

WTTC: U.S. Travel & Tourism rebounds in 2021, may surpass pre-pandemic levels in 2022

The latest research from the World Travel & Tourism Council (WTTC) reveals the U.S. Travel & Tourism sector could experience year-over-year growth of 35.6% in 2021, significantly outpacing the year's overall global tourism recovery.

The outlook is even rosier for 2022, says WTTC, with the travel sector in the U.S. expected to grow by another 28.4%, reaching nearly \$2 trillion of the U.S. economy, exceeding pre-pandemic levels.

By comparison, in 2019, the U.S. Travel & Tourism sector's contribution to GDP represented nearly \$1.9 trillion (8.6% of the U.S. economy). However, in 2020, when the pandemic brought international travel to an almost complete standstill, the contribution to the sector dropped 41% to just \$1.1 trillion, 5.3% of the U.S. economy.

WTTC Travel Recovery Survey

Key findings for the U.S. Travel & Tourism sector for 2021 and 2022 based on the latest research from WTTC produced in partnership with Oxford Economics include:

GDP contribution and growth

In 2021, the U.S. Travel & Tourism sector should see YOY growth of 35.6%, an increase of \$393 billion, for a total contribution of nearly \$1.5 trillion to the U.S. GDP. In comparison, the global economy is set to receive a 30.7% YOY increase from the travel & tourism sector in 2021.

At the current recovery rate, in 2022, the U.S. could experience a further YOY growth of 28.4%, representing an increase of \$425 billion and bringing the sector's total contribution to the U.S. economy beyond pre-pandemic levels at over \$1.9 trillion.

Travel Spending & Jobs

The nation's economy has benefited from a rise in domestic travel, with spending set to increase 40.4% (\$261 billion) in 2021, with a further year-over-year rise of 22.9% expected in 2022.

Although international spending by travelers in the U.S. is set to grow by a mere 1.9% this year due to prolonged travel restrictions throughout the year, recent changes to international travel restrictions will provide a significant YOY boost of almost 228% in 2022, representing an

increase of \$98 billion and total contribution of \$141 billion.

After the U.S. travel sector's loss of more than 5.5 million jobs last year, employment is set to rise by 26.2% in 2021, representing an increase of 2.9 million jobs and total contribution of nearly 14 million jobs. In comparison, 2019 contribution represented more than 16.5 million jobs.

In 2022, employment is set to increase a further 19.7%, representing a year-over-year increase of 2.75 million jobs and bringing total jobs across the U.S. Travel & Tourism sector above pre-pandemic levels at 16.72 million jobs.

"Our research shows that while the global travel & tourism sector is slowly beginning to recover, the U.S. is recovering faster than many other regions," said Julia Simpson, WTTC President & CEO. "Last year, the pandemic decimated more than five million Travel & Tourism jobs across the U.S.; however, due to a predicted rise in international and domestic spend this year and next, both jobs and GDP are on the rise."

Simpson added: "The U.S. opening its borders and easing restrictions to major source markets such as the UK and the EU will provide a massive boost to economies on both sides of the Atlantic. However, the long-term recovery of the sector in the U.S. and around the world depends on the U.S. border remaining open to international visitors and making travel easier."

Corporacion America's group has also been awarded the management concession to renovate and develop six regional airports in Uruguay. The airports are located in the cities of Carmelo, Durazno, Melo, Paysandú, Rivera and Salto.

The company is to invest US\$300m during the life of the concession to improve infrastructure and passenger facilities at the regional airfields, with a commitment to invest US\$67m in the first 7 years of the contract.

Of the six airports, the most important is Rivera in terms of potential passenger development. Rivera is located 500 km north of the Uruguayan capital and is used by many duty free executives visiting border duty free stores in the region. Scheduled passenger services have met with mixed success in recent years, but industry observers tell *TMI* that once the border duty free business returns to normal trading, commercial passenger services to Montevideo may be reintroduced.

There is also talk that Brazilian airline Azur is looking at establishing services at Rivera, which also serves its Brazilian sister town Santana do Livramento, to several Brazilian airports.

