

CALVIN KLEIN

FDFA's new Executive Director discusses Advocacy and Future of TR industry in Canada

One on One with Barbara Barrett, FDFA Executive Director

With members of the travel retail industry preparing to gather in Toronto for the 2018 Frontier Duty Free Association (FDFA) Convention this coming week, many industry stakeholders involved with Canadian duty free will have their first opportunity to meet Barbara Barrett, the association's new Executive Director.

FDFA announced a new strategic direction for its land border duty free association in August when it appointed Barbara Barrett, along with advocacy firm Impact Public Affairs to be a proactive advocacy voice in Ottawa.

"The Board is equally excited to bring Barbara Barrett on board to quarterback FDFA efforts. Barbara and our team will be imbedded in Ottawa with Impact so that they can provide members with a full range of lobbying, communications, media and social media support," said the Association's official announcement.

Just a few weeks after her appointment as Executive Director, Barrett spoke to *TMI* about what comes next for the FDFA.

"Impact is an association with deep roots in the advocacy arena.



Barbara Barrett, FDFA

"The appointment of Impact will not change what the FDFA does, but it may change how we approach it. Impact has a holistic approach bringing a whole team of expertise. Although I am the voice and the face I have a whole team behind me and that team has a reputation of building award-winning advocacy campaigns at both the federal and grass roots levels," says Barrett, who has held senior leadership and executive roles for Jaguar Land Rover.

"Ultimately we want to make the duty free industry as successful as it can be and we feel there is room to grow, particularly in com-

parison to other countries at this time.

"As a federally regulated industry we are challenged with how the duty free program is structured and know that it impacts how we grow. Our biggest challenge will be increasing awareness that duty free shops are a valuable part of tourism in Canada and really encouraging cross border travel. We are looking to reinvigorate the association and drive the agenda forward with the government and with media to bring greater value to our members."

Impact Public Affairs brings an impressive 20-year reputation of building winning advocacy campaigns for trade associations with a specialty in the retail and small business sector.

Impact is also known for building a partnership with association leadership to support member retention and recruitment with winning advocacy efforts. Impact is the only advocacy firm to win the Canadian Society of Association Executive's award for business excellence to national associations.

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Diageo: Caribbean-Central America GM steps up to senior GTR role as Dayalan Nayager takes key local position

Dayalan Nayager, currently Managing Director for Global Travel, has been appointed to Managing Director for GB, Ireland and France.

Nayager will be replaced by **Eduardo Barp**, currently General Manager Caribbean & Central America as head of the travel retail business. He will report to Alberto Gavazzi, President, Diageo Latin America and Caribbean, Global Travel and Global Sales.

Both positions become effective on January 1, 2019.

Charles Ireland, Managing Director for GB, Ireland and France will leave Diageo at the end of 2018, after more than 20 years with the company. In his new role, Nayager will be reporting to **John Kennedy**, President, Diageo Europe, Turkey and India.

Statement from Diageo:

Dayalan Nayager has worked in Diageo's Travel Retail business for nearly four years, before becoming Managing Director for Global Travel in 2016. Over this time, he has propelled the business towards solid growth and has seen Travel Retail's number 1 spirit brand, Johnnie Walker, extend its market leading position in 2017 (IWSR 2017).

Dayalan and his team have been focused on commercially transforming the Global Travel business. It started with returning the business from Singapore to London in 2016, followed by a reshape of the strategy to ensure that the organization remained customer focused, whilst still providing strong financial performance.

Eduardo Barp will utilize his years of commercial leadership experience within Diageo to help him transition smoothly to the new role, with continuity being provided under Alberto Gavazzi.

Continued on page 2.



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One on One with Barbara Barrett, FDFA's new Executive Director

Continued from page 1.

Barrett says that Impact and the FDFA are looking at a four pillar approach to achieving their goals.

"We are looking at a strategic advocacy plan, public relations and communications, stakeholder engagement, and association communications. Blending all of them together and having them work as a whole will achieve our success."

