

Partnership of local retailers ILTT & Penha wins core Duty Free concession at SXM

A partnership between incumbent, locally-based island retailers International Liquor & Tobacco Trading and the Penha Group has won the core duty free concession at Princess Juliana Airport in St. Maarten.

Under the terms of the contract, the joint bid covers the design, development, operation and management of the concession and features a 1,000 sqm (10765 sqf) walk-through duty free store.

Princess Juliana International Airport Operating Company (PJIAE) together with INTERVISTAS Consulting Group developed a concession plan designed to increase passenger satisfaction, concessionaire sales and airport income. The new concession program was publicly tendered in a two-phase process, an Expression of Interest (EOI) phase, and then a Request for Proposal (RFP) phase for the short-listed candidates.

PJIAE projects passenger traffic in the main terminal building to increase to between 1.8 million and 2 million passengers by 2020.

Penha and ILTT are leading businesses on St. Maarten, with the Penha Group, which is headquartered in Curaçao and present on a growing number of islands in the Caribbean, and ILTT between them accounting for 200 years' experience in the Caribbean.

ILTT and Penha are building a state of the art duty free boutique that will exhibit a carefully selected range of products, designer brands and specialty items in the core categories of Liquor, Tobacco, Fragrances & Cosmetics, Fashion

Jewelry, Watches & Accessories, Leather Goods & Luggage, Electronics, Gourmet & Confectionery, Gifts & Writing Instruments, and Drug Store related articles specifically tailored to the market and the international clientele, according to the announcement.

International Liquor & Tobacco Trading celebrates 50 years as a family owned and operated establishment. Its long-standing, successful relationship with the world's largest manufacturers and luxury brands dates back to the 1960's. ILTT is a multi-platform

company with integrated retail locations, wholesale distribution network and Travel Retail Division with more than 800 points of sale. ILTT brings a range of world-class brands and products to best serve local and international consumers including cruise and air passengers.

The Penha Group brings 150 years' experience as a privately held company in the Duty Free Retail Industry, specializing in the wholesale and retail businesses of Fragrances, Cosmetics, Jewelry,

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Nuance/DFASS JV extends contract in Orlando

The Nuance/DFASS joint venture has been approved to extend its contract in Orlando for an additional three years, bringing the concession agreement to 2022. The partnership opened its new stores in December 2012 upgrading the retail experience at Airside 1 and 4 of Orlando International Airport.

As part of the extension, Nuance will expand its Airside 1 store to better serve the growing South American passenger segment.

Benny Klepach, CEO of Florida-based The DFASS Group said: "I am thrilled that our partnership with Nuance and the Orlando Airport has given us the opportunity to further expand and extend our operations through 2022. With Orlando being such an important tourist destination, we look forward to continuously providing travelers with a world class duty free offering."

Richard Rendek, CEO of Nuance North America commented: "I am very pleased to continue our partnership with Orlando International Airport. This is yet another important recognition demonstrating that our retail approach is a successful one. Located close to famous resorts and major themed attractions, including Disney World, the airport is a gateway destination for holiday-makers all over the world, and boasts an interesting potential for Nuance. We look forward to enhancing travelers' journey with excellent customer service, an exciting store experience and innovative surprises."

The stores cater to domestic and international consumers, and this has been reflected in the store dynamics. While Airside 1 now serves more Latin American traffic, Airside 4 is more heavily focused on European travelers, with a particular emphasis on passengers from the UK.

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PEOPLE

Renata Holmes, formerly Marketing Director Yves Saint Laurent at L'Oreal Luxe Travel Retail Americas (Parbel) has joined **Safilo Group** as Travel Retail Marketing Manager for the Americas as part of Safilo's new local team for the Americas reports Safilo Group Global Travel Retail Director **Francesco Leccisi**.

"Safilo has a long and strong history in haute couture brands and my role will be to establish strong TR marketing tools creating a deep synergy with all our partners in the region," commented Holmes.

Victoria Colman, formerly with duty free shop operator Neutral, has been promoted to Marketing Manager – Valmont for Montevideo based beauty house **TendenciasLatam**, reports company president **Daniel Pomiés**.

Graciela Santi has joined the team of consultants at **D.Pomiés & Asociados**. Santi has more than 20 years' experience in the duty free business with travel retail operators Neutral and Duty Free Americas-Uruguay and has worked in both the airport and border shop segments. Santi will report directly to company president, Daniel Pomiés.