Martin Eurnekian, CEO of Corporacion America Airports said, "I am very excited about the six additional airports that we are integrating into the concession, thus strengthening our leadership position in the country's airport network. This is an important step for our company that strengthens long-term sustainable growth in Uruguay. The additional investments that we have agreed to undertake will allow us to continue to expand and improve the country's infrastructure, including airport security, as well as the overall passenger experience, as we have done for the past 18 years."

By John Gallagher

Give Thanks — with the — **Good Stuff**



Corporacion America signs 20-year extension for Puerto del Sur at Carrasco

Puerto del Sur, the airport administrator at Montevideo's Carrasco International Airport, has been granted a 20-year extension to its management contract which was due to lapse in 2033. Puerto del Sur, part of the Corporacion America Airports group controlled by Argentine entrepreneur Eduardo Eurnekian, began operating the Carrasco concession in 2003. With the extension, the group will now manage the airport until 2053.

The Macallan and Duty Free Americas unveil first Macallan Boutique in the Americas at New York's JFK International Airport



L-R: Jeremy Speirs, Edrington Regional Managing Director GTR; Leon Falic, DFA President; Jerome Falic DFA CEO; James Healey and Steven Ebbro, British Airways; Elida Espinosa, Regional General Manager Airport Division DFA.

for which The Macallan is renowned, in a truly iconic location like New York."

Leon Falic, President, Duty Free Americas, commented: "We're thrilled to build on our long-term partnership with The Macallan to offer travelers at JFK International Airport Terminal 7 an enhanced interaction and retail experience with one of the world's most exclusive luxury liquor brands.

"The Macallan Boutique underscores Duty Free Americas' commitment to expand our luxury retail environment, work with the

best brands in the world and focus on technology and luxury merchandising. We look forward to working with The Macallan to continue to enhance the consumer shopping experience here at JFK."

The opening has already attracted plaudits from within the world of global travel retail, scooping the award for Best New Shop Opening in the DFNI Americas Awards 2021. The awards were presented online during Summit of the Americas – A Virtual Experience, in April 2021.

[See more photos of the Boutique here.](#)

The Macallan Single Malt Scotch Whisky has partnered with Duty Free Americas to unveil The Macallan's new retail experience at John F. Kennedy (JFK) International Airport Terminal 7 – the first opening of the brand's global Boutique program in the Americas.

The official ribbon-cutting ceremony was attended by senior representatives from Edrington Global Travel Retail, Duty Free Americas and British Airways – a key strategic airline partner operating out of JFK Terminal 7.

The Macallan Boutique program has opened retail experiences in select cities and international airports, including Dubai International Airport, London Heathrow Terminal 5 and Taiwan Taoyuan International.

The Boutiques enable more consumers around the world to connect with the brand's home in Speyside and explore an exclusive range of whiskies from The Macallan portfolio.

The 67-square-meter Boutique in New York marks the fourth retail experience to be opened by The Macallan since the program launched in 2019. Uniquely designed as a 'home away from home,' the JFK Airport Boutique showcases a range of prestigious expressions: The Macallan Red Collection, The Macallan Fine and Rare Collection, The Macallan

Boutique Collection, The Macallan Folio Series, The Macallan Anecdotes of Ages Collection, The Macallan Concept No. 3 and releases from The Macallan Exceptional Single Cask range.

The overall design of all The Macallan Boutiques is inspired by the brand's Speyside home. There is a stunning, signature oak lattice centerpiece, providing a direct and highly visual connection to the innovative roof of The Macallan Distillery Experience.

The space is designed to give a sense of familiarity to everyone who visits – from single malt aficionados to those exploring the world of The Macallan for the first time. Visitors to The Macallan Boutiques will be invited to discover the luxury world of The Macallan through a multi-sensory experience, both memorable and shareable.

Jeremy Speirs, Regional Managing Director, Edrington Global Travel Retail, said: "Launching the brand's first Boutique in the Americas is a major landmark for The Macallan and a milestone in our ten-year partnership with Duty Free Americas. Through this collaboration we are able to extend our program to one of the most prominent international air passenger gateways into North America. We are delighted to bring to life the passion, vision and excellence

The Macallan Boutique at JFK International Airport Terminal 7 enables consumers to explore a carefully curated range of The Macallan, including some of the rarest available expressions.