Strategic advocacy

"We are really rethinking the direction of the association. At both the federal level here in Ottawa and engaging with our members at the grass roots level we really want to be a bigger part of the conversation with the government about the tourism industry in Canada. To do that we plan to focus on building awareness about the duty free sector with the public and the government through the conversations about how we add value to the customer, and the end consumer, and the value proposition for the cross border travel and how that helps steer visitors to Canada as opposed to similarly distant destinations."

Public relations and communications

"We will continue to work with the media, but we want to be more present with the consumer-facing media and tell the stories that they need to hear so the public is more aware of what duty free is and how it is part of the Canadian tourism industry. We want to be more present in the public arena. At the grass roots level we want to make sure that the individual stores and operators are given the tools in order to do that."

Stakeholder engagement

"We have already started the process of reconnecting with partners in the retail and travel industry, such as the Retail Council of Canada and Tourism Industry Association of Canada (TIAC). We want to be at the table with these other associations and find the common goals and work together with them to be a louder voice to achieve our goals together and ultimately support tourism and increase sales."

Association communications

"It is important for our members to be engaged because we are stronger together. If we are all together with the same message it is more likely that we will be heard. We need to ensure that we are communicating in an appropriate way with our members so we can all work together both at the federal and grass roots level to get our messages across."

Barrett says these four pillars will help the FDFA raise awareness of Canadian duty free.

"Ultimately we are looking at protecting and enhancing the duty free program. We think that it is very important that we establish with the government that we are truly an export business, our products are sold for export and consumption in the US with the occasional Canadian bringing in products purchased in the stores and bringing them back as part of their duty free allowance," she says.

"We are very focused on raising awareness and we are going to do that through a very strategic and very planned methodical advocacy plan and we do that in a campaign where we tie in all these elements to drive our message and agenda forward."

Canada's duty free sales a mixed bag in September

Canada's airport duty free sales were up 6.2% in September to \$39.66 million while land border sales dropped 4.85% in September to \$14.62 million, according to the latest numbers from the Canada Border Services Agency (CBSA).

For the year land border sales are flat, up .62%. Alcohol sales are down slightly, .84%. Tobacco sales are 4.34%, while Perfume, Cosmetics, Skincare sales are down .5% through September.

Diageo announces senior changes in GTR

Continued from page 1.



Eduardo Barp

Eduardo Barp has been the General Manager Caribbean & Central America since 2016. He joined Diageo in 2007 as Sales Director for Mexico, where under his leadership Scotch volumes doubled and NSV tripled.

Barp moved in 2011 to be Commercial Lead for Business Development for Diageo Latin America and Caribbean before being appointed Customer

Development Director, Western Europe. He was appointed as the General Manager, Venezuela in 2013 leading a business under highly complex circumstances with exceptional skill and leadership before moving to his current role.

Eduardo Barp's replacement will be announced at a later date.

Alberto Gavazzi, President Diageo Latin America and Caribbean, Global Travel and Sales said: "Dayalan leaves the Global Travel business in great shape. It has never been as structured and disciplined as it is today, with such a strong focus on the customer, and I wish him all the best in his new European role. I would like to congratulate Eduardo on his appointment to the Global Travel team and look forward to working with him on this exciting global agenda."



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WH Smith to double its international travel business with acquisition of US-based InMotion

British retailer WH Smith has announced the acquisition of US-based travel retailer InMotion for US\$198m. The acquisition marks a significant step in WH Smith's international travel growth strategy, says the company.

InMotion is the largest airport-based digital accessories retailer in North America. Established in 1998, it operates a portfolio of 114 stores across 43 airports in the US, with a presence in 22 of the top 25 busiest US airports.

InMotion sells a range of digital accessories including headphones and earbuds, travel accessories, mobile power units, portable speakers and action cameras.

