

AT THE POINT OF SALE

Valentino Beauty opens first worldwide flagship with International Shoppes in JFK Terminal 1

L'Oréal Travel Retail Americas has unveiled a Valentino Beauty flagship in JFK International Airport, developed in partnership with International Shoppes. This is the brand's first flagship worldwide since the Valentino brand was acquired by the L'Oréal Group in 2018.

The opening kick starts a strong rollout plan that will conclude with more than 10 flagships throughout the Americas by end of 2022.

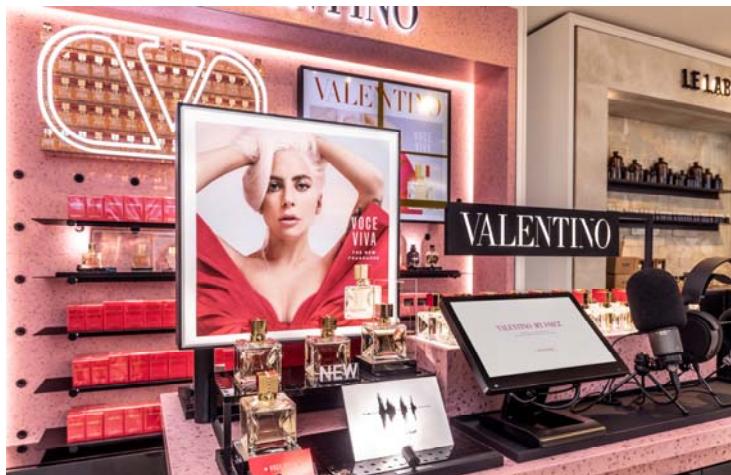
The 60 sqm JFK store, located in Terminal 1, is dressed in Valentino's iconic Pink Terrazzo, and features Voce Viva fragrance and its first-of-its-kind Voice Print live experience.

Lady Gaga is the face of the new feminine fragrance, and Voce Viva is said to embody all the characteristics it shares with Gaga. Voce Viva combines floral, woody, fresh, and sweet elements to create an all-encompassing scent.

Scott Halpern, Vice President at International Shoppes, said: "iShoppes is extremely grateful that the L'Oréal Group selected JFK T1 as the worldwide launch for the newly revamped Valentino display. We believe that the look and feel of the unit will not only create a strong attraction for the brand, but enhance the overall experience in T1's beauty section."

The new space was inspired by an Italian Palazzo: Modular, industrial with a young approach and a strong link to fashion. It does this by showcasing a unique Pink Terrazzo combined with black metal, magnified by the iconic silhouette of the Voce Viva bottle and the Valentino logo.

Carlos Rosales, Area Manager for Valentino Beauty in L'Oréal Travel Retail Americas, said: "We at L'Oréal are delighted to once again partner with International Shoppes in providing the consumer with the latest and greatest of our portfolio.



"Today we are proud to inaugurate a luxurious counter of one of the most exclusive beauty brands in the market, Valentino Beauty."

Floriano Marrone, Division Manager for L'Oréal Luxe in L'Oréal Travel Retail Americas, said: "We are delighted with the launch of Valentino Beauty, a great addition to L'Oréal Travel Retail's strong and diversified portfolio of

brands. Valentino Beauty brings a powerful haute couture heritage that combines a unique value proposition to an immersive consumer experience. And it could not be more meaningful then to open our first worldwide TR flagship with our International Shops partners here in New York, hometown of our ambassador Lady Gaga."

TFWA Asia Pacific Hainan Special Edition kicks off

Tax Free World Association kicked off Day One of the TFWA Asia Pacific Hainan Special Edition on Monday with a vibrant e-networking session, which gave industry brands and partners across Asia and beyond the opportunity to reconnect in an informal and productive setting, reports the Association..

The e-networking sessions will run at the end of each day throughout the rest of the event, from June 22-24.

The Association is also debuting its new TFWA 365 platform at TFWA Asia Pacific Hainan

Special Edition. For a preview of the platform, which is soon to be offered as a year-round tool for the industry.

