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## CDA unveils plans for redevelopment of O'Hare's International Terminal – Dufry duty free highlighted

The Chicago Department of Aviation (CDA) and Westfield Concession Management yesterday unveiled the redevelopment plans for Terminal 5 at Chicago O'Hare International Airport, which includes a massive transformation of the terminal, 15 new dining and retail brands and new passenger amenities.

Scheduled for completion in Fall 2013, the redevelopment will feature post-security dining and retail, and a re-engineered layout. Previously, 95% of the terminal's dining and retail options were located pre-security, making it difficult for passengers to access dining and shopping while waiting for flights. The redevelopment is the first since the terminal was built in 1993.

The duty free store, operated by Dufry, is a central element of the new design. The store features a walk-through layout, which all departing passengers must pass after clearing the new TSA checkpoint. The Dufry shopping program will also include stand-alone luxury shops from Bvlgari, Michael Kors,

*Rendering of the planned Dufry Duty Free store at Chicago O'Hare International Airport's new Terminal 5.*



Salvatore Ferragamo and Emporio Armani.

The retail program also features Hudson News' flagship travel essentials concept, a Swatch watch shop; Vosges Haut Chocolat; I Love Chicago art and gift store, and the first XpresSpa in Chicago.

Westfield Concession Management and its tenant partners are investing more than \$26 million into the terminal over the course of the redevelopment.

"We are deploying Westfield's global expertise in operating some of the most iconic shopping venues in the world to Terminal 5," said Westfield Concession Management

Exec. VP Dominic Lowe. "We are transforming the entire passenger experience in Terminal 5."

The renovated terminal interior - including a new food court - will offer a redesigned, more efficient TSA checkpoint and features new lighting, signage, fixtures and other amenities while incorporating sustainable and recycled materials.

Since the redevelopment began on July 1, 2012, Westfield has completed immediate upgrades to enhance the traveler experience during the transformation. New shopping, dining and amenities will open throughout the course of redevelopment.

## Seattle's Sea-Tac Airport signs duty free contract with Dufry Joint Venture

A Dufry-led joint venture has signed a new 7-year contract with the Port of Seattle to operate duty free and duty-paid stores at Seattle's Sea-Tac Airport, beginning in June 2013.

Dufry won a competitive bid to provide the service, and plans to invest \$2.9m to build three new stores totaling nearly 7,000sf. The stores in Concourse A and the Central terminal will offer an assortment of merchandise appealing to the domestic and international travelers.

A new 3,500sf store in the South Satellite will serve the majority of international departures. Existing duty free stores will be demolished or remodeled for other uses.

Sea-Tac Airport is increasingly becoming an

international departure point. In recent years, airlines have added new direct service to Paris, Frankfurt, Beijing, Reykjavik, Osaka, Dubai, and Tokyo. Last week, Delta Airlines announced the introduction of new service to Shanghai.

Managing Director-Aviation for the Port of Seattle Mark Reis estimates that over the term of this agreement these new stores will generate \$175 million in sales and at least \$50 million in revenue to the port by increasing duty free and retail sales by at least 60%.

Dufry-Seattle JV, which will operate the new Sea-Tac business, is composed of Dufry North America LLC and two Seattle-based small business partners – Randi Sibonga of Kalison Concessions, Inc. and Apryl Stewart of Skyview Concessions, Inc.



### LVMH 9-MONTH RETAIL EARNINGS SOAR

LVMH Moët Hennessy Louis Vuitton recorded revenue of €19.9 billion for the first nine months of 2012, up 22% on the comparable period in 2011 (organic growth was +10%). The **Selective Retailing** business – made up of DFS and Sephora -- posted reported revenues of €5.54 billion, up +25% from the first nine months of last year. Organic growth was +14% in the period, the highest of all the luxury goods group's business units.

"DFS continued to expand its presence in Hong Kong with the opening of its third Galleria in the city center and establishing three new concessions at the airport which will be operational at the year-end," said the company.