Servy doubles digital orders to 10 million in just 12 months

Hospitality self-service platform Servy has transacted its 10 millionth order, double the number of orders it had served one year ago. This major milestone took place at a Wendy's restaurant operated by global restaurateur Areas USA.

Jeff Livney, Chief Experience Officer at Servy, said; "It's a great achievement to hit 10 million transactions across our platform. When it took five years to hit 5 million transactions, doubling that number within one year – during a pandemic – is a testament to the adoption of the technology within the industry and a true paradigm shift among guests."

"We remain committed to our goal of providing hospitality and retail partners with the right tools they need to advance their digital capabilities, enhance the guest experience, and drive commercial benefits to the business. As we grow, we are now able to do more for our partners. Our unrivalled scale and scope in our airport network and distribution channels mean that we have the unique capacity to analyze and assess meaningful quantities of data intelligently, to enable the right decisions to be made about what's best for our customers and their traveling guests to enhance their journey across the network and drive revenue."

Carlos Bernal, CEO of Areas USA, said; "Now more than ever, many of our guests are turning to self-service options for stress-free ordering and the freedom to choose how they order."

"Digital innovation is a huge priority for us and our partnership with Servy will help pave the way for the digital future our customers will want and indeed expect in years to come. Congrats to Servy on this milestone at one of our restaurants."

The business had hit its five millionth order at Dallas Fort Worth International Airport (DFW).

As the demand for greater choice in ordering at the airport and beyond is increasing, Servy's leading products including the Grab Airport Marketplace – the largest e-commerce platform in airports worldwide – help to restore confidence in the travel experience.

The latest data from Servy's sister company Airport Dimensions found 60% of travelers would consider using digital pre-order services to make food and beverage purchases at airports, with the fastest growth occurring in the U.S. and the UK, where Servy has a significant presence.

Servy is now available in more than 80 airports and over 1000 restaurants and retail outlets across the Americas, Europe, the Middle East and Asia Pacific. Servy is also set to expand the reach of its Grab Airport Marketplace e-commerce platform into new venue verticals following the announcement of a new partnership with Unibail-Rodamco-Westfield (URW).

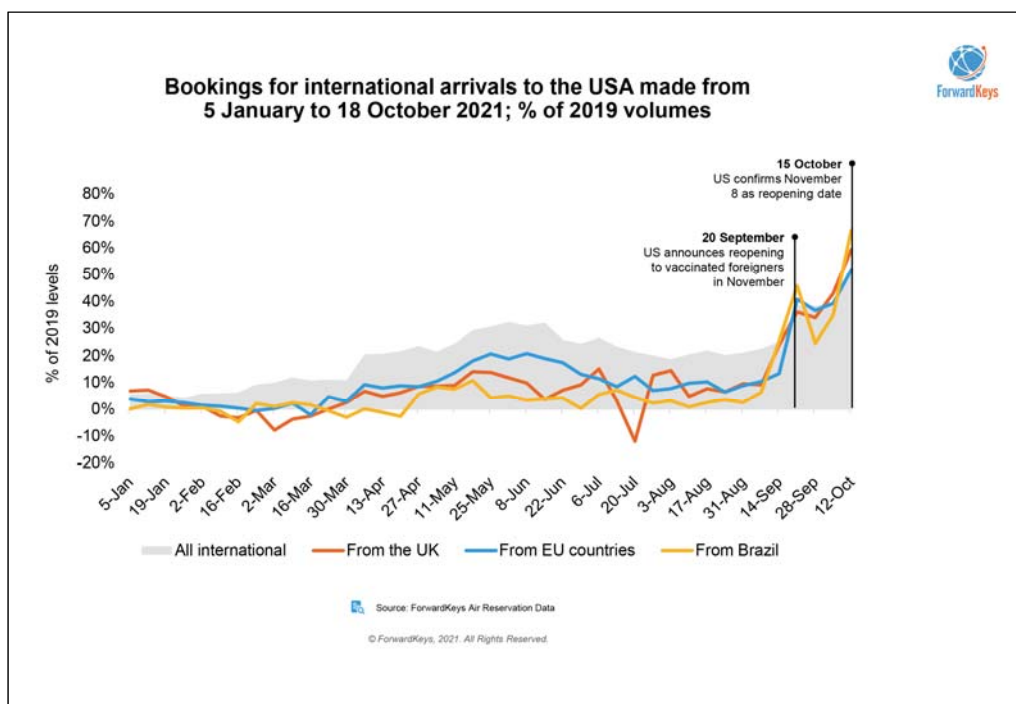
ForwardKeys confirms flight bookings to the USA soar

