



IAADFS announces new Board Members from L'Oréal and Harding+

The International Association of Airport and Duty Free Stores (IAADFS) announces the appointment of two new Board members to the IAADFS Board of Directors.

Petrina Kho, appointed as Managing Director of L'Oréal Travel Retail Americas effective January 1, joins the Board to complete the term of her predecessor, Julia Seve, and will serve on the Board through June 2026.

Pat Molloy, Senior Vice President of Harding+ US, was recently appointed to a new seat on the Board and will serve through June 2026 as well.

"We're excited to have Petrina and Pat as the newest members of our Board of Directors," stated Rene Reidi, Chairman, IAADFS, adding, "They both bring extensive expertise to our Board and will be valuable contributors as we chart the organization's course going forward."

"We are pleased to have Petrina on the Board continuing L'Oréal's participation, and it's exciting to have Pat join us representing Harding+," commented IAADFS President & CEO Michael Payne.



"We look forward to benefiting from their perspectives and expertise."

Petrina Kho was appointed Managing Director of L'Oréal Travel Retail Americas effective January 1, 2025.

Prior to her appointment as Managing Director, Kho served as the Senior Vice President & Deputy General Manager of L'Oréal USA, first in New Jersey with the IT Cosmetics headquarters, and then in California with the Urban Decay Global headquarters.

Before relocating to the US, Kho was General Manager of Luxe



Skincare in L'Oréal Travel Retail APAC in Hong Kong where she successfully led strong growth in the region for brands like Kiehl's, Helena Rubinstein and Biotherm.

Prior to joining L'Oréal, Kho spent over 13 years at P&G, Mattel and Diageo, where she held general management roles in the Asia Pacific region.

As a seasoned leader with nearly three decades of experience in global travel retail, **Pat Molloy** brings a wealth of expertise to the Board. Currently serving as Senior Vice President of Harding+ US,

From left: L'Oréal Travel Retail Americas Managing Director Petrina Kho and Harding+ USA SVP Pat Molloy.

he oversees the company's retail operations across the United States, working in close collaboration with key cruise line partners to drive growth and success in the region.

Molloy's career in travel retail began with Aer Rianta International, where he held a variety of international roles in Moscow, Egypt, Bahrain, and Barbados. These global assignments allowed him to develop a deep understanding of duty free and travel retail operations, as well as the complexities of diverse cultural and business landscapes.

An advocate for innovation and excellence, Pat is deeply committed to the evolving role of luxury goods in travel retail, continually challenging industry norms to enhance the guest experience. He is also a passionate supporter of talent development, mentoring emerging leaders and championing the essential contributions of frontline teams aboard Harding+ ships.

Executive Retail Shops holds exclusive World of Wonder event to launch its premium store concept catering to international travelers traveling through private jet terminals

Executive Retail Shops, Duty Free Holdings' premium retail concept for private jet travelers, hosted an elegant 'World of Wonder' launch event for the travel retail industry at Casadonna in Miami on February 18.

The exclusive event brought together luxury brands, immersive activations, and high-profile guests and showcased the exclusive access and premium benefits Executive Retail Shops provide to private aviation travelers through a curated selection of the world's most luxurious brands.

The event was hosted by Duty Free Holding's CEO Philippe Dray and President James Mullaney,

who invited guests to explore interactive experiences and personalization stations from such brands as Patek Maison, Luniche, and Coty, along with curated food and cocktail experiences featuring premium spirits from Teramana, Jägermeister, Gold Bar, Liquor 43, Bulleit Bourbon, Johnnie Walker, Monkey Shoulder, Hendrick's, Milagro Tequila, and more.

Bravo TV's *Summer House* stars Jesse Solomon and Kyle Cooke were on hand, with Kyle taking over the DJ booth to set the vibe for the night.

In an interview *TMI* held with Duty Free Holding in December, Mullaney said that the company is



Duty Free Holding's Philippe Dray & James Mullaney

targeting high-worth travelers at Private Jet Terminals (FBOs), tapping into a premium market that remains largely underserved.

As of the end of last year, the company had four distribution

points in Opa Locka, seven in Fort Lauderdale, and was in the process of building out two additional locations with Sheltair, with 10 more locations scheduled to open in 2025.

Duty Free Holding's Executive Retail Shops have multiple options available to fit the space available in the private terminals and offers Click and Collect service to deliver product.

