

## Chicago O'Hare breaks ground on \$1.2 billion Terminal 5 expansion

Chicago officials joined the Chicago Department of Aviation (CDA) to break ground on the first phase of a \$1.2 billion expansion of O'Hare International (ORD) Terminal 5 on Wednesday.

The construction will add 350,000 sq. ft. for additional concessions, including 15 new dining and retail locations, along with ten new gates, passenger amenities, security lanes, and an upgraded baggage handling system. It is expected to be completed in 2021.

These improvements represent the first in a series of O'Hare 21 expansion projects, following the opening of 5 new gates at Terminal 3's Concourse L last May. Overall, the O'Hare expansion will increase gates and terminal area, better integrate domestic and international operations at the terminal, and increase Chicago's leading global connectivity, said the official statement from Mayor Rahm Emanuel's office.

Upon completion of the new gates, Delta Air Lines will relocate to Terminal 5 from its existing location in Terminal 2. The move makes the way for Delta and its SkyTeam alliance partners to consolidate operations within the same terminal and use a new Delta Sky Club lounge.

Ultimately, all United and American Airlines operations from Terminal 5, as well as many of their international partners, will relocate to the new O'Hare Global Terminal, expected to be completed in 2028.



*Terminal 5 design from Chicago architecture firm Muller & Muller*

## 2019 Summit of the Americas opens on Sunday in its new venue

The 2019 Duty Free & Travel Retail Summit of the Americas, jointly organized by ASUTIL and IAADFS, will officially commence on Sunday, March 24, at the Summit's new home, the Hyatt Regency Orlando in Orlando, Florida. Sunday's events include the Charity Walk/Run sponsored by Essence Corp., the Women in Travel Retail networking event, and the Opening Reception, among others.

The Executive Conference Sessions will take place on the mornings of Monday, Tuesday, and Wednesday, March 25-27, from 8:30 – 10:00 am.

Among the speakers and topics to be discussed this year, are: *Buyer and Supplier Panel: Plotting a Positive Travel Retail Future in an Uncertain World*  
Panelists include:

**Yannick Raynaud**, Managing Director Duty Free & Travel Retail Americas, L'Oréal  
**Marshall Farrer**, SVP and Managing Director, Brown-Forman Beverages Worldwide  
**Mariana Stangl**, Worldwide Duty Free Corporate Affairs and Communications Manager, JT International, S.A.

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## TFWA Innovation Lab launches in 2019 – will replace Digital Village

TFWA has launched a new concept called the TFWA Innovation Lab which will replace the TFWA Digital Village at the TFWA World Exhibition & Conference.

The TFWA Innovation Lab will be curated into different categories including: digital solutions and mobile technology; sustainability and CSR; services to travelers; instore design and research. It has been designed to provide exhibitors with the opportunity to showcase new ideas and fresh thinking to an audience of duty free and travel retail professionals, says TFWA. It will run from Tuesday, Oct. 1 through Friday, Oct. 4, 2019 alongside the TFWA World Exhibition & Conference.

The TFWA Innovation Lab will be located in a dedicated tented exhibition area facing the Majestic Beach.

“One of TFWA’s primary goals is to inspire our business and help create an ‘engine of innovation,’” said TFWA President Alain Maingreud. “The TFWA Innovation Lab will help our industry to shape the future of duty free and travel retail and better meet the changing needs of the international traveler. With 32 exhibitors and 1,349 visiting delegates last year, the TFWA Digital Village was a significant first step, and we plan to build on this success with a fresh new concept in a new location. We look forward to providing visitors to TFWA World Exhibition & Conference with a new perspective on how our industry will develop in the coming years.”

For more information and insight on digital within the duty free and travel retail industry, please visit: <https://www.tfwa.com/tfwa-innovation-lab>.



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## Scarf Couture by Raja offers one-of-a-kind fashion items for women and men



Fashion options in travel retail take a new turn with the luxurious innovative, 7-way convertible scarf being introduced in Orlando from Scarf Couture by Raja, booth #16.

Company president Raja Singh wanted to create a signature line of designer couture scarves at an affordable price that would be suitable for any woman, be easy to sell, and provide retailers with an attractive margin.

“We are creating hassle-free retail. I am here to move thousands of pieces daily,” Singh tells *TMI*.

Every aspect of the Scarf Couture by Raja product line was meticulously designed, from the hand-picked fabrics created by Raja and his wife, to the red velvet keepsake box in which the scarves are presented. Specially made for gifting and travel, it is one-size-fits-all.

Couture by Raja is the third division of parent company HK Trading & Co Inc. The company has been in the fashion industry for more than 25 years, and the designs from its other divisions can be found in 3,000 specialty shops around the U.S. as well as a growing number of international markets

While the scarves in the Scarf Couture by Raja line will be exclusive to travel retail, Singh says that that scarves from the

other divisions of the company are currently listed through the entire fleet of ships served by Starboard Cruise Services, in addition to hotels throughout Las Vegas.

