

## Canada eases border restrictions for vaccinated travelers, starting with Americans on Aug. 9; U.S. extends closure

Canada's federal government announced Monday, July 19, that fully vaccinated U.S. citizens and permanent residents who currently reside in the U.S. can travel to Canada for non-essential purposes without quarantining as of Aug. 9.

Additionally, Canada announced that it will open its borders to fully vaccinated travelers from any country for non-essential purposes, with proof of vaccination, on Sept. 7, 2021.

The news of the partial opening of the border was released by the Public Health Agency of Canada in a background statement that explained: "With the advent of increased vaccination rates in Canada, declining COVID-19 cases and reduced pressure on health care capacity, the government intends to bring a number of changes into effect, provided that Canada's COVID-19 epidemiology remains favorable."

To be eligible for entry as of Aug. 9, American citizens and permanent residents will need to show proof of vaccination with an authorized COVID-19 vaccine, uploading the information onto the

Canadian government app or website at least 14 days prior to their trip. Travelers will also be required to show proof of a negative COVID-19 test taken no more than 72 hours prior to their arrival.

The new measures also eliminate the three-night government-authorized hotel stay requirement for all travelers arriving by air as of 12:01 a.m. EDT on Aug. 9.

Air travel will also be expanded on Aug. 9, when five additional Canadian airports will be permitted to receive international flights. In addition to Montréal-Trudeau International Airport, Toronto Pearson International Airport, Calgary International Airport, and Vancouver International Airport – which have been open to international flights-- Halifax Stanfield International Airport; Québec City Jean Lesage International Airport; Ottawa Macdonald-Cartier International Airport; Winnipeg James Armstrong Richardson International Airport; and Edmonton International Airport will also join the roster.

### FDFA responds

The Frontier Duty Free Association has been one of the groups petitioning the government to open the border as most of the land border duty free stores have been closed for the past 16+ months. The few stores open to serve essential traffic are seeing only 5% of their normal business, at best.

Commenting on the news of the August 9 border opening, Barbara Barrett, Executive Director of the Frontier Duty Free Association told *TMI* that this is "a step in the right direction, a crack of light that we have been waiting for nearly 17 months now. So that is positive and we are absolutely happy to see things moving in this direction."

But Barrett said that there is still a lot to work on.

"The border is open to eligible Americans who are fully vaccinated but then there is the complication of the PCR testing prior to arrival that is a barrier to coming and disincentive to travel. And we don't yet have word from the White House about Canadians [coming into the U.S.] So we are not there yet." **See below**

It is too early to tell how the opening will affect the Canadian land border stores. Barrett says that some shops are not sure if they will have enough traffic to warrant opening immediately.

Ultimately, the FDFA would like to see the PCR test requirement eliminated, as well as the U.S. side of the border opened to Canadians, which is expected soon.

"We have been working in close contact with U.S. Congressional offices to this end," she noted.

**The U.S. has extended the land border closure for non-essential travel with Canada and Mexico for another month, at least until Aug. 21, DHS announced on Twitter on Wednesday.**

## IAADFS re-elects Rene Riedi as Chairman



**Rene Riedi** has been elected to serve another term as Chairman of the Board of the International Association of Airport and Duty Free Stores (IAADFS). The new term begins July 2021. The Dufry executive was first elected as Chairman in 2019.

"I am honored to be elected by my peers to continue to serve in the role of Chairman of IAADFS," said Riedi. "I am also grateful to my fellow Board members for the time they have volunteered to serve on the Board of Directors, particularly during the challenges imposed by the COVID-19 pandemic."

The Board also re-elected **Enrique Urioste** of Dufry to continue in the position of Vice-Chairman and **Padraig Drennan** of Stellar Partners, Inc. to continue as Treasurer. The officer elections followed the election of Board members during which the concessionaire members of IAADFS re-elected Drennan and **Louis Snelders** of Duty Free Shop to serve on the Board of Directors.