For more information, visit executiveretailshops.com

Avolta's HMSHost & JV partners selected to oversee 9 locally-owned F&B concessions at JFK T4

The Port Authority of New York and New Jersey and JFKIAT, have awarded Avolta's HMSHost a 15-year contract at John F. Kennedy International Airport's Terminal 4 (T4) to open nine new restaurants in more than 1,500 sq. meters of concession space at the terminal. This marks Avolta's first operations in T4.

The new line up of food and beverage concessions from HMSHost include a mix of local and national brands that will create a unique New York sense of place at the recently expanded terminal. The notable local brands include:

Bessou, a Manhattan-based James Beard Foundation alumni offering Japanese comfort food;

Fieldtrip, a Harlem-based restaurant that connects global cuisines through rice;

Boqueria, a tapas bar;

Eataly Restaurant & Bar and marketplace that embodies classic Italian gastronomy;

Brooklyn Tea & Market, a Brooklyn-based tea shop;

Dos Toros Taqueria, an authentic Mexican cuisine concept;

Chopt, a popular salad destination that originated in Manhattan;

Villa Russo Café, a Queens-based second-generation family business that brings Italian-American tradition to its cuisine, and a graduate of the Port Authority's Institute of Concessions.

HMSHost will also evolve its

partnership with the **James Beard Foundation (JBF)** to bring the foundation's **Good To Go by JBF™** fast-casual concept, which will debut in Terminal 4 with a menu by the women behind New York's popular **Due Madri**.

These eateries will join T4's newly opened F&B and retail concepts, including Eastward Long Island Kitchen, Boulton & Watt, Melt Shop, Starbucks, Hudson Nonstop, and Queens Beat by Hudson, which opened towards the end of 2024.

The selection of these brands was curated following a competitive process that awarded HMSHost the contract to oversee their operations at Terminal 4.

Additionally, HMSHost formed joint-venture partnerships with seven local and diverse airport concessions disadvantaged business enterprise (ACDBE)-certified businesses selected following an extensive community outreach led by HMSHost.

Local, diverse, and disadvantaged businesses taking part in the concessions program hail from the New York City boroughs of Queens, Brooklyn, and Manhattan, and collectively will have a 30% equity stake in a joint-venture with HMSHost. "From the outset, our goal in building a new JFK International Airport has been to create a world-class passenger experience that will include a mix of exceptional local food and

beverage brands along-side notable national brands," said **Port Authority Executive Director Rick Cotton**. "Terminal 4's lineup of appealing, iconic local brands will help to create a travel experience that is unique to New York."

"In a city so renowned for its culinary scene as New York, JFK has evolved into a dining destination in itself," said Steve Johnson, president and CEO of Avolta, North America. "We embraced the opportunity to partner with JFKIAT, the Port Authority of New York and New Jersey, and our joint-venture partners to be a part of the evolution of JFK and make the journey as exciting as the destination for travelers passing through Terminal 4."

Avolta says that this latest concession is a significant win for the company, following four earlier announced contracts: Hudson and Dufry's 18-year agreements at JFK Terminal 6 for duty free, travel convenience, specialty retail and hybrid concepts; as well as HMSHost and Hudson's 11+ year agreements at Terminal 8 for F&B, duty paid and convenience concepts.

HMSHost currently operates dining venues in JFK Terminals 1, 5 and 8. These new food and beverage offerings will more than double Avolta's presence at JFK, said Johnson.

Bvlgari Hotels to open in Miami and The Bahamas

Bvlgari Hotels & Resorts is bringing its signature excellence to the Caribbean for the first time with the opening of the Bvlgari Resort & Mansions Cave Cay in the Bahamas slated for 2029.

The new Resort follows the previously announced projects in the Maldives, Miami Beach, and Bodrum—set to open between 2026 and 2027—and expands the Bvlgari Hotels & Resorts Collection to thirteen properties, including Milan, London, Bali, Dubai, Shanghai, Beijing, Paris, Tokyo, and Rome.

Cave Cay is a 220-acre private island in the Exumas, home to white sand beaches, caves and hills with stunning views of crystal clear waters. The Resort will comprise 64 luxury Suites and seafront Villas, plus 48 privately-owned Bvlgari Mansions and estates.

The destination will also feature many of the Bvlgari collection's signatures including Il Ristorante - Niko Romito, La Spiaggia, an extensive Bvlgari Spa and wellness center and a full-service Marina.

The Bvlgari Hotel Miami Beach, slated to open in 2027, will be located at 100 21st street in Miami Beach, and will be the first ever Bvlgari Hotel in the United States. Located on the waterfront with access to Miami beaches, the Hotel will offer stunning ocean views just a few steps from the exciting Miami Art Deco district.

