

Brandtech expert David Jones joins line-up of speakers at the TFWA World Conference 2019

TFWA has announced that marketing expert David Jones will be a keynote speaker at this year's TFWA World Conference in Cannes. He joins The Rt. Hon. Tony Blair, Prime Minister, Great Britain and Northern Ireland (1997-2007) and TFWA President Alain Maingreud speaking at the event.

Jones, founder and CEO of You & Mr Jones and the former CEO of advertising and public relations firm Havas, established You & Mr Jones in 2015 after leaving Havas. The world's first brandtech group, You & Mr Jones helps companies improve their marketing capabilities through technology.

He is also the co-founder of One Young World, a global forum that identifies, promotes and connects young leaders from across the world.

The conference will again be moderated by BBC World News' Stephen Sackur.

TFWA has also announced this year's themed workshops. They include:

The Innovation in Action Workshop: 8:00 on Tuesday, Oct. 1 at the Salon Croisette, Hotel Majestic. This workshop will explore the latest innovations from leading companies and how these are shaping the future of retail. Speakers include: Dominik Schwarzenberger, Lead Travel & Transport Google Cloud, Google Germany; Julie Menville, Head of France, Amazon Pay; and Chris Morriss, Director of Concourse Display Management.

TFWA Conference Manager Michele Miranda will moderate the session.

The Inflight Focus Workshop: 8:00 on Wednesday, Oct. 2, Salon Croisette, Hotel Majestic. Discussing new ways to increase inflight sales and drive the market forward, with input from— Aldric Chau, Head of Retail and eCommerce, Cathay Pacific Airways;

Elina Jamaluddin, Group Head of Buying, and eCommerce, Cathay Pacific Airways; Elina Jamaluddin, Group Head of Buying, Duty Free for AirAsia; and Valéry Méary, Co-Founder, airfree.

The session is to be moderated by TRBusiness Managing Editor Charlotte Turner.

Alain Maingreud, TFWA President, comments: "We're delighted to welcome such a strong line-up of speakers to the TFWA World Conference and workshops this year. As always, the events will look to explore the geopolitical and economic context along with the aviation and consumer trends that help to shape our industry. We are confident that the Conference and workshops will provide a thought-provoking start to the week in Cannes."

To find out more information, please visit <https://www.tfwaworld.com/tfwaworld-exhibition-conference>.

Guy Bodart has joined **Top Brands International** as Head of Perfumes & Cosmetics, including for Neutral. The former Chanel executive, who also held top positions at Grupo UltraFemme and Duty Free Dynamics, will be based in Panama.

Haythem Bouchuiguir has been named General Manager, Americas Duty Free for **JTI**, where he is responsible for the US, Caribbean and Latin America duty free markets. He succeeds **Jean Alexandre Leu**,



PEOPLE

who is now heading up the Bolivia market for JTI. Bouchuiguir first joined JTI in 2001 for four years, and then again in 2008, working in a variety of senior marketing roles for JTI's domestic and duty free business.

Antonio "Tony" Suarez has joined **Southern Glazer's Wine & Spirits Travel Sales & Exports Division**, where he is managing the Caribbean and Latin America markets as well as the Duty Free channel.

"This division serves supplier partners as a broker across the Caribbean, Latin America, cruise lines and duty free in the Americas. As a broker, we act as agent of record and provide sales, marketing, and logistical support to these markets," Suarez tells *TMI*.

He brings broad experience to the new role, having formerly worked at Pernod Ricard, Beam Suntory and Distell. antonio.suarez@sgws.com

Carole Soulard has joined **Bacardi** as Customer Marketing Manager for Cruises. Soulard was most recently with Beam Suntory, following more than 10 years at P&G Prestige Products.