"We sincerely appreciate Rene's willingness to continue providing his expertise and devoting more time and energy to IAADFS and the overall industry for yet another year," said IAADFS President and CEO **Michael Payne**. "We all know that these have been very difficult times and Rene has provided thoughtful, informed and steady leadership for the association and its members. He is a pleasure to work with and I'm grateful to him and the entire Board of Directors for their commitment and support."

## Argentina update: government to gradually reduce air traffic limits

The government of Argentina has agreed to gradually ease the limits on the number of travelers who may come back to the country through Ezeiza international airport in Buenos Aires. Due to rising numbers of the COVID-19 Delta variant, on June 25 the government had suddenly set a limit of only 600 people a day who could enter the country by air through Ezeiza.

The decision had been so sudden that 10,000 Argentines had been stranded abroad and could not get back into the country. Prior to June 25, the limit had been 2,000 passengers a day.

As of Saturday, July 10, the new cap had been raised from 600 daily passengers to 5,200 per week, or 742 per day, for the week of July 10 to 16; 6,300 (a rate of 900 per day) between July 17 and 23 and 7,000 (1,000 daily) between July 24 and August 6.

A statement from the president noted that "the borders continue to be closed to tourism" and that "anyone who is not Argentine and wants to enter the country with the purpose of doing tourism will not be able to do so."

Passenger flights from the United Kingdom, Chile, Brazil, India and African countries continue to be suspended, according to a report in *Mercopress*.



## Lagardère wins Lima DF concession with pioneering profit-sharing business model

Travel retail operator Lagardère and Lima Airport Partners (LAP) have announced that the French company will take over the master duty free concession at Jorge Chavez International Airport in Peru. The two companies signed a long-term agreement that goes into effect from January 2022. LAP is part of the Fraport Group.

The concession contract is based on a pioneering profit-sharing concept. This is the first large-scale implementation of a business model that has been widely discussed in the industry to better balance risks and benefits between the airport and retail operator. The goal is to unleash growth potential, even more relevant in the context of the COVID-19 pandemic and the resulting drop in global air traffic, said the two companies.

Lagardère has taken the business from Swiss based Dufray who has operated the duty free stores in Lima since 1994 via Aldeasa, World Duty Free Group and most recently as Dufray Peru.

Lima Airport is one of the busiest hubs in Latin America with pre pandemic traffic of 23.6 million passengers in 2019.

The 13-year concession will launch the duty free brand Aelia across 3,000sq m of retail space in the current terminal and will be expanded to include the new Passenger Terminal, construction of which is expected to begin in the second half of this year, with completion expected by early 2025.

The innovative profit-sharing agreement sets new standards that both partners hope to capitalize on during an environment of uncertainty in the post-COVID consolidation period. This retail model, which has come into sharp

focus during the crisis, has been discussed for several years as a necessary evolution to maximize sales potential and to introduce greater balance and new opportunities in the way risks and benefits are shared between parties, according to the concession announcement.

The profit-sharing agreement will open up significant revenue potential for both Lagardère Travel Retail and LAP, as well as greater investment opportunities – ultimately benefitting travelers and enhancing the airport experience at the popular Lima Airport hub, they note.

“We are thrilled to have found in LAP a like-minded partner who has demonstrated the most innovative and pioneering way of thinking, from selecting an operator via an innovative Partnership Selection Process up to the contract terms,” said Dag Rasmussen, Lagardère Travel Retail Chairman and CEO.

LAP CEO Juan Jose Salmon added, “In the middle of the pandemic, Lima Airport Partners has successfully negotiated a pioneering partnership that brings a renowned and long-term partner to Lima Airport. Lagardère Travel Retail is renowned for its strong commitment and extensive expertise in travel retail and duty free. Our cooperation with Lagardère Travel Retail fits fully into our vision-of-the-future for airport retail.

Monday’s announcement is another major victory for Lagardère in Latin America following the company’s tender win in February to operate 20 food service outlets in Arturo Merino Benítez International Airport in Santiago de Chile.