Sephora produced "a remarkable performance," with significant progress in China and Russia, and "considerable success" with its first store opening in Brazil.

The **Wines & Spirits** business group recorded 9-month organic revenue growth of 12%, with increases across all geographic regions.

The **Fashion & Leather Goods** business group, and the **Perfumes & Cosmetics** group, both recorded organic revenue growth of 8%, with the flagship **Louis Vuitton** brand reporting a double-digit rise in revenue, and **Dior, Guerlain and Givenchy** reporting increases. The **Watches & Jewelry** business group recorded organic revenue growth of 7%.

Revenues rose by 15% for the third quarter ended Sept. 30, 2012. The company reports that the US market continued to demonstrate solid momentum.

In spite of a mixed business environment, Europe and Asia also contributed to the third quarter performance. Louis Vuitton continues to gain market share throughout the world, reports the company statement.

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## 1<sup>st</sup> National Geographic Panamá Store opens in Tocumén International Airport



Spanish holding company Worldwide Retail Store S.L. (WRS) this month opened National Geographic's first retail store in Panamá, located in the newly constructed north wing of the Tocumén International Airport near Panama City. Drawing on National Geographic's 124-year heritage of inspiring people to care about the planet, National Geographic's new store will bring together its products and services in a constantly evolving, culturally inspired setting, says the company.

More than a traditional retail environment, the National Geographic Panamá Store will welcome travelers with compelling interactive visual displays and state-of-the-art design dedicated to stimulating, educating and inspiring visitors to celebrate global cultures.

"National Geographic Stores have already garnered a lot of interest from travelers across the globe who get to experience the brand in a whole new dimension. We are thrilled to open this store in Panamá and look forward to it becoming our hub in Latin America," said Marisa Selfa, CEO of Worldwide Retail Store S.L.

The new store features a wide selection of National Geographic products, including its award-winning magazines, books and DVDs as well as newly created products. The store will also offer items designed for adventure and exploration, from casual travel gear to multi-layered apparel suitable for diverse climates and activities. Key product lines will include apparel, luggage, stationery, maps, globes and a wide selection of children's products.

National Geographic's net proceeds support the Society's exploration, conservation, research and education programs.

Headquartered in Madrid, WRS has also opened National Geographic stores in Madrid, London, Andorra, Palma de Mallorca, Singapore and Kuala Lumpur.

Founded in 1888 to "increase and diffuse geographic knowledge," National Geographic Society is one of the world's largest nonprofit scientific and educational organizations, and reaches more than 400 million people worldwide each month through its publications and programming. National Geographic has funded more than 10,000 scientific research, conservation and exploration projects and supports an education program promoting geographic literacy. For more information, visit [nationalgeographic.com](http://nationalgeographic.com).



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## Puig's Prada Luna Rossa inspired by America's Cup sailing team

*Prada Luna Rossa*, the new masculine fragrance from Puig, is named after and inspired by the Luna Rossa sailing team which first competed at The America's Cup in 1997, which was created by Patrizio Bertelli, CEO of Prada.

Looking to the values at the heart of extreme sailing for new ideas, Prada's new masculine fragrance -- an aromatic woody amber blended by Daniela Andrier -- evolved from the pursuit of excellence. *Luna Rossa* is a scent with a reverence for the natural world and a passion for innovation, says the company.

The Yves Behar --designed bottle was inspired by the technological excellence and sleek, dynamic beauty of extreme sailing boats. The power of the elements is reflected in the materials and design, which project both strength and sophistication, says Puig.

Even the media campaign goes to extremes: the TV commercial for *Prada Luna Rossa* was shot by award-winning director Adam Berg who uses revolutionary camera technology to capture the Luna Rossa sailing team caught in a high-adrenaline battle with the elements; faces blasted with sea spray and huge waves of foaming water trailing dramatically from the catamaran on what is described as a gravity-defying 360-degree journey.

*Prada Luna Rossa* is an Eau de Toilette for men available in 50ml and 100ml and the range includes aftershave lotion and spray deodorant.