TFWA Asia Pacific Hainan Special Edition continues this week until June 24. For the full program, visit <https://www.tfwa.com/programme/tfwa-asia-pacific-hainan-special-edition/2021>.

During the e-networking sessions, Platinum Sponsor Duty Free Global is offering delegates the chance to win a bottle of Beau Joie Champagne if they predict the results of this week's Euro 2020 matches correctly.

US/Canada border remains closed for another month

Canada announced that it is extending the closure of its border with the U.S. due to the COVID-19 pandemic until July 21, according to a tweet Friday morning by Bill Blair, Canada's Minister for Public Safety and Emergency Preparedness. The border closure will now extend into its 16th month.

"Our number one priority as we fight #COVID19 is keeping Canadians safe. In coordination with the U.S., we are extending restrictions on non-essential international travel and with the United States until July 21st, 2021," Blair tweeted.

On the U.S. side, Homeland Security and the U.S. Customs and Border Protection (CBP) confirmed the closure, tweeting: "To reduce the spread of COVID-19, the United States is extending restrictions on non-essential travel at our land and ferry crossings with Canada and Mexico through July 21."

The tweet did go on to say that access for essential trade & travel is ensured.

The tweets end recent hope that the restrictions on non-essential travel between the two countries would be eased. Talks on the border opening between the two countries have been intensifying. The Frontier Duty Free Association is in constant contact with the Canadian government petitioning it to reopen the border as soon as possible.

The border has been closed to recreational travel since March 21, 2020.





Duty Free Americas first travel retailer to launch Pat McGrath Cosmetics

Duty Free Americas (DFA) has become the first travel retailer in the world to launch Pat McGrath cosmetics. The official launch was celebrated on June 17th at DFA's flagship 11,500 square foot store in the Venetian Macau Resort Hotel.

One of the most influential and sought-after makeup artists in the world, Pat McGrath has created countless runways shows and breakthrough advertising campaigns in addition to developing her luxury cosmetics.

The launch further drives DFA's strategy of pioneering strategic collaborations with global beauty and fragrance houses. At the same time, the partnership between DFA and Pat McGrath will increase the beauty brand's reach by expanding the demand for its products in Asia.

Jerome Falic, Chief Executive Officer of Duty Free Americas, said: "We could not be more excited about being the first travel retailer in the world to carry Pat McGrath.

"DFA aims to ensure that our customers are offered the latest and greatest beauty products from global brands. Partnering with a brand like Pat McGrath in this first-of-its-kind launch not only enhances our store's variety and distinctiveness, but also speaks to our customers who appreciate the finer things in life. We are grateful to the entire Pat McGrath team for working creatively with us to ensure the long-term success of this launch."

"On behalf of Pat McGrath Labs we are thrilled to announce our first ever partnership with Duty Free Americas with the launch of our cosmetics line at the Venetian Macau Resort Hotel," said Thierry Maman, Global Managing Director of Pat McGrath Cosmetics.

"This partnership will further grow our Asian market footprint, and will be an exciting step towards further awareness and demand-- as we continue to expand our edgy, luxurious makeup brand business."



Coty takes home a record six U.S. Fragrance Foundation Awards *Marc Jacobs, Gucci, and Calvin Klein all winners*

Global beauty company Coty Inc. won a record six awards at the 2021 U.S. Fragrance Foundation Awards – including both media campaign of the year awards and two consumer choice prizes. No other company took home as many awards this year.

Coty, which sells its products in more than 150 countries around the world, received recognition for its work over the past year with Gucci, Marc Jacobs and Calvin Klein.

Marc Jacobs Perfect Eau de Parfum won three awards: Consumer Choice, Women's Prestige of the Year; Prestige/Popular - Packaging of the Year; and Media Campaign of the Year – Women's. Perfect was 2020's biggest Prestige fragrance launch across the U.S., U.K., Canada and Australia.

