

World-Class International Terminal 5 unveiled at Chicago O'Hare Terminal features first walk-through duty free store in N. America from Dufry

Chicago O'Hare International Airport marked the completion of a \$26 million transformation of its new International Terminal 5 (T5) with a gala unveiling attended by government and airport officials on April 4.

Under developer Westfield, in partnership with the City of Chicago and Chicago Department of Aviation, the T5 redevelopment features 24 new luxury retail and dining destinations - including 11 local Chicago brands - a redesigned TSA checkpoint, and cutting-edge design.

The redevelopment is the first since the terminal's construction in 1993, and features a re-engineered layout that enhances the traveler experience.

Previously, 95% of the options were located pre-security, making it difficult for passengers to access food and retail while waiting for flights. Of the 24 new dining and retail outlets, nine are airport "firsts" and 17 are Chicago airport debuts.

A central element of the new retail collection is the new 10,000-square-foot flagship duty free store, the first of its kind in North America, with all departing travelers flowing through the European-style design after crossing the new TSA checkpoint.

Operated by Dufry, the duty free collection links Terminal 5 to Chicago's famous Magnificent Mile shopping district with Luxury Boutique Row - four stand-alone boutiques including Salvatore Ferragamo and

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The ribbon cutting celebrating the unveiling of the new \$26 million International Terminal 5 at Chicago O'Hare International Airport - L to R: Alderman Mary O'Connor; Commissioner Rosemarie Andolino, Chicago Department of Aviation; Alderman Michael Zalewski, Chairman, Committee on Aviation; U.S. Senator Dick Durbin; Chicago Mayor Rahm Emanuel; and Greg Miles, Chief Operating Officer of the Westfield Group.

WGS launches its TR exclusive Glenfiddich Cask Collection globally in Las Vegas with Nuance

Last week William Grant and Sons kicked off the global launch of the Glenfiddich Cask Collection in the Terminal 3 concourse outside Nuance's Las Vegas store at McCarran International Airport. The official launch was attended by representatives of Nuance, the Clark County Department of Aviation, and WGS, including Glenfiddich Malt Master Brian Kinsman.

The Cask Collection is a new range of three whiskies released exclusively for travel retail customers, which has been crafted to offer three distinct flavor profiles, designed to appeal to the varied preferences of single malt drinkers.

WGS' will be sampling all three variants of the Cask Collection in the con-

course area in LAS Terminal 3 during April from 12-6 pm daily.

"We have a 20' x 10' space in the concourse space that includes a tasting bar and living cask merchandising unit, dressed with consumer leaflets, easels explaining the solera vat process and the gift with purchase that is available for the entire month of April. Inside the store, we have an end cap HPP space with the Glenfiddich Cask Collection video loop featured as well," says Paige Parness, Regional Marketing Manager, WGS.

Steve Corrigan, WGS Regional Director-North America, said the importance of the launch with Nuance was evident by the presence of the Cask Collection's

creator Brian Kinsman.

"Today represents the official global launch in travel retail of the Cask Collection range for Glenfiddich. It is one of the most exciting

days our company has had in a long time. We pride ourselves on our pioneering spirit and today globally we are pioneering the Scotch whisky category by launching Glenfiddich Cask Collection," said Corrigan during the opening.

"To have Brian Kinsman - the creator of the Cask Collection -- here onsite speaks volumes to the

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Toasting the Cask Collection at LAS, Nuance's Joanie Anderson, James Van Rassel, and Tim Washington; LAS Dept. of Aviation Airport concessions manager Scott Van Horn and Ass't Director Business Development Scott Kichline, and WGS Brian Kinsman, Michael Giardina, Paige Parness and Steve Corrigan.



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New ORD T5: Westfield expects spend per pax to double over 2011

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Luxury Watches, with Michael Kors and Emporio Armani opening this year.

The new retail offerings also include locally owned and operated Vosges Haut-Chocolat; XpresSpa, Chicago's first airport spa; a Swatch store; I Love Chicago; and Hudson.

In 2013, while still amid construction and with only half the program complete, Westfield reported that it had achieved the terminal's highest ever Sales Per Enplanement, reaching \$18.99 with \$32 million in annual sales. The developer says that it is on target to double 2011 sales to over \$50 million in the first stabilized year after redevelopment completes.