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## World Duty Free Group wins airport DF contract in Los Cabos, Mexico



*Rendering of the Tequila section in the World Duty Free Group arrivals store to be built in the new International Terminal at Mexico's Los Cabos International Airport, scheduled to open in November.*

Autogrill's World Duty Free Group – as reported last week -- has won another duty free concession in North America with the tender for the tax and duty free stores at Los Cabos International Airport in Mexico.

The five-year contract that has been awarded calls for the creation of two core category shops in the airport's new International Terminal, which is scheduled to open in November 2012.

By 2013, this new Terminal will handle 90% of the total international passenger footfall through the airport. Total passenger numbers in 2011 at Los Cabos airport were 2.8 million (departing and arriving) and Los Cabos itself is among the top three destinations for leisure travelers in North America.

WDFG says that the product mix in

the new stores will be tailored to meet the specific needs of predominantly Canadian and American passengers.

The company reports that it will develop an 840sqm walk-through store in the Departures Lounge, and possibly manage a 40sqm arrivals shop.

Commenting on this latest contract win, World Duty Free Group CEO Jose Maria Palencia, said:

"Our company has had a strong presence in Mexico for the past 11 years, with operations in Cancun and Cozumel. We are delighted to have the opportunity to bring our expertise in this market to this new operation in Los Cabos."

WDFG has confirmed that a total of four companies bid on the contract, including Dufry, Grupo Wisa and Duty Free America.

## Dufry acquires majority stake in TR ops of Folli Follie Group; deal strengthens Dufry in the Mediterranean

Travel retailer Dufry continues to expand its global reach and last week signed an agreement to acquire 51% of the travel retail business of Folli Follie Group (Hellenic Duty Free Shops) for €200.5m (approx. \$261m). The business is the leading travel retailer in Greece with 111 shops, more than 18,000sqm of retail space and an attractive concession portfolio with long duration. In 2011, the business generated turnover of EUR 291 million, of which more than 80% came from international customers. EBITDA in 2011 was EUR 84 million, with an EBITDA margin of 29.0%. The acquisition is consistent with Dufry's growth strategy focused on emerging markets and tourist destinations and will strengthen its position in the Mediterranean region, the world's biggest tourist destination, says Dufry.

The business holds an attractive concession portfolio to operate duty free shops in the whole of Greece until 2048.

Julian Diaz, Dufry's CEO, commented: "The business is a compelling fit for Dufry's existing operations in the region. The combination of an attractive and long-term concession portfolio, prime tourist destination and diversified sales channels on the one hand and the potential synergies on the other make the business a very attractive one."

Dufry says it will operate the business through its Region EMEA & Asia, and foresees substantial synergies through the operational integration of the business and also improvements in the existing operations in the region.

## Patrón Tequila expands duty free listings across the globe

Ultra-premium Patrón tequila has confirmed several new travel retail listings in airports across the globe, including Tokyo Narita Airport (via NNA Retailing) in November.

"Narita is definitely one of the crown jewels in our global duty free footprint," said John McDonnell, Chief Operating Officer at Patrón Spirits International. "The spirits offering at Narita has long been dominated by brown spirits and local products, and so a listing for Patrón there is enormously significant."

Also in Asia, Patrón has recently confirmed listings for Patrón products at Seoul Incheon Airport (via Indulge Korea), in Cambodia with Dufry, and at TTL in Taiwan.

In South America, Patrón reports news listings (including its Patrón Platinum tequila) with Dufry for airports in Ecuador (Guayaquil), Argentina (Ezeiza and Aeroparque), and Uruguay (Montevideo and Punta Este.)

In Europe, Dufry has listed the brands in Armenia, Belgrade, Milan, and Morocco, and Finnair is carrying several products at Helsinki Airport. In Oman, Patrón Silver, Patrón Añejo, Patrón XO Cafe and Ultimat vodka have also recently been listed at Muscat Duty Free.

"It's very exciting to see the momentum behind our brands, all across the globe," added McDonnell. "Consumers clearly have an affinity for our products, and duty free operators have discovered the profit potential never before seen in the white spirits category."