The virtual ceremony featured a star-studded line-up of presenters, including Dolly Parton, Alicia Keys, Christian Siriano, Isabella Rossellini, Kylie Minogue, and Andre Leon Talley.

In addition to the three Marc Jacobs' awards, Coty won for: Gucci The Alchemist's Garden A Chant for the Nymph -Fragrance of the Year - Women's – Luxury; Calvin Klein CK EVERYONE won two awards, Consumer Choice - Men's of the Year and Media Campaign of the Year – Men's.

The U.S. Fragrance Foundation awards were based on votes by Fragrance Foundation members and industry experts; consumers directly voted for the Consumer Choice Awards. For more information please visit: <https://fragrance.org/awards/>





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Alchemy Americas contact : cedric@alchemyamericas.com



DFS opens landmark store – Samaritaine – in the heart of Paris

From offering the largest beauty space in Europe, the latest concepts in mix-and-match fashion, to an Ali Baba's cave of eclectic gifts, all housed in a restored Art Nouveau masterpiece reimaged with such modern touches as a façade made of waves of glass, DFS' second European store – located in the heart of Paris -- is a place of discovery, surprise and experience.

DFS Group opens the doors to its long-awaited landmark store, Samaritaine Paris Pont-Neuf by DFS, on June 23.

Offering a uniquely Parisian experience, the store combines the very best of luxury and contemporary products across beauty, fashion, watchmaking and jewelry, all within an iconic setting between the famous Rue de Rivoli and the Pont-Neuf, overlooking the Seine.

Spanning more than 20,000 square meters across seven levels and multiple buildings, Samaritaine Paris Pont-Neuf by DFS welcomes visitors into an exceptional world of retail, culture, cuisine and relaxation.

It features more than 600 brands, 12 restaurants, a boutique spa, an artistic collective, a lifestyle boutique dedicated to locally made and exclusive products, and the largest beauty hall in Europe.

Samaritaine Paris Pont-Neuf is DFS' second European store, following the establishment of T Fondaco dei Tedeschi in 2016 in Venice. Like many of DFS' locations, it is housed in a historically significant building that has been meticulously and artfully restored to give it new life for the benefit of locals and visitors alike.

The Samaritaine building was originally one of the first retail emporiums in Paris, dating back to the 1870s. It was acquired in 2001 by LVMH Group, which is DFS' majority shareholder alongside co-founder Robert Miller. After a 16-year renovation, the result is a transformation that reflects both the building's Art Nouveau and Art Deco past as well as a dynamic and promising future.

"For over 60 years, DFS has provided global travelers with luxurious, inspiring and exciting retail experiences in some of the most iconic locations around the world. Here in Paris, we are delighted to create a new retail destination in the vibrant heart of the city, combining luxury and contemporary merchandise, exceptional customer service and a wealth of opportunities to explore and discover the true French 'art de vivre.'

"In restoring Samaritaine to Paris, we are also delighted to welcome a new generation of discerning customers, transcending their highest expectations of what this beautiful city can offer," said Benjamin Vuchot, DFS Group Chairman and CEO.

"More than just a place to shop, we want Samaritaine to be a place of discovery, surprise and experience - where customers can witness the avant-garde of creation and taste the cuisine of a contemporary chef, treat themselves to a piece of luxury while enjoying an espresso prepared by an expert barista, discover designer jewelry and relax in the spa, or meet young artists and discuss the surrounding architecture with a historical guide," said Eléonore de Boysson, DFS Group Region President Europe and Middle East.

In parallel with the opening of Samaritaine Paris Pont-Neuf, DFS is launching a new dedicated website, www.samaritaine.com, reflecting the store's uniquely Parisian personality. The site will also enable customers to shop a range of exclusive and made-for-Samaritaine products.