Westfield reports that the redevelopment has created 184 new dining and retail jobs, and growth is on path to reach a total of 410 jobs, up 230 since the start of construction in July 2012.

"Westfield has tapped into its global resources to create an iconic experience

at the new International Terminal 5," said Westfield COO Greg Miles.

"Terminal 5 is only the beginning as Westfield is committed to continuing to work with Mayor Emanuel to drive tourism, create jobs and spur economic development in this great city."

Speaking of the duty free offer, Joe DiDomizio, President & CEO, Hudson Group (and COO Dufry Region 4), said: "We are thrilled to introduce this first walk-thru duty free shop in the US... The new Dufry duty free store is a significant development in partnership with the City of Chicago and Westfield, in which we have created a unique opportunity to expose all passengers clearing security to our world-class brands and offerings as they walk through the store on the way to their gates. We love being at the forefront, creating groundbreaking innovations such as this one, and environments that entice passengers to browse, shop and spend."



Top: The new 10,000 SF duty-free store by Dufry, the first of its kind in North America with all departing travelers flowing through the European-style design after crossing the new TSA checkpoint. Hudson Group enhances the travel accessories offer at T5.

WGS launches Glenfiddich Cask Collection at LAS

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importance of this partnership and the success of the launch of this range. This is a major event for William Grant and Sons."

"We are also very pleased to be here in Las Vegas with our partners Nuance. Nuance is a very strong global partner of William Grant, and a very strong regional customer of ours, through our business in Toronto, and more so in the US, because of the success they have had here in Las Vegas."

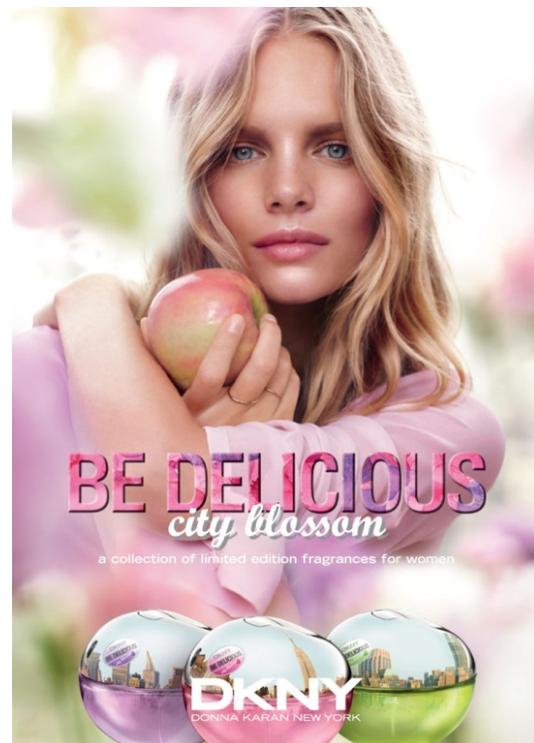
Although last week represented the global launch of the full range, the first two expressions of the Glenfiddich Cask Collection have been available exclusively with DFS and Heinemann since September 1, 2013.

Glenfiddich Select Cask is matured in hand-selected aged Bourbon, European oak and red wine casks. Glenfiddich Reserve Cask is matured in distinctive Spanish sherry casks. Glenfiddich Vintage Cask is matured in European Oak and American Bourbon casks to impart a smoky, peaty taste.

Maturation is followed by a finish in one of three newly installed and specially created Cask Collection Solera vats.

The Solera process guarantees the continuity of the whisky's flavor and taste by ensuring each vat is never less than half full and is constantly replenished. The new handcrafted wooden vats, created exclusively for the Cask Collection, will join the original Solera vat in Warehouse 8 at the heart of The Glenfiddich Distillery, which this year celebrates its 60th anniversary.

Brand Portfolio Ambassador Joe Cabassa sampling the Glenfiddich Cask Collection in Las Vegas.





Zippo to open its first U.S. full-line retail stores in Las Vegas

Iconic brand will sell full range of lighter products, apparel, fragrances and leather goods at Luxor Hotel & Casino and MGM Grand Hotel & Casino

Lifestyle brand Zippo is opening its first US-based retail stores at two high profile destinations on the Las Vegas Strip, the Luxor Hotel and Casino in early May and the MGM Grand Hotel and Casino later this summer.