In the calendar year to date, InMotion has delivered like-for-like sales growth of 13%, following like-for-like growth of 12% in calendar year 2017. For

the financial year ending 31 December 2018, InMotion is expected to deliver sales of approximately US\$166 million, and EBITDA of approximately US\$23 million.

WH Smith's travel arm has delivered more than 10 consecutive years of profit growth and now generates two thirds of the group's operating profit.

International travel forms a key part of the group's future growth and InMotion was identified as an attractive acquisition in this context.

InMotion will continue to operate as a standalone business as part of WH Smith's international travel business. The senior management team of InMotion will continue to lead the business, including Jeremy Smith, who has been the CEO for 12 years.

Following the transaction, WH

Smith will benefit from InMotion's existing infrastructure and business development capabilities, to support the launch and growth of WH Smith's airport format in North America.

Stephen Clarke, group chief executive, WH Smith, said, "... The acquisition of InMotion is an exciting value creation opportunity for the WH Smith Group and marks a major step in our international travel retail growth strategy. It doubles the size of our international travel business and provides us with attractive growth opportunities.

"The travel retail market in North America for digital accessories offers significant growth potential. As the market leader, recognized for its best-in-class customer service, InMotion is

well positioned to take advantage of that potential.

"In addition, InMotion provides us with a scalable platform to launch the WH Smith airport format into the USA, the world's largest travel retail market for news, books and convenience products."

Jeremy Smith, president and CEO of InMotion, added, "The team at InMotion are delighted to be joining such an iconic business with a high growth international division.

"Working together, we look forward to combining our expertise in travel retail to grow the InMotion business further both within and outside of the USA, while at the same time accelerating WH Smith's international growth strategy."

Givenchy Beauty, Bloommiami create second interactive makeup activation

Following the success of its first makeup pop-activation in the U.S. at Los Angeles International Airport in August, Givenchy Beauty, working with Miami-based Bloommiami, has opened a second interactive makeup pop-up located at the luxury T Galleria by DFS in Waikiki, Hawaii.

The 12-foot by 9-foot activation introduces two of Givenchy Beauty's newest products: Le Rouge Liquide and L'Interdit, the brand's latest fragrance.

Additionally, the activation features more than 30 lipstick shades from several of Givenchy's signature lipstick lines: Le Rouge, Le Rouge Liquide, Rouge Interdit and Le Rouge Perfecto.

"The opportunity to showcase our exciting new launches in this innovative pop up format has been absolutely fascinating! This two-month activation will allow shoppers to experience Givenchy Beauty in an immersive and interactive way- discovering what's new in a play and test environment," said Daniella Caballero,

senior marketing manager, Travel Retail Americas.

Bloommiami dressed the activation in sleek, black reflective material to create an exclusive environment in which shoppers can sample Givenchy products. Consumer-brand engagement touchpoints include beauty consultations from a Givenchy representative, lipstick testing and a game of luck where shoppers can win a Givenchy lipstick by spinning a mirror-finished wheel.

"The activation's design follows Givenchy's merchandising guidelines. We were tasked with creating a sense of space and environment that still maintains a certain level of visual transparency," said Darin Held, partner at retail-focused design and production agency Bloommiami.

"The final product is a sleek, fun, and forward-thinking activation where shoppers can interact with the brand."

Bloommiami also installed a photo booth where shoppers are encouraged to share their experi-

ence on social media using hashtag #LeRougeLiquideHawaii.

The photo booth uses mirrored acrylic to create a cool infinity effect emphasized by different lighting elements.

The photo booth's walls are see-through red acrylic, allowing

shoppers to see into the photo booth area and vice versa.

Bloommiami produced, implemented and is managing the activation.

The pop-up is on display through the end of November.



Chairman of King Power International Group dies in helicopter crash

The global travel retail industry is still reeling with the shock of the passing of King Power International Group and Leicester City Football Club owner and Chairman Vichai Srivaddhanaprabha after a helicopter crash close to the football club's ground on Saturday evening.