HANAMI

A joyous pairing of organic tart cherries, flowers and green tea



Tea Forte
The Exceptional Tea Experience

Global TR contact: Zack Boiko, zboiko@Actium.us

m1nd-set: Latin America set to benefit from Chinese travelers

Chinese travelers are showing significant changes in their travel trends and shopper behavior over the past 2-3 years, says the latest nationality shopper report by Swiss research agency m1nd-set. Among the changes, Latin America is forecast to be a key growth market for the next few months.

Traffic data from the agency's analytics tool Business Intelligence Service (BIS) reveals that outbound air traffic from China has grown by over 9% in the past twelve months, with no sign of slowing.

Latin America, along with Africa, will see more than 10% projected growth on the same period last year according to the BIS report. But the agency points out that these are also the smallest markets for Chinese tourists with less than 1% of Chinese travelers

visiting these regions.

Europe follows with 7% projected growth followed by Asia with 4.1%. Asia remains the key market for outbound travel from China but this trend is set to change as an increasing number of Chinese plan to travel further afield in 2019.

The recent civil unrest in Hong Kong will inevitably impact travel to the region from China, says m1nd-set. Geopolitics has already had a significant impact on the flow of Chinese travelers in the past, with destinations such as South Korea seeing a 60% drop in travel from China during the Thaad Missile Crisis for example. m1nd-set says it will update its BIS subscribers on any significant change in travel trends and forecasts.

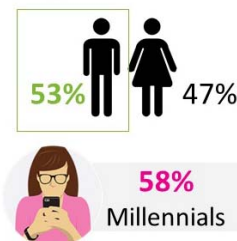
According to m1nd-set Chinese travelers have a significantly higher

conversion rate than other nationalities with 51% of travelers shopping in travel retail stores, more than double the global average.

In other findings of the report, m1nd-set says that the proportion of Millennial shoppers among Chinese travelers has increased by 7% over the past 3 years from 51% to 58%, while the percentage of middle-aged shoppers has dropped from 47% to 40% over the same period; and the share of wallet and average spend on beauty products have both increased significantly.

Also Chinese shoppers are more brand and price sensitive and the "Emotional Brand Image Shopper" segment – using m1nd-set's unique customer segmentation modelling – has grown to 28% from 23% in 2016: this segment is defined by their affinity and desire for well-known brands, exclusive products

2018/2019



Click here for full graphic

and offers as well as special editions. They are high spenders who also seek international products with a local touch.

A full and detailed report "All you must know about Chinese travelers" is available for purchase at m1nd-set. For more information please contact pmohn@ms-research.net or amarchesini@m1nd-set.com.

Brown Forman earnings impacted by tariffs

Brown-Forman Corporation's first quarter results of fiscal 2020 were impacted by tariffs and timing of customer orders, said the company, despite underlying strength. Brown-Forman reported net sales of \$766 million, flat both on a reported and underlying basis compared to the same prior-year period. In the quarter, reported operating income declined 6% to \$248 million (-8% on an underlying basis) and diluted earnings per share declined 6% to \$0.39.

Underlying sales of Premium bourbons and Herradura were both up by double digits-- +16% and +22% respectively, but underlying net sales for the Jack Daniel's family of brands declined 1%.

Travel Retail's underlying net sales declined 14% (-15% reported) driven primarily by the timing of customer orders last year where this channel produced strong double-digit underlying net sales growth.

According to comments made by Jane C. Morreau, Executive Vice President and Chief Financial Officer, during the earnings call on Aug. 28.

"...Last year's first quarter

underlying net sales grew 9% favorably impacted by tariff related buy-ins in anticipation of price increases, particularly in several of our largest markets in Europe. We estimate this factor and price adjustments related to tariffs reduced our underlying net sales growth by approximately 3 points for the quarter.

"Additionally, we approximate timing related buying patterns across a number of our international markets and our global Travel Retail channel negatively affected our underlying net sales growth by nearly 2 percentage points. Thus, after adjusting for these items, we believe underlying net sales grew in the mid-single digits, which is in line with our long-term track record of performance."