Like all Bvlgari Hotels properties, the Italian architectural firm ACPV ARCHITECTS Antonio Citterio Patricia Viel will finalize the restoration and design of the 1950s Modernist property, which is a contributing building located in the National Register Architectural District and was known as a winter getaway destination for the Old Hollywood crowd during the 50s and 60s.

Channeling signature Bvlgari glamour, the Hotel will be home to 100 rooms, most of them suites, an outdoor pool, spa and fitness facilities and restaurant and bar from Chef Niko Romito.



Rendering of Eataly that HMSHost released for JFK Terminal 8.

Cartier

TRAVEL MARKETS INSIDER

Cartier's first travel retail boutique on West Coast U.S. "reshapes" the luxury airport experience



Cartier, in partnership with DFS Group Limited (DFS), has opened its inaugural airport boutique on the West Coast of the United States at Los Angeles International Airport (LAX). The boutique reshapes the luxury airport retail experience through an enhanced concept, featuring unique interior design elements reflective of the multi-faceted city of L.A. says the company.

Cartier now has a global presence of 24 boutiques in 19 major airports, and this latest addition bolsters Cartier's commitment to a leading, global airport network, connecting luxury travelers with authentic and meaningful experiences at major airports around the world.

In line with its global airport expansion initiative since 2020, Cartier has strategically positioned itself in key international airport locations across the Americas, Asia, Europe and Oceania. The initiative also sought to re-imagine a new vision of Cartier airport boutiques into highly curated spaces dedicated to expressing the creativity and elegance of the Maison, while emphasizing sustainability which includes working towards achieving LEED certification.

Located in the Tom Bradley International Terminal, Cartier's LAX boutique stands out in the

sophisticated retail setting and invites clients to discover the Maison's savoir-faire with a curated collection of signature jewelry, timepieces, fragrances and leather goods.

Elevating the traveler experience, the boutique at LAX uniquely integrates the vibrant spirit of L.A. with Cartier's iconic French heritage. The exterior, adorned with a patterned champagne gold panel, draws inspiration from the shapes of waves that mirror California's coastal charm, with the pattern extending to the interior.

Inside, design elements subtly nod to the streets and beachfront that define L.A., using a color palette blending sandy neutrals, oceanic blues and sunset shades alongside Cartier's iconic champagne tones.

Travelers are welcomed inside the boutique with a focal mural that artfully merges the Maison's iconic panther, a symbol and source of inspiration, with elements drawn from the celebrated and distinctive architectural landscape of L.A.

The space evokes the spirit of L.A., where clients can engage with art and culture while exploring Cartier's universe of creativity and curiosity.

"The opening of the LAX boutique symbolizes our commitment to establishing a strong and balanced presence in

key strategic airports worldwide. As we celebrate this achievement, we look forward to our collaboration with DFS and LAX to shape the future and immerse luxury travelers in a unique experience that blends the creativity of Cartier with the vibrant essence of L.A.," says Virginie Martignac, Global Travel Retail Director at Cartier.

"We are excited to begin the new year with the opening of a new Cartier boutique at Los Angeles International Airport. Having been home to Cartier for more than 50 years, the Los Angeles community has been – and continues to be – incredibly special to us. We look forward to welcoming guests from near and far into our beautiful new space at Cartier LAX," says Walter

Bolognino, President & CEO of Cartier North America.

"As the world's leading luxury travel retailer, DFS is proud to strengthen its long-standing partnership with Cartier through the opening of the Maison's first West Coast airport boutique at DFS Los Angeles International Airport. Our store, located within LAX's Tom Bradley International Terminal, is a core longterm investment for the Company. It underscores our shared vision in offering discerning travelers access to exceptional and innovative experiences in the selective yet strategic airports," says Malissa Iannone Akay, Global President, Merchandising and Marketing, DFS Group Limited.



Top: The Cartier Boutique at LAX, highlighting the focal mural that merges the Maison's iconic panther image with inspiration from Los Angeles. Bottom: The Boutique design integrates the spirit of Los Angeles with Cartier's French heritage.

Gebr. Heinemann extends retail contract with TUI Cruises for Mein Schiff 1 to Mein Schiff 6

Gebr. Heinemann has extended its partnership with TUI Cruises to now provide shopping on board six of the tour operator's premium cruise ships.