International Cruise Duty Free, Inc. has moved to a larger warehouse at 10200 NW 110 Avenue, Suite No. 8, Miami, FL 33178. The new setup represents almost double the space of the one before; the temperature controlled warehouse is 3 times bigger than the previous location at Doral, with over 7K square feet with 30 feet high ceilings, reports ICDF Vice President **Marco E. Gaviria**.

Bijoux Nouveau Corporate Office will be moving to 7705 NW 48th Street, Suite 120, Miami, FL 33166 effective April 7. The tel. number remains 305-500-7500.

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PGT to debut Jacmel's licensed fine jewelry in TR

Premier Global Trading has been appointed the sales agent for DF/TR for jewelry manufacturer, Jacmel Jewelry.

"We are very pleased and excited to announce the debut of Licensed Fine Jewelry in Travel Retail at the IAADFS Duty Free Show. We believe that jewelry is an important addition to our Licensed Brands' line-up," says PGT president, W. Elizabeth Taylor.

"Featuring Disney, Hello Kitty, Hershey's, and DC Comics just to name a few, we are excited to be offering jewelry from some of the world's leading brands. With our already proven successful watch programs in Hello Kitty and Disney, jewelry is the perfect complement. Our product assortments are not just for kids...these brands appeal to a wide consumer base as adults love these brands as much as their kids do."

"We are so happy to have a relationship with Premier Global Trading, and are very excited to have the opportunity to offer our jewelry from these leading brands to the DF/TR market," said Evan Berkley, SVP of Jacmel. "We believe that our experience manufacturing for the country's largest retailers combined with these world class brands is a winning combination!"

Jacmel is one of the country's largest fine jewelry manufacturers and distributors known for its innovative packaging and in-store marketing campaigns. Jacmel has won numerous awards from key retail partners for its excellence in product development, merchandising and logistics. Along with company owned proprietary brands, Jacmel holds the distribution rights to brands including Hello Kitty, Disney, Nickelodeon, DC Comics, Hallmark Cards, Inc. and many more.

PGT will also be representing the Hello Kitty fragrances produced by Devintex USA in select markets in the region, as well as the Tweezerman and Zwilling beauty products in North America Duty Free/Travel Retail and Caribbean as previously announced. They can all be seen at Booth 1708 in Orlando.



Safilo Group announces the creation of the 'in house' TR organization for the Americas.

After 15 years of partnership with Travel Traders, Safilo Group has decided to strategically create a local team for the Americas starting from April 10, 2014.

Francesco Leccisi, Global Travel Retail Director, said: "Travel Traders over the years have contributed enormously to the setup of our footprint in the Americas market delivering exceptional results and representing our haute couture brands in the region with strong diligence care and passion. The decision to set the in house team goes in the direction to be aligned with the market trend with the scope to add additional boost to a region that represents for us an enormous opportunity for growth especially for our house brands, Carrera and Polaroid.

"Safilo Group is grateful for the hard work that Travel Traders have put in place during the years and wish to Stephane Giraud and the entire team the very best for future assignments."

Commenting on the news, Travel Traders President Stephane Giraud added: "We have been delighted to work with Safilo for the last 15 years and we wish the best to the new Safilo team."

Selekt named exclusive agent for ZEADES Monte-Carlo

ZEADES Monte-Carlo, premium fashion jewelry, watches and accessories designer brand, has appointed Miami-based Selekt, LLC as its exclusive agent for Latin America Travel Retail and Domestic markets.

Based in Monaco, ZEADES is specialized in the design of luxury fashion jewelry, watches and accessories made of premium Italian genuine leather.