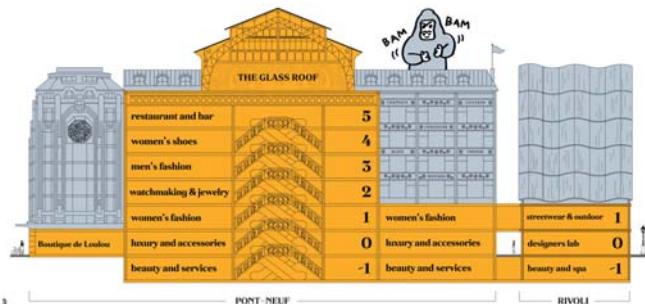
Samaritaine Paris Pont-Neuf by DFS will be fully operational from June 23, after an opening delay of more than a year caused by the pandemic.

"We are encouraged by signs of a return to normality in Europe, and we are optimistic that borders may start to open again to allow travelers to return to France. We look forward to welcoming customers from around the world to our newest 'destination within a destination,' here in Paris."

DFS Group Chairman and CEO Benjamin Vuchot.



SAMARITAINe MAP



Starboard Cruise Services new Luxury Division launches destination-driven retail program aboard Silversea Cruises newest flagship vessel

Starboard Cruise Services is bringing a distinct blend of renowned brands, limited editions, artisanal goods and exclusive local treasures from around the world onboard Silversea Cruises' newest ship, *Silver Moon*.

Sailing from Greece, the long-awaited flagship welcomed its first guests on June 18, and will offer locally crafted creations reflective of the Eastern Mediterranean voyage.

"We collaborated with Silversea Cruises to design a retail experience to spark voyagers' wanderlust with exclusive artisanal creations not found back home," says Lisa Bauer, Starboard's President and CEO. "The focus on locally sourced offerings will appeal to Silversea guests' love of travel, sense of curiosity and desire for adventure."

Silver Moon's retail program is the first designed by Starboard's Luxury Division, which was launched to deliver bespoke

vacation experiential retail that cultivates unique memories for sophisticated, experienced, affluent travelers.

Designed as an intimate, ultra-luxury ship, the retail space onboard *Silver Moon* features three boutiques displaying jewelry, apparel, handbags, fragrances, cosmetics, travel essentials and other unique offerings.

Artisanal, authentic mementos and experiences

The specially curated destination shopping will debut on *Silver Moon* and then expand fleetwide, including a rotation of distinct assortments sourced from Silversea's over 900 ports-of-call. Guests can discover local handcrafted and artisanal products from the Greek Isles such as accessories made from recycled olive wood; embroidered hats, tops and kaftans; and extra virgin olive oil, natural cosmetics and body soaps.



Red Coral Artisanal Jewelry Collection and Greek Isle recycled olive wood products on offer aboard Silversea Cruises *Silver Moon* ship.

Featured Mediterranean offerings include one-of-a-kind hand-crafted pieces from the Red Coral Artisanal Jewelry Collection. This jewelry originates from atrophied coral whose color was transformed by a massive volcanic eruption over 100 years ago off the coast of Sicily.

"The debut of *Silver Moon* signals a new era of ultra-luxury travel, and the retail program Star-

board designed contributes to that narrative," says Roberto Martinoli, Silversea's President and CEO. "The artisanal shopping aligns with the ship's exclusivity – intimate experience – enhancing the onboard guest journey."

Silver Moon will sail a series of 10-night Greek Isles trips with calls to Santorini, Paros, Mykonos, Crete, and Cyprus.

Carnival Cruise Line confirms first sailing for *Mardi Gras* as Heinemann prepares retail offer

Carnival Cruise Line will start operating seven-day cruises for its new LNG-powered *Mardi Gras* ship from Port Canaveral on July 31, with pre-inaugural sailings to the eastern and western Caribbean.

Named after Carnival's "original fun ship" launched in 1972, *Mardi Gras* docked for the first time at Port Canaveral on June 4, although its specific launch schedule was not released at that time.

The ship homeports at Terminal 3, a facility built specifically for *Mardi Gras*, which is the first cruise ship powered by eco-friendly Liquefied Natural Gas in the Americas.