Under the renewed agreement, Gebr. Heinemann will continue to operate the stores on Mein Schiff 1, Mein Schiff 2, and Mein Schiff 6 until June 2028, while the contracts for Mein Schiff 3, Mein Schiff 4, and Mein Schiff 5 will run until June 2027.

On board these ships, passengers can indulge in an exclusive shopping experience within the "Neuer Wall" shopping arcade, which features a diverse selection of premium retail concepts curated by Gebr. Heinemann:

Mein Glanz: A collection of high-quality watches and jewelry from renowned brands such as Breitling, TAG Heuer, Rado, and Maurice Lacroix.

Meine Freude: Stylish accessories including watches, jewelry, sunglasses, bags, and scarves from



Heinemann shopping onboard the Mein Schiff 6.

brands such as Swarovski, Bering, Coeur de Lion, Guess, and Joop.

Meine Lebenslust: A cross-category selection of Mein Schiff logo collection items, alongside premium chocolate, confectionery, tobacco, and spirits.

Meine Schönheit: A curated range of luxury fragrances from Chanel, Dior, and Lancôme, complemented by skincare and cosmetic products from Clarins, Clinique, and Rituals.

Mein Stil: Fashion and foot-

wear for both men and women, featuring brands such as Tommy Hilfiger, Colours & Sons, and Puma, Rains, and Steve Madden.

Kerstin Schepers, Managing Director of Heinemann Cruise Liner Global GmbH, emphasized the strength of this long-standing partnership: "For 15 years, we have enjoyed a successful collaboration with TUI Cruises. We take pride in the fact that two Hamburg-based companies continue to innovate and create exceptional retail experiences at sea."

F&B@Sea 2025 announces new features and expanded event

F&B@Sea is returning for the second year at Mana Wynwood Convention Center in Miami, April 9-10.

SeaTrade's 2025 food and beverage trade show for the cruise industry is doubling in size from 2024 and unveiling an array of new highlights, awards, and experiences tailored to the cruise industry.

Chloe Birnbach, Event Manager says: "We're double the size this year and have an incredible lineup of vendors, enticing features like the Bar Stars Mixology Competition and immersive Brand Experiences, and the return of our revered F&B@Sea Awards. This year's event will set a new benchmark for innovation in the cruise food and beverage industry and we're proud to provide a platform where industry leaders and innovators can connect, share ideas, and shape the future of onboard hospitality."

Highlights

The Show Floor: Twice the exhibition space, an expanded range of vendors, interactive activations, and the latest innovations shaping the future of cruise dining and hospitality.

Bar Stars Mixology Competition: Elite mixologists compete live on the show floor to create the most innovative and exciting cocktails.

The Bistro – Enhanced Experience: Cruise Line representatives, Speakers, Media, and Expo Plus ticket holders savour innovative dishes and perfectly paired beverages inspired by onboard dining.

The Demo Den: Live-action demonstrations of cutting-edge techniques, products, and culinary creativity to inspire new ideas for cruise F&B professionals.

The Big Splash - End the first day with an exclusive welcome party at Mana Wynwood 320, providing a vibrant setting for networking with the F&B@Sea community after an exciting day on the show floor.

Spotlight on the Awards

The F&B@Sea Awards, recognizing exceptional achievements in food and beverage innovation across the cruise industry, returns. These awards celebrate groundbreaking contributions to onboard dining and beverage experiences, acknowledging the creativity and ingenuity of leading professionals and companies in the sector. Categories include recognition for sustainability, innovation, and culinary excellence.

For more information please click [here](#).

Blue Caterpillar appoints Nadia Cheklab as Area Sales Manager for Mexico, Central America and the Caribbean



Blue Caterpillar has hired Nadia Cheklab as Area Sales Manager for Mexico, Central America, and the Caribbean.

Cheklab brings more than a decade of experience in international business and brand management to her new role, including stints with Actium and Kusmi Tea, driving market expansion and strategic partnerships across Latin America.

Cheklab has worked extensively in Mexico since 2013. She played a key role in developing premium brands such as Kusmi Tea, Tea Forté, and Champagne Laurent Perrier, successfully implementing marketing strategies, expanding distribution networks, and exceeding sales targets.

"I am thrilled to join Blue Caterpillar and contribute to the growth and success of our brands in Mexico, Central America, and the Caribbean," said Nadia. "I look forward to leveraging my experience and skills to drive strategic initiatives and strengthen our market presence."