The Couture by Raja scarf, whose design is copyrighted and trademarked can be worn as an Asymmetrical Tunic, Vertical Tunic, Off-The Shoulder Blouse, A Basic Scarf, Shawl, Jacket/Shrug, Neck Wrap. The packaging clearly showcases the various options of wearing.

The company has also created custom display units, which will be on show during the Summit of the Americas.

In addition to the 7-way convertible scarf, Couture by Raja will unveil a brand new travel retail exclusive men’s line predicated on comfort. The shirts, which were one year in development, are 100% rayon, 340-gram knits, and available in 80 colors that are hand tie-dyed and finished.

“The fabrication feels like butter and this comfort will be the key to our success,” he says.

The packaging will be the first surprise that attracts travelers though. The shirt is ultra-compressed into a palm-sized “shirt-shaped” package. The wearer simply shakes the shirt out upon opening and after a few minutes all the wrinkles will have disappeared, says Singh.

## Brand Strategy brings top-name fashion flair to travel retail

Brand Strategy is a fashion company debuting in travel retail at the Summit this year. Helmed by well-known Elynn Porpora for its duty free business, the company distributes and manages a distinguished portfolio of branded products within specialized channels globally (Booth 700).

With a portfolio that includes such brands as Cole Haan, Nautica, Adidas Golf and Robert Graham to name a few, Brand Strategy facilitates and executes the entire commercial and operational relationship in order to connect the best brands with the best retailers in the world.

Lifestyle brand Robert Graham presents creative seasonal collections of luxury men's sportswear, premium denim, footwear, outerwear, loungewear, accessories, and women's sportswear, with eye-catching mixed fabrics, and one-of-a-kind trims and embroideries.

Adidas Golf is a colorful, athletic inspired sportswear collection fortified by the brand's powerful logo, retailing under US\$100.

Global lifestyle brand Nautica is a nautical-influenced classic American sportswear brand, available in over 65 countries with 265 full Nautica branded stores and close to 3,000 shop-in-shops worldwide.

Also, luxury spectacle cases from ANY-DI SunCover; brushes from Sigma Beauty and Steve Madden belts and wallets. Contact [elynn@brandstrategyusa.com](mailto:elynn@brandstrategyusa.com) for more information.



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## Rodenstock returns to Orlando with own brand plus Porsche Design

Germany-based eyewear company Rodenstock is returning to the Summit of the Americas (booth 719), exhibiting its own brand of eyewear alongside those of its licensed Porsche Design brand.

"The sunglasses category is booming; there is so much potential for Rodenstock and Porsche Design," comments Petra Eckhardt, Director Global Retail, Rodenstock. "We see potential in all distribution channels: eyewear multi-brand duty free stores, airport shops, downtown and border, inflight and cruise. Travel retail is very important for us, and we have been seeing excellent growth in the Americas as well as Asia, the Middle East and Eastern Europe."

Eckhardt reports that the company has "serious ambitions" to be listed by the top 10 retailers within the next three years. They will do this, she says, by offering a 'must-stock' assortment accompanied by exceptional customer service and support.

By support, she lists training for sales staff, promotions for consumers, special TR promotions and social media campaigns.

"Rodenstock will continue to invest in the travel retail sector," she stresses.

Rodenstock and Porsche Design sunglasses target an international clientele of women and men looking for upscale design and quality.



Rodenstock LadyR Sun series, above; Zeitgeist Sun, below.



The Rodenstock portfolio includes: The Rodenstock Lady R Sun series, a reissue of a model that was worn in the '60s by actress Senta Berger with a Havana look; The Roll Hinge 2.0 for men, featuring smart technology and a hinge with an integrated screw that provides especially smooth mobility; The Zeitgeist Sun, with fashionable tone-on-tone combinations for lens and frames; Monaco Vice, new shield sunglasses with a sporty 80s look, plus reading glasses engineered in Germany, are available in four different colors, silver-black; gold-burgundy; palladium; gun-dark brown and various optical strengths.

## 2019 Summit of the Americas opens on Sunday in its new venue

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**Rene Riedi**, Divisional CEO Latin America & Caribbean, Dufry Americas Moderated by **Martin Moodie**, The Moodie Davitt Report

*Meet the Millennials: The Tourists to Change It All*

**Barbara Wold**, International Speaker, Author, and Business Strategist, Barbara Wold International

*Duty Free and Travel Retail Shopper Behavior and Expectations of the Different Generations* **Peter Mohn**, CEO & Co-Owner, and **Anna Marchesini**, Project Manager, m1nd-set

*Copa Airlines Overview and Latin America Aviation Outlook*

**Pedro Helibron**, CEO, Copa Holdings and Copa Airlines

*State of the Air Transport Industry in the Americas*

**Peter Cerdá**, Regional Vice President – The Americas, International Air Transport Association

*What Do We Expect from the United States, Brazil and Argentina in 2019? Good News or Bad News* **Carlos Melconian**, Director, M&S Consultores

Participation in the Executive Conference Sessions is open to all registered attendees.