Leicester City Football Club issued a statement last Sunday night UK time, noting, "In Khun Vichai, the world has lost a great man. A man of kindness, of generosity and a man whose life was defined by the love he devoted to his family and those he so successfully led."

Martin Moodie, founder and publisher of The Moodie Davitt Report, has more reason than most to mourn the tragedy. To read the full story and Martin's words of remembrance, please click below.

["A collective broken heart" – Rest in Peace: Vichai Srivaddhanaprabha, Chairman of King Power International Group and Leicester City Football Club](#)

TMI joins our colleagues in the travel retail community in expressing our sorrow and condolences to Khun Vichai's family, friends, management and staff on their terrible loss.

Bolsonaro sweeps Brazil election

Jair Bolsonaro swept to power in Brazil's presidential election last Sunday, winning 55% of the vote over Fernando Haddad, whose Workers' Party was identified with the country's massive corruption and graft.

Bolsonaro, a right wing former army captain, has promised to open up the economy to private investment, crack down on crime and strengthen ties to the U.S.

LATAM-American Airlines joint business agreement approved by Chile's regulator

Chile's anti-trust agency has granted final approval for the Joint Business Agreements (JBAs) between LATAM Airlines Group and American Airlines and International Airlines Group (IAG – the holding company of British Airways and Iberia) it was announced on Oct. 31.

The country's Free Competition Defence Court (TDLC) approved the JBA for both passenger and cargo business.

The airlines had already received approvals for the alliance from regulators in Uruguay, Colombia and Brazil.

"This decision, in principle, is an important precedent for aviation in our region. As has been demonstrated in other parts of the world where JBAs are already a reality, this is an opportunity to ensure growth for the industry, increase passenger traffic and bring Chile closer to the world as well as promote tourism, business travel and the economy through aviation," said Enrique Cueto, CEO of LATAM Airlines Group.

LATAM says that it is currently analyzing the implications of the TDLC's mitigation measures and will communicate its position once they have been evaluated in depth.

Mexico's new president to scrap \$13 Billion Mexico City Airport Project

Mexico's incoming President Andres Manuel Lopez Obrador this week announced that he is stopping construction on the \$13 billion Mexico City airport, which is already one third completed.

According to Bloomberg News, Lopez Obrador scrapped the project after almost 70% of 1.07 million people who participated in a national referendum voted against the airport. The facility is one of Mexico's biggest infrastructure projects ever.

Bloomberg reports that the incoming administration will stand by its proposal to add two runways to a military base while upgrading the current airport and another in the city of Toluca. Lopez Obrador doesn't take office until Dec. 1.

The group in charge of the trust to build the airport said it will continue construction until it receives official notification to halt.

Mexico's peso tumbled past 20 to the dollar after the announcement, erasing all gains since Lopez Obrador was elected on July 1.

More US sanctions on Latin America's "troika of tyranny"

The United States imposed new sanctions Thursday on Venezuela and Cuba and promised additional penalties against Nicaragua as the Trump administration laid out a hardline policy toward the countries.

In a speech at the Freedom Tower in Miami, President Donald Trump's top security adviser, John Bolton, praised the victory of Jair Bolsonaro as Brazil's new president, and announced that tough new sanctions are coming against Venezuela, Cuba and Nicaragua, which he labeled a "troika of tyranny."

The new Venezuela sanctions target the country's gold sector, said media reports, and comes on top of sanctions against dozens of top Venezuelan officials.

Bolton said he blamed Cuba for enabling the government of Venezuelan President Nicolas Maduro.

Source: Mercopress, CNN



Godiva expands self-treat collections with Chocolate Domes and G Cubes



Godiva's new Chocolate Domes and G Cubes target the self-treat sector.

Godiva has two new additions to its luxurious self-treat and sharing collection of Belgian chocolates: **Godiva Chocolate Domes** and **G Cubes by Godiva**.