## Alaska officials and cruise industry leaders mark return of first cruise to Ketchikan

On July 9, Royal Caribbean’s *Serenade of the Seas* became the first large cruise ship to return to Alaska following the suspension of cruise operations due to the pandemic.

The event marked the return of cruise tourism to Alaska nearly two years since cruise ships last operated in the state.

Prior to the pandemic, cruise passengers represented more than 60% of all mainland visitors to Alaska, and the industry’s operations generated more than \$3 billion to the Alaskan economy per year, supporting 23,000 local jobs.

Cruise Lines International Association (CLIA) hosted a special event in Ketchikan, Alaska to mark the occasion and to thank government and industry representatives for their efforts in restoring the cruises.

A special tribute went to U.S.

Senator Lisa Murkowski for her leadership in the passage of the Alaska Tourism Recovery Act, which was instrumental in facilitating the return of cruise tourism in Alaska this summer.

Nine large cruise ships are currently scheduled to operate in Alaska this year, with 78 sailings to take place through Oct. 21, 2021. All sailings must receive approval from, and meet the requirements of, the U.S. Centers for Disease Control and Prevention (CDC).

Following the cancellation of the 2020 cruise season, the return of the first large cruise ship to an Alaskan port, with stringent measures in place and the support of health authorities, marks a significant milestone on the path to recovery for small businesses and communities in Alaska and across the country, reports CLIA.

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## MSC Seashore to present high-end retail that is “One with the Sea”

MSC Cruises upcoming flagship, *MSC Seashore*, which will sail its inaugural season in the Mediterranean from August, before heading to PortMiami in November 2021 to sail The Bahamas and the Caribbean, says that it has elevated the guest experience to a whole new level, including in its retail offer.

Designed specifically for warmer weather and bringing guests closer to the sea, *MSC Seashore* features generous outdoor areas and public spaces. Some 65% of these public spaces have been completely re-imagined. The newly designed retail area introduces an industry-first dynamic, seamless space that is more than 72% larger than that

of her sister ships and includes two extra shops.

### Mall-style shopping in New York City-themed space

*MSC Seashore's* unique and engaging shopping experience takes place in a massive New York-themed piazza covering 971 sqm of space across three decks.

The dedicated retail space is situated in the heart of the ship's vibrant Times Square and features a seamless, open-space design that allows guests to flow effortlessly from shop to shop without physical barriers and with a multitude of interactive ways to experience the range of products.

The shops will offer a line-up of world-class brands enriched by a brand-new multisensory fragrance bar with videos and details about shoppers' favorite perfumes, as well as a tasting bar in the Duty Free shop.

The dedicated jewelry area has more than tripled its size and will now feature three separate luxury watch and jewelry spaces, adding to an increased luxury element with renowned new brands.

Deck 8 boasts further selling points in Liberty Plaza where guests will find a number of 'discovery islands' featuring rotating products and offerings, including those that benefit from further storytelling, such as recycled plastic sunglasses or coral-safe sunscreen.

The new MSC Shop will also have a unique new design inspired by the shape of a snail shell, where guests can find MSC-themed merchandise, including a range of ship-specific products.

Adrian Pittaway, MSC Head of Retail, explains how the retail innovations connect with the onboard environment:

“In sync with the rest of the ship's innovative ethos, we created a dynamic concept for MSC Seashore that is at ‘One with the Sea.’ Making the Seashore retail connect to the ocean in a fluid interconnected retail concept that seamlessly brings together the upscaled different retail concepts,

the stunning entertainment spaces of the ship and the panoramic outside ocean vistas together by bringing in the most amount of natural light from the sea of any of our ships.”

Pittaway says that MSC uses large panoramic windows as natural hublots out to the ocean so that the newly increased spaces will bring all of their premium brands to life in a reflective and inspiring way.

“By maximizing the efficiency of the useable retail space inside and outside, we have been able to innovate with a truly open plan feeling that is entertaining inside and outside during trading hours, giving the guests a continuing sense of anticipation, storytelling and brand connection.