Further underscoring the uptick in air traffic to the U.S., air ticketing data from ForwardKeys released at the end of October demonstrates that flight bookings to the USA soared following two announcements that the destination would reopen to vaccinated foreign travelers in November. By mid-October, weekly bookings exceeded 70% of pre-pandemic levels.

Following the announcement made on September 20, when the White House said that visitors from the United Kingdom, Ireland, the 26 Schengen countries, China, India, South Africa, Iran and Brazil would be allowed to enter the USA without being subject to quarantine, provided they were fully vaccinated, week-on-week bookings from the UK jumped 83%, were up 71% from Brazil, and soared 185% from the EU. Following the October 15 announcement, when the No. 8 opening date was confirmed, ForwardKeys reports that week-on-week bookings climbed higher, jumping 15% from the UK, 26% from the EU and 100% from Brazil.

Confirmed bookings for arrival in November and December from those three source markets (Brazil, EU and UK), show two clear peaks. The first peak was for travel immediately after the relaxation of restrictions during the week commencing November 8, accounting for 15% of bookings. The second peak was over Christmas, generating 16% of bookings during Christmas week and 14% the week before.

Juan Gómez, Head of Market Intelligence, ForwardKeys, said: "This data yet again demonstrates the enormous pent-up demand for travel. Immediately people heard that they would be allowed to visit the USA again; they booked; and a substantial proportion booked to fly as soon as they could. It is also interesting to note that bookings climbed higher once a specific date was given... I am optimistic that in the coming weeks, we will see a steep increase in bookings to the USA for the Christmas period."





Richard Fain stepping down as CEO of the Royal Caribbean Group; Jason Liberty to succeed him



Royal Caribbean Group CEO Richard Fain at the State of the Industry session at Seatrade 2021.

Richard Fain, whose innovations during more than 33 years as Chief Executive Officer of the Royal Caribbean Group helped shape the modern cruise industry, has announced he will step down as CEO on January 3, 2022. Chief Financial Officer Jason Liberty will succeed him as CEO and join the Board of Directors. Fain will remain as Chair of the Board of Directors.

The third-longest serving CEO among current S&P 500 leaders, Fain's storied career is defined by the innovations he championed involving every aspect of cruising – from revolutionary ship design to major sustainability efforts to the technologies and groundbreaking features that enriched the onboard experience for millions of guests.

Under Fain's leadership, the Royal Caribbean Group introduced new and distinctive ship categories, with a diverse range of amenities and experiences that transformed the nature of cruising, says the company. These transformational ships include Royal Caribbean International's Sovereign, Voyager, and Oasis classes; Celebrity Cruises' Solstice and Edge classes; the highly anticipated Royal Caribbean International Icon class to be introduced in 2023; and Silversea Cruises' "Project Evolution" that will become the industry's first hybrid powered ship when introduced in 2023.

Fain, working with Liberty, will continue his involvement in the Group's ship construction program.

Liberty joined the Royal Caribbean Group in 2005 and served in several financial, strategic and operational roles before becoming CFO in 2013. His operational duties have expanded over the years and gone well beyond the responsibilities normally associated with a CFO. Liberty is also responsible for Silversea Cruises, the Group's joint ventures with TUI Cruises and Hapag Lloyd Cruises, as well as the Royal Caribbean Group's strategy, technology, supply chain, port operations and legal functions.