"We are very excited to finally welcome guests on *Mardi Gras*," said Christine Duffy, president of Carnival Cruise Line. "With our desire to preserve summer vacations for our *Mardi Gras* guests, we are going to find a later date to formally christen her so that we can operate these pre-inaugural sailings just as soon as we can."

Heinemann Americas is the retail concessionaire for *Mardi Gras*. While Carnival has not released details of the new retail offer, Heinemann Americas CEO Nadine Heubel shares a preview of the concept with *TMI*.

"Since coming to the Americas more than seven years ago, Heinemann Americas has built successful partnerships with some of the region's largest and most successful cruise lines, including Carnival.

"HAI was selected to be the onboard retailer for the Carnival *Mardi Gras* thanks to a track record of connecting shoppers with exclusive products, innovative shopping experiences, and elegant spaces that keep travelers returning to shops multiple times throughout their voyages," she continued.

"For the Carnival *Mardi Gras*, Heinemann's retail spaces and collections were carefully crafted to evoke a feeling of nostalgia, offering a nod to Carnival's first-



Carnival *Mardi Gras* gets a start sail date.

ever ship by the same name that set sail in the 1970s. From details like store finishes to vintage-inspired inaugural collections, every facet of the shopping experience was carefully curated to provide shoppers with spaces that leverage

technology and provide access to one-of-a-kind items, all while transporting travelers to a different era in time. The shop spaces are both upscale and inviting, drawing customers in with unique experiences, products, and atmospheres."

Duffy also noted that Carnival intends to expand its initial restart from Florida, Texas and Washington to California, with the return of *Carnival Panorama* from Long Beach in late August.

"We are excited to resume our West Coast operations and intend to sail *Carnival Panorama* with vaccine-ated guests starting August 21. We are working with state and local officials to finalize the necessary plans," Duffy said. *See more Carnival news on page 6.*



Starboard Cruise Services brings heritage brand experiences, destination collections, and responsible retail curated for new *Celebrity Apex* luxury ship



Starboard Cruise Services celebrates the resumption of cruising in the Mediterranean with the retail launch of Celebrity Cruises' *Celebrity Apex*. The highly anticipated second ship in Celebrity's Edge series welcomed its first guests on June 19, 2021.

"The launch of *Celebrity Apex* is a significant milestone for the cruise industry, and we're really excited to be part of Celebrity's return to sea with our most transformative and stylish retail experience to date," says Lisa Bauer, Starboard's president and CEO. "Onboard, guests will enjoy the finest selection of iconic heritage brands, first-at-sea concepts, and multi-sensory retail experiences, curated for Celebrity's discerning guests."

Covering more than 7,000 square feet, The Celebrity Shops exemplifies Celebrity's standard of new luxury travel. *Celebrity Apex*'s onboard retail program encourages guests to Find Your Apex and discover ways to shop through immersive and memorable experiences.

Retail highlights include first at sea brands, products and experiences exclusively for Celebrity Cruises, as well as curated merchandise aligned with the cruise line's brand pillars of destination, sustainability, diversity and wellness.

"Launching *Celebrity Apex* with Starboard Cruise Services as our retail partner signals a new style of cruising and shopping as the industry returns," says Brian Abel, Celebrity Cruises' senior vice president of hotel operations.

"The tailored retail program seamlessly aligns with *Celebrity Apex*'s new luxury style and Celebrity's industry-leading contemporary design."

Key Retail Themes

Augmented reality makes its beauty mark: Launching for the first time at sea, the Virtual Makeover is an interactive cosmetic experience that features an array of beauty products (foundation, eye, blush, lip and more) from luxury brands such as Dior, Estee Lauder, Clinique and Sisley where guests can experiment with makeup looks without contact.

First at sea brand launches:

Several European brands, including KMO Paris, a French jewelry collection with sensual and feminine pieces and Hereu, Spanish handbags crafted by local artisans who draw inspiration from the Mediterranean's eclectic mix of high art, will debut on *Celebrity Apex*. Exclusive to Celebrity, Konstantino jewelry is a first-at-sea brand with designs curated piece by piece in their artisanal atelier in Athens, Greece.