Ed. Note: The tariffs impacting the bottom line are generally agreed to be in response to the continuing U.S.-China trade war, which comes up on its one-year anniversary this fall. American whiskey producers also face stiff retaliatory tariffs in the European Union, the industry's biggest export market, as part of the Trump administration's trade disputes.

Murad.
 + Clinically proven results
 science-backed wellness
 Bring 30 years of dermatological expertise into your location.

After 8 weeks

Before

Murad.
 InvisiScar™
 Resurfacing Treatment
 Traitement resurfaçant InvisiScar™

For all inquiries please contact Karen Granit: Karen.Granit@unilever.com
 *With InvisiScar Resurfacing Treatment. Results may vary.

For all inquiries contact Karen.Granit@unilever.com



Sunglasses category management: ALL EYES ON... MSC CRUISES

In the continuing series of reports behind the winners of the 2018 Sunglasses Vision 2020 Awards, today we present MSC Cruises, which was awarded the title of **Sunglasses Retailer of the Year (Under US\$2 Billion)**.

Throughout 2017 and 2018, MSC Cruises executed a number of new activities to develop sunglasses across 300 sqm of category space onboard its 15 vessels. New store openings, extensive staff training and the introduction of new sunglasses brands were the driving factors behind impressive growth.

Key highlights included the opening of two stores on the *MSC Seaview* and *MSC Seaside* – which both have the largest amount of outdoor sundeck space per passenger of any cruise ship – and the refurbishment of *MSC Splendida*.

MSC Cruises was recognized as Sunglasses Retailer of the Year in its category for its impressive store environments, seamless shopping experience and tailored marketing campaigns, adapted to the unique nature of the cruise environment.

MSC Cruises scored highly for its comprehensive staff training which was tailored to the 150 different nationalities that holiday with the company, as well as its diverse, curated product offer which includes MSC-exclusive and travel retail exclusive models.

MSC was also recognized for

its guest experience activities.

MSC Cruises' activities have resulted in strong growth for the sunglasses category, with the retailer posting +20% like-for-like spend per passenger growth in 2018 vs 2017. In 2018, sunglasses accounted for 3.1% of MSC Cruises' total retail business, which was a +0.8% increase over 2017. Similarly, in 2018, sunglasses sales made up 14.1% of the total fashion category compared to 12.1% in 2017.

Adrian Pittaway, Head of Retail, MSC Cruises commented, "Being recognized for our efforts and significant achievements to grow the sunglasses category onboard MSC Cruises vessels is something we are very proud of. We firmly believe in the potential of the category in the cruise channel and are looking to further integrate the category into our dynamic event program with key brand partners, develop MSC-exclusive sunglasses and launch a retail ambassador program."



Alessia Voltan, Head of Travel Retail and Online, Marcolin, added, "MSC Cruises has shown an impressive commitment to building the sunglasses category through implementing a number of initiatives including new stores, a large, varied product assortment and strong collaboration with its brand partners. Its activities have clearly paid off, as illustrated by the very positive sales achieved. Keep up the great work!"



Sunglasses display on the MSC Opera



MSC Cruises – Sunglasses display on the MSC Seaview





You're invited!

Come and visit our showroom during the celebration of the TFWA in Cannes.

2 RUE BIVOUAC NAPOLÉON
06400 CANNES, FLOOR 6

From Sep. 29th – Oct. 4th 09:00 – 18:00 hrs



CLICK TO SEE GOOGLE MAPS LOCATION

RSVP by August 30th to marketing@dutyfreedynamics.com

Shiseido Travel Retail to showcase new fragrances from Dolce&Gabbana and Issey Miyake in Cannes

Shiseido Travel Retail is introducing two major fragrance launches in Cannes -- **K by Dolce&Gabbana**, a new masculine fragrance from Dolce&Gabbana and a new Issey Miyake duo -- **L'Eau d'Issey Rose&Rose** and **L'Eau d'Issey pour Homme Wood&Wood**. (Riviera Village Stand RJ5).