"In light of Ms. Cheklab's career accomplishments, strategic acumen, and deep-rooted expertise in Latin America markets, we are confident that she is the right leader to steer our growth in these markets," commented Michael Gebrael, Co Founder & CEO at Blue Caterpillar.



MoroccanOil launches its first fine fragrance



Adria Arjona for MoroccanOil L'Originale Eau de Parfum

Argan oil-infused beauty brand MoroccanOil has launched its first fine fragrance, L'Originale Eau de Parfum.

Described as a “transportive” fragrance, inspired by the Mediterranean, the company says it captures the essence of a luxuriant escape—blending sweet florals, velvet woods, and spicy amber.

L'Originale Eau de Parfum features notes of citrus and violet with camellia, before developing into muguet and vanilla, with a sandalwood, musk, and amber finish.

The clear glass bottle features a gentle curve and golden amber hue -- designed to embody timeless elegance, says the brand. It is topped by a cap in MoroccanOil's signature turquoise color.

“After years of customers asking for us to develop an Eau de Parfum featuring our iconic scent, we are thrilled to finally share the brand's expansion into the fine fragrance category,” says MoroccanOil Co-founder, Carmen Tal.

“This innovation was sparked by listening to our biggest, most fervent fans around the globe through word of mouth and on social media.”

The launch features a campaign starring actress **Adria Arjona**, which was shot in Puglia, Italy, by photographer **Mikael Jansson**. The collaboration came about after Tal and her team learned Arjona was a fan of the brand.

MoroccanOil L'Originale Eau de Parfum will be available for purchase in February on the MoroccanOil and Sephora apps and in select travel retail outlets



MOROCCANOIL®

IBBI adds more clean beauty to portfolio with The Somerset Toiletry Company



Award-winning British luxury toiletries brand, The Somerset Toiletry Company, is strengthening its presence in Latin America and the Caribbean through a new partnership with International Brand Builders Inc. (IBBI). This strategic expansion aims to enhance brand visibility, particularly in the travel retail sector.

A Legacy of quality and sustainability

The Somerset Toiletry Company has been crafting high-quality, sustainably sourced, and cruelty-free products, for over 26 years. Its products are now distributed in more than 50 countries worldwide. The company's in-house creative team ensures each product is beautifully packaged, reinforcing its reputation for excellence.

Having operated in the Latin American beauty market for over a decade, the company has established strong partnerships in key markets such as Dominican Republic, Guatemala, Costa Rica, El Salvador, Chile, and Uruguay. Its products are available in major retail outlets, including department stores, pharmacies, drugstores, and duty free shops. The collaboration with IBBI marks the next step forward in expanding the brand's footprint in travel retail.

Commitment to ethical and sustainable Practices

The Somerset Toiletry Company is committed to ethical production, with all products being cruelty-free and vegan-friendly (except for the Milk Cotton collection). Many

items are officially registered with The Vegan Society. Sustainability is a key focus, with packaging primarily made from recyclable materials, and where plastic is used, up to 50% is sourced from recycled content. Additionally, UK-made soaps are crafted with **RSPO-certified sustainable palm oil**, ensuring responsible sourcing.

Iconic collections available in Latin America

Urban Café

Launching in Spring 2025, the **Urban Café** collection is inspired by the ambiance of a coffee shop. Drawing from The Somerset Toiletry Company's very own 'Soap Bar Café' in the UK, the range features fragrances such as Vanilla Bean, Café Mocha and Caramel Latte, and includes shower scrubs, body creams, hand washes, soap bars, and luxury candles packaged in reusable travel mugs. Body care products are infused with real coffee grounds.

Aromas Artesanales De Antigua (AAA)

Inspired by the flora and fauna of Antigua, Guatemala, the **AAA collection** offers luxurious bath and body products at exceptional value. Traditional floral fragrances include **Lily of the Valley, White Jasmine, Rose Petal, Lavender, Orange Blossom, and Hibiscus Flower**. The range features hand washes, shower gels, hand creams, body mists, travel collections, body creams, soap bars, and various gift sets.

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Ferrero focuses on TR exclusives and sustainability in the Americas



*Tic Tac Lilliput
by Ferrero Travel Market*

Ferrero Travel Market will present multiple new launches from across its diverse product portfolio at the 2025 IAADFS Summit of the Americas.

The company says that it sees significant growth potential for its portfolio in Americas travel retail, with further opportunities to leverage in airport doors, border stores and the cruise sector.

Objectives for 2025 and beyond include securing heightened visibility in-store, while presenting a carefully curated product offer that is tailored to the evolving demands of traveling consumers.