Luxury Retail:

Renowned brands such as Bulgari and Cartier will have stand-alone boutiques featuring their latest collections. New on *Celebrity Apex* is the **first Montblanc lifestyle boutique**, spotlighting the brand's rich tradition and craftsmanship by offering a selection of world-class accessories. The boutique is also set to host retail immersive activations that incorporate creativity, sensorial writing, customization and personalization.

Destination memories you can touch: "From The Mediterranean with Love" is a curated destination campaign that will bring to life European itineraries with an elevated assortment of apparel, handbags and fashion jewelry

*Top right: The Virtual Makeover on *Celebrity Apex*.*

Lower right: Montblanc's sensorial writing journey.

authentic to the destinations the ship visits. *Celebrity Apex* will launch with the popular Spanish brand Art en Seda, featuring artistically made silk scarves and accessories.

Environmentally sustainable offerings: With a focus on the environment, guests can shop an array of environmentally conscious brands: Sea Bags, smart fashion, earth-friendly tote bags made from recycled sails; Indosole, high-quality environmental footwear; and other eco-friendly brands such as Tasc, S'well, 4Ocean and AFS.

Empowered Collection:

Celebrity's Godmother Collection is inspired by *Apex*'s Godmother, Reshma Saujani, Girls Who Code founder and author of the bestseller *Brave, Not Perfect*. The collection features keepsakes that will support Saujani's non-profit organization working to close the gender gap in technology.

In keeping with women's empowerment, guests can discover additional female-centric brands onboard such as Kallati Jewelry, Eileen Fisher, and Mary Frances.

Experiential Retail

Customized multi-sensory retail experiences on *Celebrity Apex* include:

Montblanc: Explore the world of fine watchmaking and creative lettering.

Art/Jewelry Walk:

Learn about the architectural elements that inspired the jewelry in the limited-edition Kallati Apex Captain's Collection.

Apprentice of Time: Become amateur horologists (the study of time) by donning a loupe, disassembling, tinkering and reassembling a timepiece's parts.

Cartier Grooms: Sip champagne and receive an exclusive souvenir while discovering the brand's rich history.

Dream Maker Event: Watch clips of Dolce Vita era movies and performance of memorable Italian Music presented by Bulgari.



Update: Florida Cruise Lawsuit ruling overturns CDC restrictions

This article originally ran in Porthole Cruise news on June 21, 2021 and is used with permission

In a ruling late Friday, US District Judge Steven Merryday rejected the Centers for Disease Control and Prevention's restrictions for cruise lines and granted the State of Florida's motion for a preliminary injunction filed earlier this year. The 124-page ruling from Judge Merryday is not immediate, however. The injunction will officially end July 18th when the conditional sail order becomes nothing more than a recommendation for cruise lines.

Judge Merryday was critical of the CDC stopping a billion-dollar industry in his ruling, stating:

"CDC cites no historical precedent in which the federal government detained a fleet of vessels for more than a year and imposed comprehensive and impossibly detailed 'technical guidelines' before again permitting a vessel to sail. That is, CDC cites no historical precedent for, in effect, closing an entire industry."

Progress with the rollout of the COVID-19 vaccine was another factor cited by the Judge in his ruling.

"With the advent of highly effective vaccines, with more than half of adults fully vaccinated, with infection plummeting, with death from COVID-19 asymptotically approaching zero; with the benefit of effective therapeutics for COVID-19; with masks, safe distancing, and sanitation; and with the successful and safe re-opening of business, including airlines, sporting events, and other high capacity venues, COVID-19 no longer threatens the public's health to the same extent presented at the start of the pandemic or when CDC issued the conditional sailing order," Judge Merryday wrote in his ruling.

The CDC does have until July 2nd to offer a revised version of their conditional sail order with far less limitations than the current version. Should they do that, the state of Florida would then have one week to respond to the new rule proposals.