Individually-wrapped in monogrammed blue foil, **Godiva Chocolate Domes** feature a crunchy chocolate and nut wafer shell surrounding a milk chocolate filling with a caramelized hazelnut at its core.

The Chocolate Domes are presented in a royal blue and chocolate brown gift box with metallic gold accents. Chocolate Domes are available in travel-exclusive 28- and 48-piece premium gift boxes.

Godiva is also rolling out **G Cubes by Godiva**, new cube-shaped chocolate pieces with a double-layered ganache filling. This new collection replaces the current individual wrapped chocolates and is now available in Asia and the Americas.

G Cubes are presented in colorful, cube-shaped boxes, and are available in eight flavors: White Chocolate Coffee, Milk Chocolate Matcha, Milk Chocolate Caramel, Milk Chocolate Hazelnut, Milk Chocolate, Dark Chocolate, Dark Chocolate Vanilla and Dark Chocolate Strawberry.

The launch of the Godiva Chocolate Domes and the roll-out of the Godiva G Cubes presage the revamp in 2019 of the whole self-treat collection, says the company.

Leen Baeten, Global Travel Retail Marketing Director, comments:

“The new Godiva Chocolate Domes are instrumental to the strategic expansion of our sharing and self-treat selection in travel retail.

“In order to achieve its growth plan, the brand is looking to build leadership in new categories. A more versatile product offer will allow us to appeal to a broader audience, gain secondary placements and in return enhance overall brand recognition and enable market share growth.

“As a result of that, we are redesigning our entire self-treat range. A strong identity will gather all products under the same design and strengthen the impact on shelf - still premium in quality, in keeping with our DNA, yet versatile and accessible in price.”

Diageo Global Travel launches second ‘Ghost’ edition of Johnnie Walker Blue Label

Diageo Global Travel has launched Johnnie Walker Blue Label Ghost and Rare Port Ellen, the second in a series of special editions which contain ‘ghost’ whiskies and other rare whiskies from the Johnnie Walker Blue Label reserves.

The limited edition is named for the Islay single malt, Port Ellen - a ‘ghost’ distillery that shut its doors in 1983.

Johnnie Walker Blue Label Ghost and Rare Port Ellen follows the release of Johnnie Walker Blue Label Ghost and Rare Brora last year. Each edition in the series features a whisky

Calvin Klein’s 2018 advertising campaign plays on brand’s American heritage

Calvin Klein, one of the original American fashion houses, has become part of the culture and a reflection of the American dream. The 2018 Calvin Klein watches and jewelry campaign plays on the brand’s American heritage.

“Calvin Klein is a global lifestyle brand that exemplifies bold, progressive ideals and a seductive aesthetic. We seek to thrill and inspire our audience while using provocative imagery and striking designs to ignite the senses,” says the company.



Among the brand’s current offerings are CALVIN KLEIN rebel and minimal extension.

CALVIN KLEIN rebel. In line with the stripes signature look of the season, this youthful and colorful offering includes five variations for any look – playing with colored leather straps in white, red, blue, cream and contrasting dials –black, blue, silver - on stainless steel or black PVD cases.

CALVIN KLEIN minimal extension is a classic revisited that is inspired by vintage timepieces, says the company. The unisex offering features a clean silver dial in two sizes and introduces a bicolor mesh, in stainless steel and pink gold PVD, to create a refined and young look.

Both watches are water resistant up to 3 bar.

from distilleries whose spirit lives on in their dwindling stocks, says Diageo.

Interactive retail activations in selected airports will educate travelers on the origins of Johnnie Walker Blue Label Ghost and Rare Port Ellen, including holographic and LCD lighting displays. A personalized gift wrapping service will offer a calligraphy style hand-written note inspired by the scripted ‘ghost’ distillery names found on the bottle.

Johnnie Walker Blue Label Ghost and Rare Port Ellen is available globally and in select



airports at a RRSP of 300 GBP/US\$399 for a 1L bottle. Each bottle in this special release is individually numbered.