“Travel retail is a key focus for Ferrero as we strive to grow and develop our presence in the Americas, and we are investing accordingly,” commented **Sergio Salvagno, General Manager of Ferrero Travel Market**. “We are looking forward to reconnecting with customers and colleagues at the forthcoming IAADFS Summit of the Americas, which offers a vital platform for us to strengthen our industry partnerships, showcase our innovative product range, and demonstrate how Ferrero can unlock further category growth.”

At the Summit of the Americas (**Otis McAllister stand (Booth 100)**), Ferrero will spotlight a mix of popular best-sellers and innovations including the **Tic Tac Lilliput** collection, the premium **Ferrero Rocher Iconic Gift tin**, and the innovative **Kinder Let’s Story** digital concept and SKU.

Already a top-seller within the travel retail channel, Tic Tac Lilliput is a travel retail exclusive that features **60 mini boxes of Tic Tac pills**, in a mix of four flavors (Mint, Orange, Spearmint and Peach & Passion Fruit).

Ferrero is also presenting the travel retail exclusive **Ferrero Rocher Iconic Gift tin** to the Americas region, after unveiling it to the trade for the first time in Cannes last October. The sustainable gold tin is filled with 24 Ferrero Rocher pieces, and the packaging can be reused in a variety of ways. By scanning the QR code on the sleeve, consumers can discover inspiration on how to reuse the tin box as a decorative item.

In alignment with the group strategy, by the end of 2025, Ferrero aims to ensure that over **90% of its packaging is designed to be recyclable, reusable, or compostable**.

Kinder adds story platform

New for 2025 is an e-book platform called ‘Let’s Story’, created to help foster the crucial role imagination and creativity play in fostering childhood development and learning.

Using **Applaydu**, Kinder’s own digital platform, Let’s Story harnesses an immersive 360° experience, while allowing parents and children to control the storytelling adventure. Families can create their own stories or listen to classic fairy tales. To access the platform, travelers simply buy a **Kinder chocolate pack** with the Let’s Story logo; scan the on-pack QR code; enter in Applaydu (or download the app on their device); then choose their Let’s Story island.



Ritter Sport targets Americas growth for TR Editions minis range

German chocolate specialist Ritter Sport will focus on the mini Colourful Variety Tower Pink 250g and the mini Colourful Variety Pouch Pink 500g, its latest Travel Retail Editions ranges, at the IAADFS Summit of Americas.

The new mini Colourful Variety Tower includes 15 minis and five different flavors that are a mix of sweet, salty, fruity and crunchy: Salted Caramel, Strawberry Creme, Alpine Milk, mini Cornflakes and mini Butter Biscuit.

The Ritter Sport mini Colourful Mix Pouch Pink 500g includes 30 minis across the five different flavors.

Both the new tower and pouch are color coordinated.

“This year the Summit will give us the opportunity to build brand awareness in the Americas as we plan to grow significantly there; for example border stores and airports in South America plus Canada. We plan to catch up and show commitment with our key customers,



especially on much needed price adjustments. These conversations are important to align growth plans with existing customers and establish relationships with potential new contacts,” said Jan Bessel, International Key Account Manager Global Travel Retail.

“We will leverage our time at the Summit to gather valuable insights from our partners on our portfolio and discuss emerging regional trends,” said Bessel.

Ritter Sport will be showing at Summit of Americas as part of the Otis McAllister stand, booth 100.

IBBI adds more clean beauty to portfolio with The Somerset Toiletry Company *Continued from page 5*

The **Naturally European** collection offers a complete range of luxurious body care and home fragrance, all made in the UK. Fragrances include Ginger & Lime, Oak Moss & Vetiver, Milk Cotton, Freesia & Pear, Verbena, and newly added Sea Kelp & Cedar.

The **Tropical Fruits** collection features foaming body washes, sugar scrubs, soap bars, and body mists. Signature fragrances include Coconut & Lime, Grapefruit &

Orange, Strawberry & Papaya, and Mango & Passion Fruit.

The **Mr. Perfect & Friends** collection combines humor with luxury. The range includes soaps, hair and body wash, and various gift sets.

Looking Ahead

With the appointment of IBBI as its new agent, The Somerset Toiletry Company is set to strengthen its presence in Latin America’s travel retail sector, making its exquisite collections more accessible to discerning consumers across the region.

For more information, go to www.thesomersettoiletrycompany.com or contact katherine@internationalbrandbuilders.com