“We have created a number of exciting events and experiences during the cruise and use these new dynamic areas to present something new every day of the cruise, whilst keeping the guests entertained.

“As the seashore is the dynamic space between the land and the sea, so on *MSC Seashore* our retailing is also designed to bring retail excitement into a new open dynamic spaces closer to the sea than ever before,” he said.

*MSC Seashore* is the second ship in the company's Seaside class of vessels. It follows the launch of *MSC Seaside* in late 2017.



With 72% more retail space than its sister ships, *MSC Seashore* has new areas for high-end accessories and jewelry.

## Appeals Court reinstates CDC pandemic restrictions for Florida cruises

Pandemic restrictions on Florida-based cruise ships will remain in place after a federal appeals court temporarily blocked a previous ruling that sided with a Florida lawsuit challenging the regulations this past weekend.

The ruling overturned an earlier decision by a Florida federal judge in Tampa who ruled the CDC had exceeded its authority.

The one-paragraph decision by a three-judge panel of the 11th U.S. Circuit Court of Appeals was filed Saturday, just minutes before a Tampa judge's previous ruling on the U.S. Centers for Disease Control and Prevention restrictions was set to take effect.

The CDC is appealing that June decision and the current issuance is a temporary stay until that is decided.

Florida Gov. Ron DeSantis is pushing the court to reject the CDC request to keep its rules intact, claiming the process to allow cruising is overly burdensome, reports the Associated Press.

The CDC argues that the rules would prevent future COVID-19 outbreaks on ships that are vulnerable to the spread of the virus because of their close quarters and frequent stops at foreign ports.



*MSC Seashore* sports a New York City theme complete with a four-meter-tall replica of the Statue of Liberty in the casino and an expansive retail and entertainment area, named Times Square.

## 3Sixty expands its partnership with Virgin Atlantic

3Sixty Duty Free has extended its partnership with Virgin Atlantic.

This partnership will bring “the next generation” of omnichannel travel retail solutions to one of Britain’s major international airlines.

The technology is supported by Omnevo (previously known as OM3 by AOE), and is aimed at elevating the passenger experience and the overall travel retail commercial opportunity, says the companies.

This new agreement supports a significant change aligned to the Virgin Atlantic brand experience.

Miami-based 3Sixty has been the inflight retail concessionaire for Virgin Atlantic since 2014. The company says that this agreement will deliver a major change in the customer offer through this state-of-the-art e-commerce platform and wide range of fulfillment solutions for passengers.

Over recent years 3Sixty has been leading the omnichannel travel retail role, partnering with a number of airlines across the world, including its partnership with Singapore Airlines.

Alongside aviation e-commerce technology company Omnevo, 3Sixty will continue rolling

out its omnichannel strategy with its key airline partners across the world.

“This announcement sits at the very heart of 3Sixty’s omnichannel strategy – investing in our key partners and bringing to market innovative solutions. We are proud of our continued association with Virgin Atlantic and excited for the future ahead,” commented 3Sixty’s Chief Operations Officer, Alex Anson.

3Sixty is leveraging the return in air traffic and focusing its investments on creating unique digital solutions. Its new omnichannel platform with Omnevo “will redefine the travel retail industry” with seamless and customer-centric integrated channels, says the company.

Virgin Atlantic says that the launch of their digital shopping experience will set the bar for others to follow.

Paul Mills, Virgin Atlantic’s Head of Inflight Services noted: “We are delighted to take this step towards offering a seamless shopping experience to our customers in partnership with both 3Sixty and Omnevo. This new platform will allow us to offer a wider range of products and truly personalize the shopping experience for our customers.”

## Harding Travel Retail announce two major appointments to its Leadership Team

Harding has announced today two significant appointments that will support the acceleration of their “quaternity” approach to running its business—a combined partnership of cruise lines, brands, retailer and customers.

**Mike Coupe** will join as Non-Executive Chairman, and **Matthew Hodges** will join the Executive Leadership team as Chief Commercial Officer.