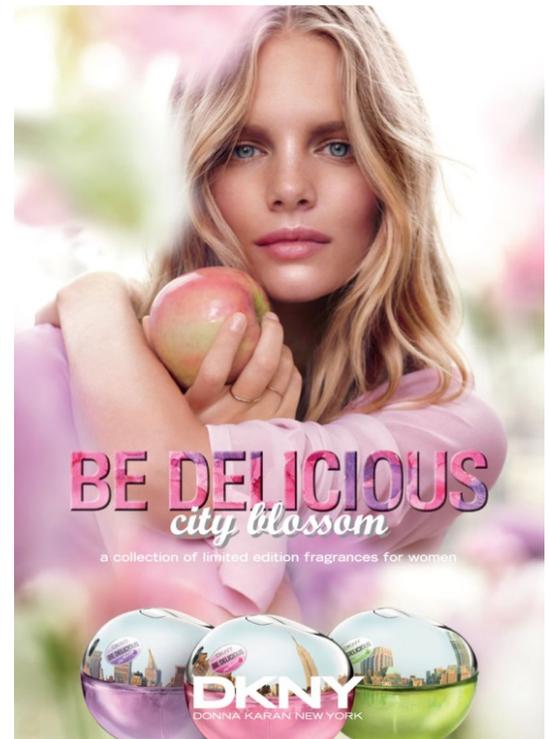
ZEADES is now available in more than 65 countries through a network of flagship stores, department stores, multi-brand stores and Duty Free stores (including airlines and cruise ships). With a strong presence in Europe and the Middle East, ZEADES is now looking to establish itself as a leading brand in the Americas.

Selekt, which represents high-end eyewear, accessories, cosmetics and fragrances in the Americas duty free & domestic markets, will be responsible for the sales and marketing efforts of the current Latin America business and will manage new business across the territory.



"ZEADES is a beautiful and unique brand, which we are thrilled and proud to have added to our portfolio. We are certain that ZEADES will add value to the Americas market as it brings a different touch with the use of Italian leather in every creation; it is an elegant, classy yet edgy brand with a wide range of products for every taste," says Nadia Stamboul, Selekt managing director.

For more information please visit:
www.selektbrands.com, www.ZEADES.com





St. Maarten airport redevelopment moves forward

Last year, St. Maarten's Princess Juliana International Airport (SXM) closed a \$132 million bond to finance a long list of improvements including rehabilitating the airport's 7,546-foot runway, construction of a new fuel farm that can store 5 days of jet fuel, the building of new taxiways to increase runway efficiency, expanding aprons to provide more aircraft parking, and acquisition of land so the airport can expand later on if necessary. As part of its capital improvement program, SXM will also be constructing a state-of-the-art FBO building, rehabilitating its Cargo building, remodeling its Rescue & Fire Fighting facility and constructing a new Technical building.

SXM also embarked on a new commercial strategy, which involves the redevelopment of its landside and airside retail and F&B areas to boost non-aviation

revenues, deemed by a recent study to be lower than regional and global norms for airports its size. The non-aero-nautical revenue enhancement study conducted by the Inter-VISTAS consulting group revealed that there was room for improvement in terms of the performance of concessionaires, and also highlighted the fact that there was unused space in the airside Food and Beverage and Retail area that could be better utilized.

The new strategy promises to create an exciting, innovative, operationally efficient, financially productive and comprehensive retail environment, an airport spokesperson tells *TMI*.

The grand opening is scheduled for later this year.

SXM — which on Dec. 3, 2013 celebrated its 70th anniversary in business— is upgrading the entire shopping area although the majority of the retail

outlets remain locally owned and operated.

In addition, at least 9 new concessionaires have opened at SXM, says the airport spokesperson.

According to the airport, the new stores and F&B operations opened under the new strategy include Le Bistro by Bacchus, Duty Free Boutique (Flemingo International which has won 3 F&B and one multi-brand fashion store), Taloula Flights Bar, Esca Coffee Corner, Coffee Express, Market by Villa and Subway. Existing stores that have upgraded or relocated under the new strategy include Shipwreck Shops (upgraded/expanded and relocated), Domino's (upgraded/expanded) and Dutch Delight (upgraded).

St. Maarten Airport duty free contract awarded

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Crystal, Apparel, and Accessories with a primary focus on the luxury market and has at least 20 points of sale in Curaçao, Aruba, St. Maarten and Cayman Islands. The Penha boutiques carry some of the most iconic fashion houses and labels in luxury.

In a joint statement, International Liquor & Tobacco Trading Managing Director Ralph Ledee and the Penha Group Managing Director Kevin Jonckheer said that "the transaction represents a significant milestone in the achievement of their companies and [they] look forward to delivering long term value to their partners, brands and clientele."

Ledee adds: "It's a great opportunity to be an integral part of PJIAE's new retail strategy. This concession is an important step as we diversify. It marks a new chapter in our growth that is in line with our corporate vision for continued expansion in key locations, as a leading travel retailer in the Caribbean."

