reserve GTR collection.

Woodford Reserve Master's Collection Sonoma Triple Finish and Woodford Reserve Batch Proof Series 121.2 mark another milestone in Woodford Reserve's journey of innovation and tradition, says the company.

Stéphane Morizet, Marketing Director at GTR Brown-Forman, said, "We are thrilled to present discerning travelers these two limited editions, which showcase exceptional highlights from the Woodford Reserve Distillery. These offerings are highly sought after by whiskey connoisseurs and collectors alike.

Crafted under the expert guidance of Master Distiller Elizabeth McCall, the Sonoma Triple Finish embodies a fusion of rich flavors. With a unique blend of Woodford Reserve Kentucky Straight Bourbon Whiskey,

finished in former Sonoma County Pinot Noir, Brandy, and Bourbon barrels used for aging red wine, the Sonoma Triple Finish offers a mix of fruity, vanilla, and spice-forward notes.

Master Distiller Elizabeth McCall remarked, "The result is a whiskey that brings together the worlds of bourbon and wine in a way unlike any we've released before."

For this release, Master Distiller Elizabeth McCall drew upon previous creative Master's Collection releases and the brand's continued product experimentation for inspiration.

The Batch Proof Series 121.2 is a "celebration of pure, unadulterated flavor," says the company. Drawing from over 100 different Woodford Reserve barrels and presented at 121.2 proof (standard is 90.4 proof), this expression showcases a blend of sweet aromatics, fruit, spice, wood, and grain characteristics.



*Above: Woodford Reserve Master's Collection Sonoma Triple Finish*

*Right: Woodford Reserve Batch Proof Series 121.2*



Batch Proof allows consumers to taste Woodford Reserve exactly as it comes out of the barrels. The barrels used to create Batch Proof are drawn from many different dates of production and matured in various warehouses and different floors within those warehouses.

## Imperial Brands to showcase cross-category brands at Summit of the Americas

Imperial Brands is returning to the IAADFS Summit of the Americas with a dedicated booth showcasing its wide range of cross-category brands, as the company reaffirms its confidence in the Americas within the Travel Retail and Duty Free industry.

As the demands of traveling consumers continue to evolve, and with them the wider tobacco sector, Imperial Brands says that it is dedicated to delivering a strong product portfolio.

To provide the important local offer for traveling consumers, Imperial Brands will highlight its popular American brands, such as Backwoods, USA Gold, Winston and Kool, alongside leading international brand, Davidoff cigarettes.

Showcasing a wide portfolio of brands is central to Imperial's offer, as the Global Travel Retail environment is a shop window for adult smokers and nicotine users to both find their favorite products and discover different offers, says the company.

The Imperial Brands team is looking forward to meeting with partners and stakeholders in the region to discuss new opportunities and to share their vision for the category.

Imperial Brands Global Duty Free Regional Manager for Region West, Julia Neumaier, commented: "We are delighted to be returning to the Summit of the Americas with an Imperial Brands' booth, and this is a testament to our dedication to



*Julia Neumaier*

the Americas region and the travel retail industry. We extend our sincerest gratitude to IAADFS for their unwavering partnership and collaboration in advancing the Americas travel retail sector. Personally, I am looking forward to meeting with established, as well as new business partners to explore opportunities for the travelers in

the Americas.

"We all want to deliver the perfect offer for our shoppers, so the more we can do to work closely with the wider industry to deliver more meaningful experiences for the consumer, the brighter the future is for us all."

Imperial Brands can be found at stand #515

## Parfums Christian Dior introduces groundbreaking 3D media campaign at LAX for Miss Dior Parfum launch

Parfums Christian Dior Travel Retail Americas is celebrating the relaunch of Miss Dior Parfum with an innovative 3D media campaign at Los Angeles International Airport (LAX). Debuting on March 1, the campaign will run for three months through May.

In the campaign, Parfums Christian Dior leverages cutting-edge anamorphic animation technology, which creates the illusion of a 3-dimensional environment. In this unique and immersive way, the campaign powerfully presents the new Miss Dior bottle and reaffirms its original couture identity.

Miss Dior was the founding fragrance from the House of Dior, first launched in 1947 shortly after the designer debuted his new fashion look.

With the message “Cut like a suit,” the 3D anamorphic animation, designed for the LAX Airport exclusively in partnership with BCN Visuals, will transport viewers into the world of Miss Dior by enveloping them in an animated profusion of jasmine and peony.

“Every aspect of Miss Dior Parfum is brought to life in stunning detail, creating a surprising experience for viewers,” says the company.