Coupe led Sainsbury’s (a £30bn turnover UK based retailer, employing 165k people) for 6 years as CEO including architecting its’ takeover of Home Retail Group. In a career spanning 35 years, Coupe has also worked at a number of the UK’s leading retail businesses. He joins with immediate effect and will help reinforce Harding’s expertise as a specialist retailer supporting their partners.

Matthew Hodges will lead the Global Retail Operations, and Buying & Merchandising teams reporting to Harding Managing Director, James Prescott.

Hodges, was most recently President of Godiva, and previously held senior commercial roles at Remy Cointreau as Sales & Marketing Director, and Diageo as Director of Strategy. Hodges will join the business on August 2<sup>nd</sup>.

With over 20 years of Travel Retail experience having led the strategic programs for some of the world’s greatest brands, Hodges is well versed in driving commercial growth, identifying channel strategies and structures, and is no stranger to cruise having worked with Harding on a number of dynamic programs.

Harding is the UK/Europe’s largest cruise retail organization with central hubs in Bristol, Miami and Sydney. It currently has contracts with over 22 cruise line partners across the globe, encompassing more than 62 cruise ships and 250 shops.

## PEOPLE



The **UK Travel Retail Forum (UKTRF)** has elected **Rachel Bulford** as the incoming Chair. She succeeds Francois Bourienne, who has accepted a new role as Chief Commercial Officer at Abu Dhabi Airport

Bulford, who is Retail Director at Gatwick Airport, has served as a member of the UKTRF Board for five years. Prior to joining Gatwick Airport she held roles at Marks and Spencer, Burberry, OC&C Strategy Consultants and Homebase.



Aviation industry veteran **Lauryn Mangum Reed** has joined **Servy** as VP, Business Development. She will be responsible for expanding business development and strategic partnership activity for the Grab Airport Marketplace with airport authorities, developers and restaurant and retail partners throughout the Americas.

Her previous experience includes Business Development Coordinator and then Director of Innovation and Business Development at Tampa-based travel retailer Stellar Partners, Inc. Reed also was appointed Chair for the Airport Minority Advisory Council’s (AMAC) Emerging Leaders Committee in 2018 and is currently the newly elected AMAC Board Secretary as well as a member of the Airports Council International-North America (ACI-NA) Business Diversity Committee Steering Group. She also owns her own business consulting company and a financial literacy company.

## Canada will lift its ban on cruises in November

Canada will allow cruise ships to resume operations in its waters starting Nov. 1 if the ships comply fully with public health requirements, the country’s minister of transport announced last week.

This is sooner than anticipated since the Canadian government had earlier extended its ban on cruises until the end of February 2022.

Canada’s federal transportation department cited the improved public health outlook as COVID cases drop and vaccinations increase for the earlier sail date.

Although there are few cruises in Canadian waters during the winter months, the November start date will allow the cruise companies to prepare their ships before the season begins.

## Puig's omnichannel launch for 212 Heroes strengthens Carolina Herrera's TR leadership position in the Americas

Puig Travel Retail Americas has launched an extensive omnichannel campaign covering the entire passenger journey throughout the Americas to mark the launch of Carolina Herrera's new masculine fragrance 212 Heroes. The ambitious campaign-- across 19 countries and 74 airport doors -- is running at major South and North American airports, including São Paulo-Guarulhos, Buenos Aires-Ezeiza, Mexico-Benito Juárez, Lima Jorge Chávez, Cancun, New York-John F. Kennedy and Miami International throughout June and July.

The omnichannel campaign encompasses the whole passenger journey and includes captivating out of home visuals, airport media screens, e-tailing, social media and inflight video

### An ode to youth

The youthfulness of 212 Heroes is brought to life in striking in-store animations that encourage travelers to immerse themselves in the youthful world of the fragrance, against the backdrop of New York and skateboarding.

Highlights of the campaign include contemporary fragrance discovery bars, mini skate ramps and gifts-with-purchase.

Consumer engagement is heightened via a digital retail-tainment game, accessed through a QR code that invites travelers to enjoy a virtual ride through New York City's streets while avoiding obstacles.