"Fragrance continues to be a strong contributor to the overall success of the global perfume and cosmetics market in travel retail, comprising 29% of total sales last year," said the company, adding that the category is seeing positive momentum in the Americas and the Europe, Middle East and Africa (EMEA) regions, where it made up 63% and 67% in 2018 sales respectively.

"These new products from both Dolce&Gabbana and Issey Miyake are major launches for the fragrance arm of Shiseido Group, further boosting our portfolio as we continue to deliver on our mission of creating 'Beauty Innovations for A Better World'," said **Elisabeth Jouguelet, Vice President of Marketing and Innovation, Shiseido Travel Retail**. "Dolce&Gabbana and Issey Miyake are two iconic brands in travel retail, responsible for numerous timeless fragrances over the years, and we are excited to build on this heritage by bringing these new releases to consumers around the globe."

Travel Blue debuts massage neck pillow

Travel accessories company Travel Blue Group is introducing the 'Massage Neck Pillow' in Cannes, which it describes as its next generation of travel pillow following the success of its 'Tranquillity Pillow'. (Red Village, L14).

This new pillow is based on the highly popular Ergonomic Shape of the 'Tranquillity Pillow' plus a 3 Triple-Speed massage unit, which together are said to deliver a new level of comfort and relaxation.

The new pillow has high-density memory foam that softens in reaction to body heat, allowing the unique contours of the pillow to mold to the neck and shoulders. The pillow takes 2 x AA batteries, not included. Voltage: 3V.

Travel Blue's Jonathan Smith comments "This new pillow is the next step in travel accessories... We are constantly researching new materials and trends to ensure that we are releasing the best and most up-to-date travel accessories for our customers, and we feel that the new Pillows are the best of both."

K by Dolce&Gabbana is described as an edt reminiscent of the Italian countryside and Tuscan midday sun, evoking the fresh earthy scent of wooded Tuscan hills.

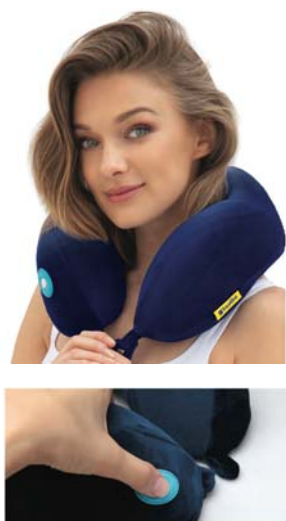
Created by perfumers Daphné Bugey and Nathalie Lorson, K by Dolce&Gabbana features citrus and aromatic notes, underpinned by sensual woods. Opening with blood orange and Sicilian lemon, it is tinged with juniper berry and amber accents of sage, geranium, lavender and a spicy pimento essence, drying down to a base of warm woods, vetiver, and patchouli.



The geometric bottle features a handcrafted aged patina crown cap overlaid with particles of 24-carat gold, encircled with blue stone-like orbs beneath a blue lapis dome. The bottle sports a crowned letter K.

For the launch of this new pillar, Dolce&Gabbana Beauty has partnered with Italian influencer Mariano di Vaio, who stars in a campaign shot in Italy by photographer Mariano Vivanco.

K by Dolce&Gabbana is available now in 50ml and 100ml bottles across Travel Retail EMEA, Americas and Asia Pacific.



Issey Miyake

The newest fragrance duo from Issey Miyake is an ode to natural ingredients.

L'Eau d'Issey Rose&Rose features two different types of rose: Bulgarian and centifolia, combined with pink pepper, raspberry and pear. More rose and Osmanthus infuses the middle notes with a base of patchouli Ambrox and Cashmeran.



The L'Eau d'Issey Rose&Rose bottle, cap and box are tinted pink.



L'Eau d'Issey pour Homme Wood&Wood opens with spicy grapefruit, cardamom and elemi essence, which is followed by middle notes of wood with

cedarwood and sandalwood, Ambrox and apricot. The base notes combine more woods, with Haitian vetiver, patchouli and musk.