The company also announced that Naftali Holtz will become CFO when Liberty assumes the CEO role. Holtz is currently senior vice president of finance for the Royal Caribbean Group, responsible for corporate, capital and revenue planning and analysis, deployment planning, risk management and treasury.

Cedric Prouvé, Estée Lauder Companies Group President, International, to retire next June after exceptional career

Cedric Prouvé, Group President, International, of the Estée Lauder Companies, will retire effective June 30, 2022.

"A visionary and highly-respected global leader," Prouvé has led ELC's winning international business since 2003. His responsibilities included all sales and profits outside of North America, all activities of sales affiliates and distributor relationships worldwide, as well as the Travel Retail business.

Under Prouvé's leadership, ELC's international business has grown significantly since 2003 – from approximately 43% of the business to approximately 77% of the business in fiscal year 2021. During his tenure, the company's international organization has expanded to over 35 affiliates doing business in 150+ countries and territories across its international footprint, with strategic investments in talent, third-party relationships, and innovation pipelines in established and emerging markets.

Since joining ELC in 1994, Cedric's career trajectory has included leadership roles spanning regions, affiliates and business areas. He joined the company as General Manager (GM) for Travel Retail in the APAC Region, and soon thereafter added the responsibility of GM for the Singapore affil-



Cedric Prouvé

iate. He also served as Vice President, GM, Travel Retail Worldwide, navigating a wide range of challenges while proactively managing opportunities arising from the introduction of new brands and specialized marketing programs for the Travel Retail channel. Prior to his promotion to Group President, International, Cedric was the President and GM of the Japan affiliate.

The successor to Cedric's role will be announced shortly, and Cedric will partner with this individual starting in February 2022 to support a smooth and successful transition.

Heineken to acquire Distell

Heineken has announced that it has entered into an agreement to buy South African wine, spirits, and cider company Distell to create what it calls a "regional beverage champion."

The offer by Heineken for Distell Group Holdings Limited, Namibia Breweries Limited ('NBL') and Ohlthaver & List Group of Companies ('O&L') values the businesses at approximately €2.2 billion and is subject to Distell shareholder approval.

The transaction includes the proposed acquisition from NBL of its 25% shareholding in Heineken South Africa ('HSA'), which values the whole of HSA at approx. €1.5 billion.

The transaction also includes the acquisition of O&L's 50.01% interest in NBL Investment Holdings (Proprietary) Limited ('NBLIH'), the controlling shareholder with a 59.4% shareholding in NBL. Heineken already owns a 49.99% interest in NBLIH. NBL's current market valuation is approximately €400 million.

At completion, Heineken will contribute these acquired assets plus its 75% directly owned shareholding in HSA and certain other fully owned export operations in Africa, into an unlisted public holding company (referred to as Newco).

Heineken will own a minimum of 65% of Newco, with the remainder held by Distell shareholders who elect to reinvest.

"We are very excited to bring together three strong businesses to create a regional beverage champion, perfectly positioned to capture significant growth opportunities in Southern Africa," says Dolf Van Den Brink, Heineken Chairman of the Executive Board/CEO.

Heineken says that the purchase will strengthen its #2 position in South Africa, the largest market in Africa, with a unique multi-category portfolio; bring together the leading portfolios in premium beer, cider, flavored alcoholic beverages, wine, and #2 in spirits, with brands such as Heineken, Savanna, Hunters, 4th Street wine, and Amarula.

New Zealand-based Broken Shed Vodka supports U.S. military heroes with fall promotion

Broken Shed Vodka, a super-premium and award-winning vodka made in New Zealand, has announced that it will once again participate in a two month-long promotion with Help Our Military Heroes during October and November.

Founded in 2009, HOMH is a registered 501(c)(3) non-profit organization that is dedicated to providing assistance to active duty service members and veterans who require wheelchair accessible ramp-entry, modified vehicles due to their wounds, injuries, and illnesses sustained while on active duty in the military.