Sense of place elements also play a key role in the traveler's fragrance experience. With every purchase, customers receive 212 Heroes stickers featuring landmarks from the city they are in, to customize their luggage or skateboard.

### An omnichannel campaign for the whole passenger journey

The 212 Heroes immersion is amplified through substantial social media activity across airports, inflight and on retailers' platforms -- reaching passengers at all touch-points in their journey.

In a first for Carolina Herrera, the 30-second 212 Heroes spot was shown on all CopaAirlines flights across the Americas throughout June. The advert included a call to action to try the fragrance in duty free stores.

**At Cancun Airport**, Latin America's busiest airport for international passenger traffic so far in 2021 (YTD April), 212 Heroes was featured in a media takeover in which the fragrance is promoted on 105 digital screens in two terminals. A similar campaign, which features a call to action to try 212 Heroes in duty free stores, is being executed at **São Paulo-Guarulhos Terminal 3** and Ezeiza International Airport.

The 212 Heroes omnichannel campaign also encompasses paid geotargeted social media activity, with messaging specific to the airport city, as well as advertising on **Dufry** and **Attenza Duty Free's** websites and social channels.

212 Heroes is inspired by the spirit of skateboarders. A fruity, woody fougère, the fragrance incorporates organic and vegan ingredients certified by Eve (Expertise Vegan Europe), and is housed in a fun skateboard-shaped flacon.

**Felipe Grant, Puig Travel Retail Americas General Manager**, commented: "A launch campaign of this magnitude strengthens Carolina Herrera's leadership in the Americas region and demonstrates Puig's commitment to creating unforgettable fragrance experiences. The disruptive 212 Heroes campaign, with its digital and sense of place elements, is a fantastic way to welcome travelers back to airports and I would like to thank our retail partners for their support in bringing this complex campaign to life."



*Clockwise from top: Felipe Grant, Puig Travel Retail Americas General Manager; the Carolina Herrera 212 Heroes airport campaign in Lima, São Paulo-Guarulhos, Lima, and Cancun.*



## Puig launches fun, futuristic, disruptive campaign for Paco Rabanne Phantom with 100 airport pop-ups across the globe

Puig is pre-launching the new Paco Rabanne masculine fragrance, Phantom, exclusively in travel retail with more than 100 pop-up animations at key airports across the globe throughout July.

Phantom-- a futuristic 100% vegan aromatic fragrance in a "newtech" robot-shaped flacon, continues the disruptive and forward-looking designs that have been the hallmark of Paco Rabanne since the house launched with space age dresses in 1966.

Designed to appeal to younger generations, Paco Rabanne used neuroscience and A.I. to select ingredients that stimulate sexiness, self-confidence and energy, with notes of creamy lavender, energizing lemon and sexy woody vanilla.

For the month of July, Phantom will be exclusively available in global travel retail and pacorabanne.com before rolling out to local markets. The Phantom launch is being supported with large-scale omnichannel activities taking place in EMEA, Asia Pacific and the Americas with prominent digital activations that incorporate social media, digital adverts and influencer campaigns.

Puig says that this is its most ambitious travel retail activation with the goal of taking over the full traveler journey during the summer months.

### First of a kind omnichannel campaign in top airports

More than 100 Phantom animations are taking place at key airports worldwide in July, with momentum continuing in August and September when further activations are implemented.

The futuristic spaces immerse travelers in the Phantom universe through eye-catching decorations, promoters in silver jumpsuits, touchless fragrance discovery, personalization and a 'dance with Phantom' retailtainment game.

Puig's 360° digital approach will reach travelers at each touch-point of their journey through social media, mobile display ads, augmented reality and influencer marketing. The 'always-on' approach will also maximize Phantom's awareness beyond digital media, through retailers' platforms, airport media screens and paid geotargeted social media campaigns with travel-themed content to reach passengers traveling to and from airports.