Lola Perez brings more Unique Luxury Goods to the Americas TR channel

Unique Luxury Goods founder Lola Perez has expanded the selection of goods her agency is representing in travel retail in the Americas.

ULG is now the exclusive travel retail Americas agent for Fervor-Montréal, a young fashion jewelry brand that is now bringing its international success to The Americas.

With distribution in more than 100 airlines and airport stores worldwide and top ranking performance, Fervor-Montréal caters to today's TR consumer who has a need for affordable and exciting offers, Perez says.

"More and more travelers are looking for value, great quality and customer service and Fervor-Montréal delivers all of that while keeping an exciting assortment of products that cater to a global consumer," says Perez, who introduced the brand in the Americas in November at the FDFA convention to a "fantastic" response.

Unique Luxury Goods has also added electronics and accessories for electronics to the portfolio as a representative for Travel Retail Distribution Group for North America duty free and Travel Retail Latam and Caribbean.

"I am representing Travel Retail Distribution Group's portfolio of very exciting products already successfully implemented in many duty paid stores," she says. The TRDG products include Polar heart rate monitors, Trakdot, a hot new device that tracks your luggage and notifies you on airport location for your checked luggage, Pogo chargers and adaptors, IGO portable battery, Sound Traveler earphones and the SkyGear collection of travel accessories.

"I am very excited to present in Orlando such a collection of products that are responding to the new trends and needs," Perez tells *TMI*.

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NEWS BRIEFS

TRAVEL MARKETS
INSIDER**Nuance/DFASS add 3 years to Orlando duty free contract***Continued from page 1.*

The store experience is enhanced with brands, special products and promotions that appeal to the different passenger groups, says the Nuance statement.

Jim Rose, Deputy Executive Director at Orlando International Airport stated, "We are very pleased with Nuance's performance since they began operations here in Orlando. They have been responsive to the needs of our Administration and guests and have been able to grow the duty free business significantly at the airport despite a challenging aviation economic environment. We look forward to our continued relationship with them."

Nuance North America currently operates 40 stores across eight airports in the USA and Canada (Calgary, Toronto, Chicago, Denver, Fort Lauderdale, Houston, Las Vegas and Orlando). In addition to the Orlando contract, Nuance recently unveiled its plans to upgrade the retail experience in Toronto Pearson and Fort Lauderdale Hollywood International Airports. (See major story on the new concessions at FLL in the Orlando *Travel Markets Insider* magazine.

Juhel named president of Montblanc for LA, Carib & TR

Franck Juhel has been named the new president of Montblanc for Latin America, Caribbean and Travel Retail Americas, effective March 1.

Based in Miami, Juhel will bring great expertise and innovation to the brand, leading its development, expanding trade relations and enhancing communication strategies in both domestic and travel retail networks, says the company.

Of French nationality, Juhel, 32, has extensive experience internationally and in the luxury industry, starting his career working with fashion brands Blanc Bleu and Hugo Boss in France. He joined the Richemont Group in 2004 working with Cartier. Most recently he was Regional Director of Jaeger-LeCoultre for Latin America and Caribbean.



International Atrium at Hartsfield-Jackson International Airport

ATL on track to complete one of the largest concessions roll-outs in North America

This month marks three years since Hartsfield-Jackson Atlanta International Airport solicited Requests for Proposals for one of the largest concession roll-outs in North America. Today, 122 new food and retail locations are open, including nationally-known brand and local favorites. Upon the project's completion, Hartsfield-Jackson will boast one of the highest number of concession locations of any airport in the world.

"At the world's busiest passenger airport, enhancing the customer service experience is at the top of our priorities," said Hartsfield-Jackson Interim General Manager Miguel Southwell.

"By the end of 2014, nearly all of the 152 new dining and retail options will be complete, and I believe our concessions program will rival that of any airport in the world."

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South American vets Berger and Boccanfuso join forces to help new businesses develop

Industry veterans Claudio Boccanfuso and Eduardo Berger have joined forces to create Dalton DF, a new organization based in Buenos Aires formed to support distribution of premium products in the Latin American market, particularly South America.

The core business is to help other structures and companies develop their businesses in the region in the Duty Free and Duty Paid environment, say the principals.

Dalton DF mainly covers South American countries but can reach Central America and the Caribbean through different airport hubs in the region. For more information, please go to www.daltondf.com or email berger@daltondf.com.ar, cbocca@daltondf.com.ar



F E R V O R
M O N T R É A L

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