To view the video of the campaign, please [click here](#): or go to <https://www.youtube.com/watch?v=hoFZiw-48Yg>

Parfum Christian Dior's anamorphic animation for the relaunch of Miss Dior Parfum will run exclusively in LAX through May.

## ...and in Miami



Parfums Christian Dior is celebrating the relaunch of Miss Dior with a Red Carpet pop-up in Miami International Airport with Duty Free Americas throughout March and April.

## YSL launches new Black Opium Eau de Parfum Over Red to celebrate 10<sup>th</sup> anniversary

To celebrate the tenth anniversary of the iconic Black Opium fragrance, Yves Saint Laurent Beauté has launched “the next level” with Black Opium Eau de Parfum Over Red.

This variation embraces an ultra-sensorial fragrance, and is “strikingly disruptive and wildly artistic,” says the company.

Black Opium Eau de Parfum Over Red is launching in airports throughout Europe and the Middle East now and will land in the Americas later this year.

The iconic Black Opium bottle is now covered in a dark-red luxurious lacquered tone, which matches the new cherry note of Black Opium Eau de Parfum Over Red. In addition, Black Opium’s white floral accord now stars a Jasmine Ourika Accord with sensual notes of black tea at the heart. At its base, the iconic coffee note of the original Black Opium meets vanillas and scented wood.

### The Campaign

Bathed in the sensual crimson light that echoes the color of the red bottle, Zoë Kravitz is the face of the Black Opium Eau de Parfum Over Red campaign, inviting travelers to experience the multi-sensorial journey of the fragrance.



*Striking animations starring Zoë Kravitz for the new Black Opium Over Red are taking over airports throughout Europe and the Middle East.*

### The TR experience: immersive, hypnotic, cross axis with makeup

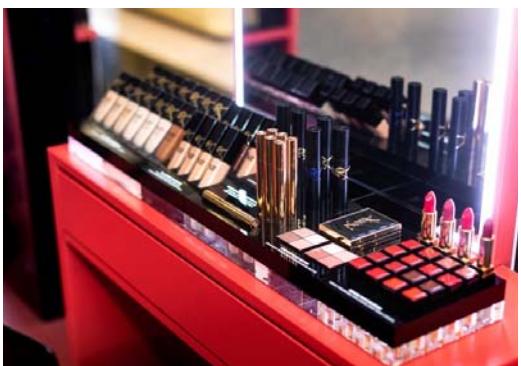
In travel retail, all the podiums serve as an invitation for visitors to immerse themselves in the world of Black Opium Over Red, and the bottle’s couture-inspired design enhances the cross-selling of the brand’s makeup ranges and provides a captivating retail experience.

YSL Beauté has set up a dedicated makeup station where travelers can receive a complete Over Red look through a makeup service

consultation and application.

This service is available at every animation, with a dedicated makeup plate offering the Black Opium Over Red look, as worn by Zoë Kravitz in the campaign.

YSL also offers a gaming experience where travelers can enjoy a Black Opium Over Red flipper game, which is also accessible on smartphones. This interactive game allows users to discover the key ingredients of the fragrance.



## Clinique launches in the U.S. Amazon Premium Beauty Store

The Estée Lauder Companies Clinique brand debuted in the U.S. Amazon Premium Beauty store at the end of March. The move provides broader access to its clinically proven skincare and makeup solutions and dermatological education, according to the brand.

Clinique marks the first of a select group of brands in The Estée Lauder Companies’ portfolio that will have a storefront on on Amazon, according to the official ELC announcement.

Consumers shopping for Clinique on the Amazon Premium Beauty store will be able to discover and learn about the brand’s allergy tested and 100% fragrance free products—including formulations and clinical testing, product comparisons, and regimen recommendations.

They will also be able to use the new [Clinique Skin Analysis tool](#).

Newly created for the launch by Clinique’s Guiding Dermatologists, this interactive questionnaire in Amazon Premium Beauty will custom-fit a skincare regimen for Clinique’s consumers, ensuring a simplified and personalized skincare journey. It will then recommend products available for purchase from Amazon’s Premium Beauty store.

Amazon customers will be able to discover, shop, and experience a wide selection of Clinique’s skincare, makeup, fragrance, and men’s products.

“We are thrilled to be strategically expanding our consumer reach in the U.S. as a select few Estée Lauder Companies brands open dedicated storefronts in Amazon’s fast-growing Premium Beauty destination over the coming months, starting with Clinique today,” said Fabrizio Freda, president and CEO, The Estée Lauder Companies.

“We are delighted to introduce Clinique to new consumers in the U.S. and make it accessible for the beauty-savvy community in the Amazon Premium Beauty store,” said Michelle Freyre, Global Brand President, Clinique.