In Travel Retail Europe and Americas, Puig is partnering with KOLs who will promote Phantom on TikTok and Instagram via travel-themed content. The KOL campaign is expected to reach 6 million travelers across major travel destinations throughout July, August and September.

A click & collect service – available with all major travel retailers – completes the full omnichannel consumer journey.

The ad campaign portrays a cool retro-futuristic universe in which an intergalactic crew of hybrid creatures dance, celebrate, flirt, and love freely. The campaign soundtrack *You Make Me Feel (Mighty Real)* by Sylvester, remixed by 2ManyDJs, was chosen for its nod to inclusivity.

**Puig VP Global Travel Retail Kaatje Noens** commented: "The highly anticipated Phantom launch is deserving of a campaign that is equally as disruptive as the fragrance itself. We are incredibly excited to implement a highly ambitious omnichannel campaign in global travel retail that will leave travellers truly immersed in the Phantom universe. One of PUIG's main strengths is our ability to build brands and travel retail is the ideal brand building platform. We are proud to be leading innovation and delivering amazing experiences that make travel retail shine as a shopping channel."



*The futuristic spaces for the Paco Rabanne airport pop-up spaces, like these shown at São Paulo-Guarulhos Airport in Brazil, immerse travelers in the Phantom universe through eye-catching decorations, promoters in silver jumpsuits, touchless fragrance discovery, personalization and a 'dance with Phantom' retailtainment game.*

## Tairo International adds prestigious Molton Brown brand to portfolio

Tairo International has been appointed the distributor of iconic British bath and body brand Molton Brown in the Caribbean and Mexican travel retail markets, as of June 2021.

The Molton Brown brand will add dimension and variety to Tairo's portfolio. Tairo CEO Robert Bassan says: "The iconic brand will be a perfect complement to our portfolio and those of our retailer partners."

Described as an "icon of uniquely British style," Molton Brown's Eau de Parfum and Toilette, Bath, Body, Hair, and Home collections were born on South Molton Street, London, in 1971. Made by sourcing only the best ingredients in exceptional fragrance concentrations, their quality has awarded them a Royal Warrant from Her Majesty Queen Elizabeth II.

Molton Brown is a sustainable company that never tests on animals and runs their own manufacturing facility in Elsenham. The company has grown from small-scale artisans into the international fragrance brand and says that "providing customers with long-lasting, distinctive fragrances they'll love is at the heart of everything they do."

"We are thrilled to add Molton Brown to our portfolio," Bassan tells *TMI*. "It is a strong brand, a stable brand that continues to grow and I think it will be the perfect fit for our market and our portfolio. It is one of the top bath and body lines in the world, and we are already getting requests from retailers."

Bassan says that Tairo will be listing the Molton Brown products selectively in the region.

*The Molton Brown Pink and Black and Pepper Collection.*



## The Balvenie unveils The Rare Marriages collection in honor of its longest-serving Malt Master

William Grant & Sons has unveiled The Balvenie Rare Marriages line, a range of premium single malt whiskies that pays tribute to The Balvenie Malt Master David C. Stewart MBE's six decade whisky career.

The Rare Marriages range is a tribute to David Stewart's dedication to designing and building exceptional flavor, through the marriage of rare casks.

The first expression and the hero product in the collection is The Balvenie Twenty-Five. To more expressions will follow.

The collection combines Traditional Oak Tun Marriages with liquid from European and American casks.

"The Balvenie Twenty-Five reflects the unparalleled mastery and dedication of David C. Stewart MBE, the longest serving Malt

Master in the Scotch whisky industry. We are excited to release this premium expression into the Global Travel Retail market this summer," says Lindsay Rae-Hizeroth, Head of Customer Marketing, Global Travel Retail.

"The timing is also exciting as airports across the world begin to resume operations - after this very difficult period of time for the industry in the face of the COVID-19 pandemic. There is sure to be pent-up demand from travelers seeking premium expressions as they travel again; and we are confident the Balvenie Twenty-Five will have the stand-out shelf appeal to help satisfy that demand.