"We are honored to once again assist HOMH in their mission to help our nation's heroes," says Jean-Marie Heins, Chief Marketing Officer of Broken Shed Vodka. "Broken Shed Vodka has grown tremendously over the last year and we're grateful to partner with an organization that is near to our heart so we can give back to those that truly deserve it."

For every purchase by a liquor retailer of a 750ml bottle equivalent of Broken Shed Vodka during the calendar months of October and November 2021, \$1 will be donated to HOMH. Both on-premise or off-premise purchases qualify. Moreover, 100% of the donations HOMH receives will go towards purchasing and customizing vans for disabled veterans across the country.

Patrick Nilson, President of Haleybrooke International, the company that represents Broken Shed in the North American travel retail channel, comments: "We are so proud to be associated with Broken Shed Vodka and their association with Help Our Military Heroes. With the anticipated revival of our Travel Retail business post Covid 19 we will look to include Travel Retailers in our Help Our Military Heroes program for 2022."

For more information contact p.nilson@haleybrooke.com or +1-772-213-8676.



Guillaume Truchot, Lanson Marketing and Communications Director, and Edouard de Boissieu, Head of Travel Retail, presenting the two new Lanson cuvées, in Cannes.

Lanson brings two new Cuvées to Cannes

Champagne Lanson returned to Cannes this year with two new and exclusive cuvées, giving visitors to the exhibition their first opportunity to taste since launch. The high quality of these new cuvées has been recently recognized by the great marks given by Wine Enthusiast (96 points-Highest score of the Brut Non-vintage category and the Editor's choice).

Le Black Réserve was created by house winemaker Hervé Dantan to offer a Lanson non-vintage Brut combining freshness, complexity and fullness.

Aged for 5 years and containing a blend of 100 Crus and 70% Grand and Premier Crus, Le Black Réserve has an intense and mature fruity taste combined with an ample and refined texture, a citrus and chalky freshness mixed with density and vitality.

Le Blanc de Blancs was created by Hervé Dantan to magnify the freshness of the Lanson style, combining it with the "finesse of Chardonnay." Le Blanc de Blancs is aged for a minimum of 5 years with a blend of 15 Crus and 70% Grands and Premier Crus. It is fresh on the palate, with notes of

candied lemon, almond, nougat, honey, candied orange bark, and a touch of chalk.

Le Black Réserve and Le Blanc de Blancs are both exclusive to Duty Free, wine retailers and on-premise.

Edouard de Boissieu, Head of Travel Retail, comments: "Travel retail continues to be a key market for Lanson moving forward."

"While the business has continued to be challenging, Champagne Lanson has experienced some excellent sales on domestic markets with strong sales in Oceania, the U.S. and the UK, in some cases with results well ahead of the Champagne sector average. This we see as extremely encouraging for us as our repositioning has been clearly well perceived internationally, which is sure to have a knock-on effect in travel retail as business continues to improve."

Long term, de Boissieu remains enthusiastic about the opportunities in Australia and New Zealand where domestic sales have continued to outperform the category in 2021 following impressive sales growth in 2020 of +25% and +35% respectively.


CHAMPAGNE
Lanson
1760



DUTY FREE AMERICAS

SAVE THE DATE:
FEBRUARY 9TH, 2022!

Benefitting:   Co-Sponsored by: 

2022, The 7th Annual GOLF & TENNIS TOURNAMENT

Venue: 

Brown-Forman Travel Retail sets travel industry-specific sustainability commitments through 2030

Jack Daniel's manufacturer Brown-Forman has unveiled its global sustainability strategy for the next quarter century. In a report issued in September, Brown-Forman says that by 2045, all manufacturing facilities and supply chains worldwide are expected to achieve the goal of net-zero greenhouse gas emissions.

The sustainability strategy is divided into four areas: Complementing climate, the commitment to water stewardship, circular economy and supply chain will be expanded to include packaging, agriculture and forestry. The targets will be implemented in five-year steps.