"Today's ruling is a victory for the hardworking Floridians whose livelihoods depend on the cruise industry," Florida Attorney General Ashley Moody wrote in a statement. "The federal government does not, nor should it ever, have the authority to single out and lock down an entire industry indefinitely. I am excited to see the cruise industry get sailing again, and proud to stand with Governor Ron DeSantis against illegal federal overreach and draconian lockdown measures."

What does the ruling mean for vaccination requirements?

With the CDC's rules for mostly vaccinated cruises no longer applicable, will cruisers have to get vaccinated to sail from Florida? The short answer is it depends on the cruise line, some are taking steps to make cruising with the

vaccine more appealing than cruising without it as they would prefer to sail with vaccinated passengers.

Royal Caribbean International announced last week they've developed a set of rules for each group on board their ships.

"Our unvaccinated guests must undergo additional COVID-19 testing at their own expense, and follow the health protocols described below, which are based on guidance from the CDC. If you do not wish to undergo or pay for additional testing, or adhere to these health and safety protocols, we are happy to provide you with a refund," the cruise line wrote in their announcement.

The cost for onboard testing for the unvaccinated? \$136 per person. In addition, some shows on board will be for vaccinated passengers only, mandatory face masks while

indoors for ALL passengers outside of vaccinated-only events and even restrictions on where and when unvaccinated cruisers can dine.

What does this mean for Alaska cruises?

While many were worried what affect the ruling would have on the Alaska Tourism Recovery Act, Judge Merryday's ruling only applies to the state of Florida. A spokesperson for Alaska Governor Mike Dunleavy announced that Alaska's cruising season will not be hindered by the ruling. That's welcome news for the many people along Alaska's coast who work in the tourism space who haven't seen any revenue from cruise ships in well over a year.

By Evan Gove, Porthole Cruise

Carnival Corporation brands announce plans to resume cruising in the U.S., Caribbean and Europe

Carnival Corporation & plc today announced that eight of its cruise line brands will resume guest cruise operations-- including US-based brands Carnival Cruise Line, Holland America Line, Princess Cruises and Seabourn, as well as UK-based brands Cunard and P&O Cruises.

The lineup of the currently planned sailings represents 52% of the corporation's total capacity and builds on recent restarts of its Germany-based AIDA Cruises and Italy-based Costa Cruises brands.

The brands are resuming operations using a gradual, phased-in approach, with sailings announced on 42 ships to date through the end of fiscal year 2021 (Nov. 30.) The initial cruises will take place with enhanced health protocols developed in conjunction with government and health authorities, and informed by guidance from the company's public health, epidemiological and policy experts.

In working with global and

national health authorities and medical experts, as well as authorities in destination countries, the company's brands have developed a comprehensive set of health and safety protocols for protection and mitigation across the entire cruise

experience for its initial cruises.

This includes cross-industry learnings and best practices based on the proven health and safety record of industrywide sailings and input from top science and health experts and health authorities.



PortMiami CEO Juan Kuryla and his team team hosted the Florida-Caribbean Cruise Association Return to Sail Summit at the "Cruise Capital of the World" earlier this week. The event brought together cruise line executives and partners to discuss the resumption of cruising. This news was posted by Andria Muñiz-Amador, Director of PR, Marketing & Communications at PortMiami. #portmiamistrong



DUTY FREE GLOBAL

IN THE SPOTLIGHT

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TRAVEL MARKETS
INSIDER

Duty Free Global appointed Sazerac Company's Global Travel Retail partner

Duty Free Global (DFG) has been appointed the Global Travel Retail partner for the Sazerac Company. The new appointment extends DFG's representation of the Sazerac brands into North and South America, as well as Europe, where it has been working with Sazerac previously.

DFG recently grew its team in North and South America, as well as Europe, which gives the company extended reach and local presence for the Sazerac spirits portfolio.