"Together with a very select group of retail partners, we look forward to introducing the full Balvenie Rare Marriages Range to GTR later this year."

The Balvenie Rare Marriages range is a permanent fixture in the Speyside distillery's portfolio and will be available from selected Travel Retailers from July 2021; The Balvenie Twenty-five ABV 48% presented in its own case designed to represent the unfurling of flavor in the marrying process with golden rings for every year of maturation.

The Balvenie Thirty and The Balvenie Forty Cask Strength will be the next expressions in The Rare Marriages range.

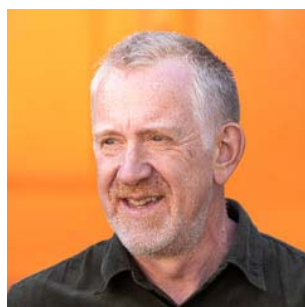


## Spirits expert Tim Young establishes consulting business

Well-known and respected global travel retail veteran Tim Young has established a premium beverage consultancy in London called Young Spirit Consulting. Young is also an emerging markets spirits specialist.

Young – a familiar figure on the global spirits stage - has over 30-years-experience in the wine and spirits field including lengthy stints with Seagram's and Brown-Forman. At B-F he served as global travel retail marketing director and most recently general manager for Africa. Additionally, during his 19-years with the Kentucky-based company he served as general manager for the India Area and held regional marketing director positions for India, the Middle East, Africa, Central and South America and the Caribbean region.

The objective of his new consultancy is to assist premium beverage companies identify business opportunities and develop plans and solutions for unlocking



meaningful and sustainable growth in spirits markets around the world, says Young.

"My passion is growing brands and I intend to use the commercial and marketing skills and the knowledge of global travel retail and emerging markets I have developed during my time in the wine and spirits industry to assist my clients in moving their brands to the next level of growth," he said.

Young can be contacted at [tim@youngspiritconsulting.com](mailto:tim@youngspiritconsulting.com) and on his website [www.youngspiritconsulting.com](http://www.youngspiritconsulting.com)

## SHISEIDO

Shiseido – Miami Office has immediate openings for the following positions:

### **Finance Manager - LATAM**

The Finance Manager will serve as lead for all Financial aspects of the Latin American Local Markets business. The position is accountable for F,P&A, accounting and reporting, internal control, to include support with the development of financial and operational strategies, metrics, and development/monitoring of control systems designed to preserve company assets, as well as reporting of accurate financial results.

**Requirements:** Degree in Finance and/or Accounting, CPA and/or MBA preferred; 5+ years experience in a large company; fluency in English & Spanish; advanced skills in Microsoft Office, SAP; excellent management and communication skills.

### **Sr. Financial Analyst – Travel Retail**

This position supports The Finance Director for the execution of the annual budget processes as well as month-end close activities. This position will have exposure to and work with marketing, sales, and demand planning teams as well as accounting and region finance teams. Responsibilities include GL, FP&A,

**Requirements:** Bachelor's degree in Finance or Accounting preferred; 4 yrs experience in a similar role; advanced skills in Microsoft Office, SAP, and BI; systems savvy with excellent communication skills.

Please send resumes to: [gcamplani@sac.shiseido.com](mailto:gcamplani@sac.shiseido.com) (refer to position title on subject line)

### **Product Manager – (temporary 4-6 mos)**

Ideal candidate will support our Travel Retail Marketing Director with all marketing responsibilities (trade marketing, forecasting, advertising, etc.) in order to implement the marketing strategy of our make-up brands throughout the Americas. Must possess strong analytical skills.

**Requirements:** Graduate-level professional qualification relevant to marketing or business; 2-3 years in Travel Retail industry; fluency in English and Spanish; strong knowledge of Microsoft Office suite and Sketch-Up preferred.

*Applicants please send resumes to: [gcamplani@sac.shiseido.com](mailto:gcamplani@sac.shiseido.com) & [srojas@sac.shiseido.com](mailto:srojas@sac.shiseido.com) (refer to position: PMTR0721)*