One of the world's most-recognized brands based on its iconic lighters, Zippo reports that it has experienced continuous success with its 14 concept store locations in China, which has paved the way for it to bring the full retail concept to the United States.

The new store is a joint project of Zippo, its distributor in the travel retail market, Sourcing Network International (SNI), Luxor and MGM Grand. CITRA Inc., Zippo's global Duty Free and Travel Retail representative, will be supervising this new endeavor.

"Casinos represent an untouched, yet promising retail medium for Zippo, especially considering that Zippo windproof lighters in the luck and gambling category are perennial best sellers," said Mark Paup, Zippo VP of Sales and Marketing. "Today, Zippo is more

than lighters and has become a sought-after lifestyle brand. We are excited to work with these MGM properties and SNI to introduce a new array of products to a whole new audience."

Zippo has partnered with SNI, a distributor of high-value items to retail locations in casinos, airports, hotels, and other tourist destinations, to exclusively supply source Zippo product. Several of the products will be custom designs and exclusive to the new store.

SNI services products to more than 150 American casinos. Under its agreement with Zippo, SNI is tasked with opening a Zippo concept store or securing product displays in as many of the 150 partner locations as possible, ranging in size from one display case to an entire store section.

"Zippo is a name that conjures images of Americana, and its products are set apart by their authenticity and utility," explained SNI CEO Todd Cohen. "This brand is definitely a great fit for the casino demographic. Our plan is to introduce Zippo products to as many casinos as possible."

SNI EVP Randall Cohen continued, "We are truly excited to be working with Zippo, a true American icon,



Image of a model Zippo concept store in Bradford, Pennsylvania, that will be replicated in Las Vegas locations.

and are confident that their new Zippo-branded lifestyle line of accessories will be a sure hit throughout gaming retail."

Zippo plans to feature the bulk of its expanding product line at the inaugural Luxor and MGM Grand retail stores, including lighters, apparel, bags, fragrances, and small leather goods.

The Luxor and MGM Grand locations are the first of three stores planned to open in Las Vegas in the coming year. Product offerings destined for future casinos will vary by location.

The new facility will be staffed and managed by Luxor's retail division.

Maui Jim launches global marketing campaign

Sunglasses supplier Maui Jim, Inc. -- best known for its premium polarized sunglasses that "let you see the world in clear spectacular colors" -- is launching a multi-million dollar integrated marketing campaign focusing on the enhanced color, clarity, and detail that can be seen through Maui Jim lenses rather than on how people see the wearer.

Under the theme "Like You've Never Seen," the campaign illustrates the unique benefits of Maui Jim's patented PolarizedPlus2® lens technology that cuts glare and UV rays, maximizing the usable light from the sun, significantly boosting color, and improving definition and depth perception.

The fully-integrated global assignment includes brand strategy, advertising, media buying and planning, search, social media and public relations. The campaign visually demonstrates the new theme line with stunning photography shot by internationally renowned photographer, Nadav Kander.

In print ads now running in many top magazines, vibrant images of turtles, flowers and Hawaiian scenery graphically form the shapes of Maui Jim's sunglasses to evoke what the world will look like while wearing Maui Jims. The campaign also uses television spots, social media and online advertising, retail, and sponsored events.

Maui Jim Director Global Travel Retail Giles Marks tells *TMI* that the campaign will also include airport advertising in such locations as Miami, Denver and New York JFK.

"Maui Jim began by selling sunglasses on the beach in Lahaina...to combat intense glare and harmful UV rays while bringing brilliant island colors to life," said Maui Jim VP Global Marketing Jay Black. "We've since become the fastest growing polarized sunglass company in the world by leading the industry in patented lens technology and deepening relationships with our cult following of sunglass wearers."





Jesse Peña joins Glazer's to head up Caribbean ops

Diageo travel retail executive Jesse Peña has joined distribution company Glazer's, Inc. as Senior Vice President and General Manager, Caribbean, effective April 14, 2014. In his new role, Peña will be responsible for driving topline sales performance and operations for Glazer's Caribbean markets. Peña joins Glazer's after almost a decade in the industry with Diageo, where he most recently was Commercial Director - Innovation for Latin America and the Caribbean.