The light-brown- bottle is topped with a wood-finish cap.

L'Eau d'Issey Rose&Rose is available in 50ml and 90ml and L'Eau d'Issey pour Homme Wood&Wood comes in 50ml and 100ml. Both fragrances are on-counter now in Travel Retail EMEA, Americas and Asia Pacific.

Pernod Ricard to acquire Castle Brands

Pernod Ricard has entered into an agreement to acquire Castle Brands for \$223 million. Under the terms of the merger, Castle Brands shareholders will receive \$1.27 in cash for each share of Castle Brands stock they own.

Pernod Ricard will add drinks brands Jefferson's Bourbon, Gosling's rum, Brady's Irish Cream, the Arran Single Malt Scotch Whisky, and Knappogue Castle Whiskey among others.

Alexandre Ricard, Chairman and Chief Executive Officer of Pernod Ricard, stated, "Through this acquisition we welcome this great brand portfolio, in particular, Jefferson's bourbon whiskey, to the Pernod Ricard family. Bourbon is a key category in the US which is our single most important market. This deal aligns well with our consumer-centric strategy to offer our consumers the broadest line-up of high-quality premium brands. As with our American whiskeys Smooth Ambler, Rabbit Hole and TX, we would provide Jefferson's a strong route to market and secure its long-term development, while remaining true to its authentic and innovative character."



ACCUR Recruiting Services

(leading recruitment firm for the Travel Retail industry) has an opening for a
Jr Area Sales Manager in NYC

Our Client is a large international beauty company.

Objective

This position will report to the company's Regional Sales Director in charge of the Americas. You will assist him and work alongside two senior area managers in overseeing distribution of the company's diversified fragrance brand portfolio in over 20 countries of the Americas.

Ideal Profile

Our ideal candidate is a passionate, multicultural individual with a background of relevant academic and professional experiences in sales, marketing or beauty.

This is an ideal position for an entry-level person in Miami wanting to move to NYC and expand their career opportunities (a Marketing Coordinator moving into sales, an Account Coordinator starting to travel, a Jr ASMN or Account Executive wanting to work on a larger territory...)

Read more and apply here: <https://bit.ly/2X6b68W>

All our jobs: <https://AccurServices.com/jobs>



CARIBBEAN PRODUCT MANAGEMENT & MARKETING

Where Talent Meets Opportunity!

As the Caribbean's leading product management and marketing company for Wines, Spirits and Consumer Health Care, Stansfeld Scott offers an exhilarating career opportunity in international business. If you have excellent interpersonal skills, a winning attitude and thrive when challenged, you may be the perfect addition to our team.

We are seeking an energetic and resourceful **Caribbean Area Manager**, based in Tampa Bay, Florida or the Caribbean, to represent a portfolio of internationally recognized brands across the Caribbean. The successful candidate will work closely with regional distributors to inspire and motivate their teams to grow market share and sales.

REQUIREMENTS:

- * Strong analytical skills and experience in CPG (consumer packaged goods) or FMCG (fast moving consumer goods) industries
- * Working knowledge of International trade practices
- * Fluency in French and/or Spanish (preferred)
- * Ability to travel up to 40%

Apply today to join our winning team by sending your resume to:
opportunity@stansfeldscott.com



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

This position reports to the Regional Sales Director for North America and is responsible for the management of travel retail sales-related activities in the North-American region for our fragrance brands.
Accountable for negotiation of margins, spaces, investments, and management of P&L and established budget assigned to the region. It also involves the supervision of the distribution and image of the brands and implementation of marketing plan.

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

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

ESSENCE CORP.

Accounts Payable Clerk

Essence Corp has an immediate opening for an Accounts Payable Clerk.

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

Market Coordinator

Essence Corp has an immediate opening for a Market Coordinator.

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.

Please send resumes to
musallan@essence-corp.com