Patrón products are available today in more than 130 airports worldwide, and over 700 total duty free outlets.



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## Countdown to Cannes: a roundup of late-breaking product and company news

**Paton's.** Australian confectionery company Paton's announced that it is withdrawing from the North American market and taking the management of its travel retail business there inhouse. The change follows a strategic review of its international business, after which Paton's will be intensifying its focus on its core markets in Asia Pacific, the Middle East and Australia. The arrangement with Distribution Fontaine, Paton's partner in North America since 2006, has now ended due to this change in priorities.

**Bacardi Global Travel Retail** has announced the launch of **Grey Goose Cherry Noir**, the first new flavor from the super-premium vodka in five years. A blend of Grey Goose vodka and cherries including rare French black cherries, Grey Goose Cherry Noir is described as a bold, rich and sensual side of the super-premium category leader.

"Grey Goose is the number one super premium vodka and continues to grow the category in travel retail," says Leigh Irvine, Regional Director – Americas, Bacardi Global Travel Retail, "so

the launch of a new Grey Goose flavor is guaranteed to attract significant buzz and excitement from the trade and consumers especially when it's such a rare event. Since its launch earlier this year in the US domestic market, the demand for Grey Goose Cherry Noir has exceeded all expectations and we're looking forward to repeating this success in travel retail."



**B+D CEO Roberto Crom** has unveiled a new look for B+D's range of brands, new products in the readers category, a new Sun-glasses line and its first incursion beyond eyewear, the B+D watches. The corporate Logo, products, merchandising displays and advertising materials have all been tweaked to refresh the image with a modern and updated look.

"This strategic move follows a review of new product possibilities," says Crom.

B+D will be in Cannes at Stand no A21, Yellow Village.  
[www.bplustd.com](http://www.bplustd.com)

**Armand Ventura** announces the formation of **Travel Retail Distribution Group**, an umbrella company formed to encompass the brands **Advanced Wireless Technologies, Go Snacks and Bluefire Wireless**. The new umbrella company will comprise all the brands handled by the various companies

in the group. The individual companies will continue to operate as separate corporations and profit centers, says Ventura.

"The new name and structure gives us more flexibility to handle lifestyle luxury brands that didn't fit under the other categories," explains Ventura.

Along with its full product lines, including **Foster Grant** and **Tända** beauty devices, TR Distribution Group will be introducing the deluxe **Bissinger's Gold Premier Chocolates** at Yellow Village, F57

### American Whiskies Celebration at JFK *Old Forester introduced for first time in TR*

International Shoppes travel retail outlet in the American Airlines JFK Terminal (T8) is running a special month-long promotion with Brown-Forman celebrating American Whiskies. The American Whiskies Celebration features Brown-Forman brands Jack Daniel's, Silver Select, Woodford Reserve Double Oaked—and, debuting for the first time in the travel retail airport channel—Old Forester.

America's first bottled bourbon, Old Forester was created by George Garvin Brown in Louisville, KY in 1870. Old Forester is the founding brand of Brown-Forman Corporation and remains a company favorite. Old Forster is only available at this location.

"We are thrilled we are able to introduce Old Forester to consumers passing through the Duty Free Shop," said Sylvia Murray, Travel Retail territory manager for Brown-Forman Americas. "We are excited to partner with International Shoppes for this exclusive offering. Old Forester is the perfect addition to our American Whiskies portfolio."

The activation includes sampling opportunities as well as educational materials and displays about American Whiskies. To promote the American Whiskies Celebration floor graphics resembling whiskey barrelheads have been strategically placed throughout the International Shoppes outlet directing visitors to the whiskey area. Consumers who buy any two of the American

Whiskies in the promotion (Old Forester, Gentleman Jack, Jack Daniel's, Woodford Reserve, Woodford Reserve Double Oaked, or Jack Daniel's and Silver Select) will receive a free Gentleman Jack flask while supplies last.



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