Grey Goose Vodka and DFS drive sampling and activation at JFK T4



L'Oréal reports highest quarterly growth in 10 years; TR soars by 30% in the 9 months

L'Oréal's travel retail business has grown by almost 30% in the first nine months of 2018. The cosmetics giant released its Q3 financial results on Oct. 30, reporting "an acceleration in the third quarter, with the highest quarterly growth rate for 10 years."

Total sales for the nine months reached 19.86 billion euros, an increase of +6.8% on a like-for-like basis, or +7.4% at constant exchange rates. Travel Retail sales turned in "rapid growth" of 29.9% (based on constant exchange rates), far outstripping the company's total growth rate of 6.8% during the period.

Among the brands, **L'Oréal Luxe** posted growth of 14.2%, like-for-like, for the nine month period.

L'Oréal Luxe is growing strongly in Asia Pacific, especially in China and Hong Kong, and in Travel Retail. Eastern Europe and Latin America also performed well for the division.

L'Oréal also said that it leads in digital beauty, particularly in e-commerce, which has grown by +38.3% and represents 9.7% of sales.

Commenting on the figures, L'Oréal Chairman and CEO, Jean-Paul Agon, said:

"In a beauty market that continues to accelerate, driven by robust growth in skincare, the Group maintains its strong momentum, with contrasted performances between the Divisions. L'Oréal Luxe is showing dynamic growth, underpinned in particular by its four biggest brands, Lancôme, Yves Saint Laurent, Giorgio Armani and Kiehl's.

"The Active Cosmetics Division, which continues to post double-digit growth, is being driven worldwide by consumer aspirations for dermo-cosmetics and the quality of its brand portfolio.

"The Consumer Products Division is held back by persistent difficulties in some countries. The L'Oréal Paris and Maybelline New York brands are however maintaining their good momentum.

The performance of the Professional Products Division, which is continuing its transformation, is stable.

"This quarter also confirms the power of our major global brands, which are delivering an excellent performance at a time when the offer in beauty products is particularly rich."

Agon also reports that geographically, new markets are accelerating once again: "The Group is growing rapidly in Asia, especially in China where the boom in luxury products continues. The pace of growth remains moderate in North America, while the situation of sales in Western Europe is still difficult, particularly in the United Kingdom."

Bacardi Global Travel and DFS held a high profile pop-up activation for Grey Goose Vodka at JFK Terminal 4 from August-September.

Located at the DFS store entrance with great visibility from the concourse, the Grey Goose pop-up featured iconic images of the Mediterranean Sea, a Grey Goose French style bicycle and Provençal inspired market carts and general joie de vivre of summer on the French Riviera.

Shoppers could have their Riviera moment photographed and have the image transformed into a personalized Grey Goose bottle tag.

Retail ambassadors offered Grey Goose Le Grand Fizz cocktails, served from a retro inspired ice-cream bar in front of the "coast-line."

The activations generated significant interest. Social media engagements included over 140,000 snapchat impressions. Direct shopper interactions reached

29,000 with a 20% conversion into sampling.

The campaign was designed to be distinctly disruptive says Geoff Biggs, Director Americas, Bacardi Global Travel Retail.

"Grey Goose and summer cocktails are great partners, whether that's on vacation or for sophisticated entertaining at home with friends with your own Riviera-inspired cocktails.

"We brought to life the French heritage of the brand, inspiring shoppers with the ease of making a Grey Goose vodka cocktail and the added luxury it brings to any summer drinking occasion."

Alongside the core Grey Goose range, the brand focus of the campaign highlighted the limited edition Grey Goose French Riviera bottle 2018, designed by Quentin Monge and inspired by his childhood holidays on the French Riviera.

St-Germain liqueur, an ingredient in a Grey Goose Le Grand Fizz, was also featured.