In Cannes, Brown-Forman's Global Travel Retail (GTR) team shared their commitments as part of the overall corporate sustainability goals. Considering the environmental impact of travel, the GTR team has developed specific commitments to further Brown-Forman's corporate sustainability goals and counteract the environmental impact from travel. With this in mind, the newly-developed GTR goals focus on Brown-Forman's commitments around **sustainable packaging** and **circular lifestyle**. These goals have been developed with the various nuances of the travel sector and the challenges brought on by the global pandemic in mind.

Alex Alvarez, Chief Production and Sustainability officer, said "These commitments set us on a path that tangibly demonstrate to our consumers and partners that the brands they know and love are also committed to protecting the environment on which we depend. We look forward to working with our GTR partners to meet these sustainability commitments."

The Brown-Forman Global Travel Retail Environmental Sustainability commitments include:

- 100% Carbon Neutral Team Travel by 2022
- Remove 100% of single use plastic from promotions by 2023

- Reduce 50% of gift packaging by 2027
- 100% of promotional & merchandising pieces to be designed and built with environmental sustainable materials & circular life cycle at the heart by 2030*
- 100% of primary packaging to be recyclable or reusable by 2030

Regarding the release of the GTR specific goals, Aude Bourdier, VP Managing Director for Global Travel Retail and Emerging Marketing, said, "Sustainability is a huge challenge that the entire GTR industry must face and answer collectively. We all have a role to play and are committed to doing our share as representatives of the Travel Retail sector at Brown-Forman."

For more information, please visit <https://www.brown-forman.com/environmental-sustainability>

Russian Standard Vodka rises to the 2nd largest vodka brand in Global Travel Retail

Vodka producer Roust has announced that two of its flagship brands were included in the ranking of the TOP 50 Spirits Brands in Travel Retail by Volume 2020 by IWSR.

Russian Standard Vodka, the world's no. 1 Russian premium vodka, showed significant growth in 2020 and has become the second vodka brand in GTR ahead of Stolichnaya and Smirnoff while remaining the only Russian vodka in the TOP-50. Absolut remains the first vodka brand in the GTR rankings.

Russian Standard has also been ranked 8th among the TOP 50 Spirits Brands in Travel Retail by Volume 2020. Due to the growth in sales volumes in all key markets, Russian Standard surpassed brands such as Nemiroff, Bacardi and Grey Goose in the ranking.

Żubrówka Bison Grass distributed by Roust on international markets has also shown dynamic growth, taking the 45th place in the ranking of the largest alcohol brands and 9th place among vodka brands.

Roust reports that its brands are available in over 85 countries and more than 1,000 international airports.



Brown-Forman's global sustainability strategy for the environment was a major focus at the company's stand at the Tax Free World Exhibition in Cannes.



Essence Corp has an immediate opening for a **COMMERCIAL ASSISTANT**

This position provides daily support in the department by ensuring high levels of communication and performance with internal and external customers.

The ideal candidate must be fluent in English & Spanish with an advanced level of Excel skills. Highly proficient in the ability to complete Sales Analysis and Forecasting Reports.

Responsibilities include but are not limited to key administrative tasks, order processing and customer support. Must possess strong organizational skills, self-driven, team player, and have the ability to multi-task in a very fast paced environment.

Interested candidates may apply directly at <https://www.ziprecruiter.com/job/daf67edf> or via email to musallan@essence-corp.com

Shiseido Travel Retail wraps 2021 Holiday Collection in Beauty

Shiseido Travel Retail's 2021 Holiday Collection features its leading skin beauty and prestige makeup brands SHISEIDO, Clé de Peau Beauté and NARS, wrapped in exclusive festive packaging. The range of festive bestsellers is now available in selected travel retail



Clé de Peau Beauté: Garden of Splendor

The exclusive limited-edition holiday collection from Clé de Peau Beauté, the Garden of Splendor, is presented in vivacious packaging designed by French artist, Michaël Cailloux.

Combining the beauty of the natural world with the mysterious wonder of another realm, Cailloux has etched a colorful universe filled with enchanting flowers, playful animals and vivid scenery. This is framed by the brand's striking keyhole design, reinforcing Clé de Peau Beauté as the key to radiant skin and unlocking the potential of inspirational women.