With roots that date back to the 1630s, the Sazerac Company's legacy spans nearly four centuries of spirits production around the globe. Today, Sazerac is an American company that produces and sells spirits to customers and consumers around the world.



Barry Geoghegan

The Sazerac Company owns a diverse array of award-winning spirit brands sold around the world, including the award-winning Buffalo Trace Bourbon, Sazerac Rye Whiskey, the Weller Bourbon line, E.H. Taylor Bourbon, George T. Stagg Bourbon, Eagle Rare Bourbon, 1792 Bourbon, Paddy Irish Whiskey, Fireball Whisky, Sheep Dog Whiskey, Southern Comfort, Sazerac de Forge Cognac, Myer's Rum, Jung & Wulff Rum, Corazon Tequila, Los Vecinos Mezcal, Goldschlager and many more.

Barry Geoghegan, founder and

commercial director of Duty Free Global commented, "On behalf of all the team at Duty Free Global, I just wanted to say how delighted and proud we all are to be representing some of the world's greatest brands in global travel retail. We have so much respect for all that the team at Sazerac has done to build world class liquor brands and more to follow with so many great projects coming on stream soon. We look forward to meeting all our great friends at the TFWA Hainan Special Edition virtually and in person at the TFWA World show in Cannes in

Octoberit's been way too long!"

"We're excited to partner with Duty Free Global," said Christophe Beau, managing director, global sales, Sazerac Company. "The DFG team has a strong reputation for brand building in the duty free and travel retail channels and we look forward to continuing to develop our brands alongside them."

Headquartered in County Wicklow, Ireland, Duty Free Global (DFG) is a specialized wines and spirits brand partner focused on building brands in the global Duty Free and Travel Retail channel. The company is known for its extensive route to market knowledge and expert understanding of the requirements of Duty Free retail operators.

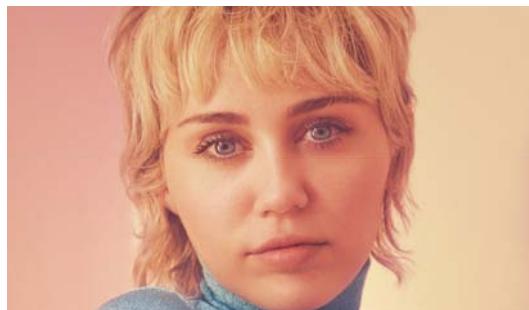


Miley Cyrus fronts new *Gucci Flora Gorgeous Gardenia* campaign

Gucci has announced that multi-platinum selling recording artist, songwriter and trailblazer Miley Cyrus will be the face of *Gucci Flora Gorgeous Gardenia Eau de Parfum*, a new fragrance by Creative Director Alessandro Michele.

With her distinctive individuality, she will be the protagonist in a series of images and a fanciful video, directed and shot by artist Petra Collins under Alessandro Michele's creative direction, dedicated to the new scent.

The embodiment of her generation, Miley Cyrus is known for her self-expression, optimism and authenticity.



Miley Cyrus for Gucci Flora Gorgeous Gardenia

She will act as a muse for the new joy-fueled fantasy land created by Gucci Beauty and inspired by her unique personality.

The new *Gucci Flora Gorgeous Gardenia Eau de Parfum* will be available from July 30 on gucci.com and starting August 1 in selected Gucci stores, retailers and perfumeries worldwide.

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AREA MANAGER

Essence Corp has an immediate opening for an Area Manager

This role reports to the Area Director.

The Area Manager conducts supervisory responsibilities of personnel representing sales, promotional activities, and evaluation of their performance on an annual basis, manages all aspects of relationships with TR clients in area, management of sales and sales targets, monitors client activity (ex-factory & wholesale commitments, forecasts, budget, pricing).

The ideal candidate should be fluent in English & Spanish (French is a plus) with an advanced level of Excel skills.

Must be organized, detail oriented, strong analytical skills, self-driven, team player, and the ability to multi-task in a very fast paced environment.

Interested candidates may apply via email to LWade@Essence-Corp.com