Dewar's launches new \$15 million global marketing campaign

Dewar's Blended Scotch whisky has launched a \$15 million global marketing push around its "**Live True**" campaign, which magnifies the brand's obsession with doing things twice to make them better as a nod to its double-ageing process.

Running through end of 2019, the multi-market effort features a new TV ad with Scottish actor Iain Glen, as well as print, digital/social and out-of-home (OOH) executions. "**Live True**" will debut in the U.S., before rolling out across Spain, Puerto Rico, the Dominican Republic and Lebanon, among other countries.

The campaign re-launch kicks off the brand's larger strategy to fuel growth across its entire portfolio, with a renewed focus on innovation, as well as its approach to retail, sampling and merchandising.

"This is such an exciting time

for Dewar's, as it attracts growing interest around the world while challenging the established codes of convention on whisky," says Mike Birch, Managing Director & Vice President - Global Travel Retail and Commercial Development, Bacardi.

"The new global campaign demonstrates the opportunity to grow the brand further, especially in key markets such as the U.S.-bringing to life the fun that's inherent in the Dewar's personality while reinforcing its unique craft of double-ageing.

"Regardless of market, GTR shares the same Dewar's consumer and the benefits for us will come from increased brand awareness on the domestic market. We'll be including elements of the campaign in our activations as part of our plans for significant innovation for Dewar's in 2019. Watch this space!"



BREITLING
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Breitling has an immediate opening for an
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Based in Miami

The Area Sales Manager is responsible for the development and improvement of Breitling business in the region Caribbean /LATAM ensuring that sales, visibility, quality of services and quality of customer's relationship is in line with the company guidelines.

Key Responsibilities:
Development of the Business and our Commercial Partnership:

- Reach the monthly budget by continuously monitoring account performance, tailoring account strategies & action plans, leading to maximizing retailers' sales.

Account Management:

- Maintain privileged contact with all clients in the market and ensure high levels of account satisfaction.
- Advice and plan the replenishment of watches with the retailers, ensuring optimal product mix / assortment policy.
- Monitor the stock as well as the sell-in/sell-out per POS and draw action plan to strengthen the sell-out.

Ideal Candidate:

- Position based in Miami office.
- Degree or equivalent experience
- Solid experience in wholesale of jewelry/watch or luxury goods brands.
- Strong communication and problem-solving skills.
- Excellent organizational skills.
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- Entrepreneurial spirit.
- Regional sales experience Caribbean/LATAM
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Interested applicants email resume to: info@breitling.bs



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CLARINS

Clarins, a luxury beauty brand, is seeking a Senior Brand Manager, based out of Miami, FL.

This position will maintain the flow of information regarding new Export developments, launches and promotional activities, coordinate and implement marketing projects with responsibilities that include Forecasts Management, A&P Management, Prices Analysis, Promotional activities coordination, PR Event Coordination, Media Strategy and Merchandising.

Responsibilities include, but are not limited to:

Forecast Management, Marketing, Launches & Promotional Activities, Responsible for A&Ps, Merchandising, Reporting & Data Management, Special Events

Essential Skills and Abilities

- *BA Degree in Marketing or equivalent
- *Relevant Skin care experience in Operational Marketing management
- *Successful track record of brand management
- *Able to formulate business strategy and carry out implementation plans
- *Strong communication and presentation skills
- *Fluency in Spanish and English: Portuguese or French will be an advantage
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- *Travel required

Please send resume to
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- * Ensure operational efficiencies and brand standard across multiple stores.
- * Identify development needs of store personnel and coordinate training.
- * Partner with buyers and store managers to influence inventory levels and assortments based on specific market demands;

Qualifications

- * Bachelor's Degree in Business Management or equivalent experience.
- * 5 + years of experience in Retail Operations/Field Management
- * Franchise and multi-unit store management experience preferred.
- * High level of analytical skills using Excel, PowerPoint, and MS Office applications.
- * Strong leadership skills, deadline and detail-oriented.
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- * Fluency in English & Spanish both written and oral is a MUST. French is a plus.

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