Peña held various sales and marketing positions while at Diageo,

including commercial director – Caribbean and regional marketing director - global travel. Prior to joining Diageo, he was with Allied Domecq Spirits and Wines in its duty free and Caribbean divisions.

Rob Swartz, COO, said, "We are delighted to welcome Jesse aboard at Glazer's. His experience in international markets will be invaluable as we continue to grow our foot-print in the Caribbean." Glazer's, one of the largest distributors of wine, spirits and malt beverages in the US, currently operates in 15 states and, since 2012, in the Caribbean.

The company entered the Virgin Islands in 2012 by a deal with USVI-based Premier Wines and Spirits.



Jesse Peña

MAUI JIM SUNGLASSES is seeking a Dedicated Travel Retail Brand Manager

Maui Jim is seeking an experienced Brand Manager to effectively manage and execute strategic marketing and sales initiatives as they relate to Global Duty Free and Travel Retail Accounts. This position, which is located in Peoria, Illinois, USA, will work closely with the US Marketing team to develop focused and effective marketing programs and execute these strategies from a 360 degree vantage point. This position will be responsible for project management, budget and detailed execution of all programs.

Minimum Requirements:

Bachelor's Degree in Marketing, Communications or related field is preferred.

Minimum of 5-7 years experience in creating strategic campaigns in a premium performance brand setting. Thoroughly understand the market dynamics of the Duty Free/Travel Retail market.

Strategic thinking and strong analytical skills. Business savvy. Ability to solve problems, exercise good judgment and sell his or her ideas. Ability to work with clients and move quickly from project to project, balancing Maui Jim's needs with Customer's requests. Strong communication skills – both oral and written, in a fast-paced environment.

Action oriented. Exhibits energy, initiative, innovation, confidence and a strong learning capacity. Values honesty, integrity and accountability; Customer-focused Aloha Spirit!

We offer a competitive salary and extensive benefits package.

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ESSENCE CORP.

has an immediate opening for an **Market Support Coordinator**. This position is based in the Miami Office. Candidate must be organized, detailed oriented and extremely efficient. Must have strong skills using Excel, Word, and other MS Office applications. Fluent in English and Spanish both written and oral.

Please send resumes to musallan@essence-corp.com

ESSENCE CORP.

has an immediate opening for an **Account Manager/ Area Manager**. This position is based in the Miami Office and the ideal candidate must be willing to travel 50% of the time. Must have minimum 3 years within the luxury brand industry.

Candidate must be organized, dynamic and self-motivated, with strong sales skills and proficiency in Excel, Word, PowerPoint and other MS Office applications. Fluent in English and Spanish both written and oral.

Please send resumes to musallan@essence-corp.com

Vuitton, DFS push LVMH 1Q revenues up 4%

Luxury goods group LVMH Moët Hennessy Louis Vuitton this week reported a 4% increase in first quarter 2014 revenue to 7.2 billion Euros (\$9.9 billion), compared to 6.9 billion euros in 1Q 2013. Organic revenue growth was 6% compared to the 1Q 2013.

The Group continued to grow in the United States and Asia, propelled in large part by 11% growth (9% organic growth) of its Fashion & Leather Goods division. Louis Vuitton "had an excellent start to the year," said the company, led by an enthusiastic response to its new artistic director, Nicolas Ghesquière.

Selective Retailing also did well, with sales up 5% in reported terms and showing +10% organic growth. DFS performed well, supported by the ongoing development of tourism in Asia, despite a drop in spending by Japanese tourists due to the weakness of the Yen. Macao and Hong Kong destinations recorded strong gains, notably thanks to the excellent start to the year of the Hong Kong International airport concessions. Sephora continues to gain market share in all regions, especially in Asia, the Middle East as well as North America, where online sales grew strongly. Sales of Wines & Spirits declined by -8%, however, impacted by the current situation of destocking in China. Perfumes & Cosmetics reported growth was up 1% and organic revenue growth was 5%.

The Watches & Jewelry business group recorded organic revenue growth of 5%, with flat growth in reported terms.

"In an economic environment which remains uncertain in Europe, LVMH will continue to focus its efforts on developing its brands, will maintain a strict control over costs and will target its investments on the quality, the excellence and the innovation of its products and their distribution," said the company statement.