The holiday Garden of Splendor packaging will be available in **The Serum, La Crème and Luminizing Face Enhancer.**

The Garden of Splendor collection from Clé de Peau Beauté will roll out progressively across Travel Retail Asia from November 1



SHISEIDO: Gifts from the Heart

Taking inspiration from the traditional art of wrapping ("Tsumumu") that is ingrained in Japanese gifting culture, SHISEIDO has partnered with award-winning visionary art director and graphic designer, Koji Iyama, to create bespoke festive packaging to connect to travelers.

His design showcases four Washi tapes, layered on top of one another in a spiral shape that symbolizes connection, with each tape featuring a unique motif: stripes, hearts, dots, and snowflake-inspired "Moire" patterns.

The wrapping is available with SHISEIDO ULTIMUNE Power Infusing Concentrate III and SHISEIDO Vital Perfection Uplifting and Firming Cream.

The limited-edition 100ml SHISEIDO ULTIMUNE Power Infusing Concentrate III (Travel Retail Exclusive) is now available in Travel Retail Asia and Travel Retail Americas, and the 50ml SHISEIDO Vital Perfection Uplifting and Firming Cream is now available in Travel Retail Americas.

NARS: STYLE.UNWRAPPED.

NARS adds to the celebrations with a new, dressed in holiday-edition collection, with ribbon-wrapped details.

Featuring a line-up of the latest formulas, iconic NARS shades and cult-favorite products, the STYLE.UNWRAPPED. collection offers UNWRAPPED Mini Eyeshadow Palette – Dolce Vita (a ribbon-wrapped all-in-one Mini Eyeshadow Palette inspired by NARS' bestselling Dolce Vita.) It includes six luxurious shades in a jewel box of mattes, satins, and shimmers. The collection also includes UNWRAPPED Audacious Lipstick, available in two shades – Mona (Mahogany) and Augustine (Taupe Nude), ribbon-wrapped and presented in holiday-edition metallic silver packaging.

The NARS STYLE.UNWRAPPED. range is now available in Travel Retail Asia and Travel Retail Americas.



Origins signs urban farmer and mushroom expert Indy Officinalis as global influencer

Origins, Estee Lauder Companies' naturally-derived skincare brand, has signed Indy Officinalis, a sustainability activist and urban farmer, as the brand's new Global Influencer Partner.

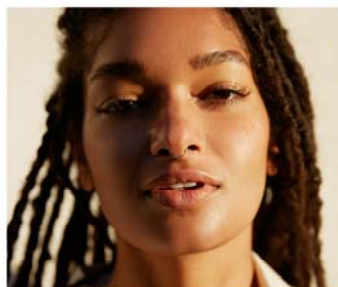
The multi-faceted model and farmer-forager will support the work of Origins Green the Planet™ which helps restore global ecosystems and support environmental justice organizations worldwide. She will also appear in campaign visuals while developing educational social media content for Origins best-selling franchises such as Mega Mushroom and GinZing.

"Indy's respect and enthusiasm for our planet blends perfectly with our guiding principles at Origins. We are excited to work together to create meaningful programs and content that support our shared love of high-performance active natural skincare, the power of mushrooms and taking care of our planet," said Ada Lien, Senior Vice President and General Manager, Origins.

"To be part of a brand like Origins is a dream come true. I am proud to support a brand who shares in my passion for making the world a better place," said Indy Officinalis.

A graduate of Blue Ridge School of Herbalism, Indy she received an Advanced Clinical Herbalist Certification after which she spent six years farming and foraging mushrooms throughout the U.S. Through her work, Indy has long understood the many benefits of mushrooms, such as soothing skin, and has been a longtime fan and user of Origins skincare products, including Origins #1 best-selling Mega Mushroom Treatment Lotion.

Her sustainable and agriculture lifestyle paired with her commitment to the environment offers an exciting opportunity for Origins and Indy to team up and further promote their shared passions. **At Origins, "Clean" means that they extensively research and evaluate ingredients for purity, efficacy and safety, and use manufacturing processes that help reduce the impact on the environment, plus plant trees worldwide.*



ORIGINS

Indy Officinalis for Origins