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## EMPLOYMENT OPPORTUNITIES



**Duty Free  
Dynamics**  
**DUTY FREE DYNAMICS CORP**  
has an opening for a  
**Brand Manager**  
Based in Panama City, Panama

Duty Free Dynamics (DFD) is a 'One Stop' service provider and distributor of global lifestyle brands throughout the Americas travel retail channel. The company's key categories are watches, jewelry, sunglasses, leather goods, travel gear, footwear, apparel, outdoor, cosmetics, personal care, toys and electronics.

#### Responsibilities

- Manage the relationship with the assigned brands, being the centralized point of contact for all marketing, administrative, sourcing and training purposes.
- Ensure the sales projection, from budget to execution, constantly challenging sales department.
- Act as part of the sales team from prospection to close the sale on the field.
- Prepare brand planning and reports.
- Create and update price lists according to brand agreement and market conditions.
- Coordinate brand trainings to the sales representative and ensure that sales train customer's sales team.
- Participate in marketing events such as seminars and trade shows.

#### Qualifications

- Bachelor's in Business Administration or relevant field; Master/MBA will be a plus
- Minimum 5 years proven experience as a Sales Representative and/or Brand Manager; Travel Retail experience will be considered a strong plus.
- Advanced/Native English. Knowledge of Spanish and/or French is an advantage.
- Advanced Excel and Outlook skills are Mandatory.
- International working exposure. Experience in the Americas region will be considered a strong plus.
- Customer-oriented and flexible personality that is open to travel up to 30%
- Effectively manage time and prioritize multiple responsibilities.
- Self-motivated and the ability to excel with minimum supervision.

Please send resume to  
[irasema.vazquez@dutyfreedynamics.com](mailto:irasema.vazquez@dutyfreedynamics.com)



**Duty Free  
Dynamics**  
**DUTY FREE DYNAMICS CORP**  
has an opening for a  
**Sales Representative for Caribbean**  
Based in Miami

Duty Free Dynamics (DFD) is a 'One Stop' service provider and distributor of global lifestyle brands throughout the Americas travel retail channel. The company's key categories are watches, jewelry, sunglasses, leather goods, travel gear, footwear, apparel, outdoor, cosmetics, personal care, toys and electronics.

#### Responsibilities

- Development of business relationships with existing customers' portfolio.
- Increase company's customer base and ensure its strong presence.
- Perform cost-benefit and needs analysis of existing/potential customers to meet their needs.
- Achieve agreed upon sales targets and outcomes within schedule.
- Expedite the resolution of customer problems and complaints to maximize satisfaction.
- Travel extensively across assigned territory meet with key accounts and target leads.
- Participate in marketing events such as seminars and trade shows.

#### Qualifications

- Minimum 5 years proven ability to drive the sales process from plan to close; experience travel retail channel and/or our key categories will be considered a plus
- Advanced/Native English. Knowledge of Spanish and/or French is an advantage.
- Advanced Excel and Outlook skills are mandatory.
- International working exposure. Experience in the Caribbean will be considered a strong plus.
- Effectively manage time and prioritize multiple responsibilities.
- Excellent communication and interpersonal skills, persuasive ability while negotiating.
- Self-motivated and the ability to excel with minimum supervision.
- Expect intensive travel up to 50% of working time during peak seasons.

Please send resume to  
[irasema.vazquez@dutyfreedynamics.com](mailto:irasema.vazquez@dutyfreedynamics.com)



**Otis McAllister**  
**\*NEW\***  
**OTIS MC ALLISTER**

has an immediate opening for a  
**Sales & Marketing Associate**  
based in Ft. Lauderdale, FL

As a key player in Travel Retail distribution throughout the Americas, Otis McAllister specializes in the cultivation and global exposure of world-renowned brands within international travel environments. We currently represent: Ferrero, Ghirardelli, Haribo, Hawaiian Host, Hershey's, Lindt, Mars, Mondelez, Perfetti van Melle and Ritter Sport.

#### Mandatory Requirements:

- 3-5 years' experience in marketing or sales role.
- Knowledge of product pricing, packaging, distribution and positioning
- Organization, communication and teamwork skills, experience meeting tight deadlines
- BA in Marketing, Business Administration or related field; Master's/MBA is a plus
- Some business travel involved

#### Responsibilities will include; but not limited to:

- Meet with management and vendors to determine brand objectives and strategies
- Track and monitor key initiatives within vendor/customer business plans.
- Present and execute creative ideas for marketing activities.
- Help develop and optimize marketing campaigns (product launching and promotion).
- Track budgets with an eye towards maximizing gains and reducing costs.
- Analyze industry, competition and market trends.

Please send resume to  
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