



Canada's government cuts red tape for the Duty Free industry with successful conclusion of Strategic Review

After more than four years as the Frontier Duty Free Association's number one priority, Canada's land border duty free operators are celebrating the successful outcome of the strategic review by the Canadian government. The goal of the Review, which began in 2010, was to simplify the Duty Free Shop regulations and grant duty free operators greater autonomy.

Last Friday, Dec. 12, the Canadian Government issued the following announcement.

The Honorable Steven Blaney, Canada's Minister of Public Safety and Emergency Preparedness, today announced changes to the *Duty Free Shop Regulations* that will streamline industry requirements, as well as reduce costs and the administra-

tive burden on both the duty free shop industry and the Canada Border Services Agency (CBSA).

Processes will be streamlined by eliminating outdated requirements. The changes also allow the CBSA to better focus its resources on its core mandate of safety, security and the facilitation of legitimate trade and travel. The CBSA will continue to monitor compliance to ensure that duty-free products are sold for immediate export only and do not enter into the Canadian marketplace. These changes follow extensive consultations with external stakeholders.

Quick Facts

There are 53 licensed duty free shops. These shops are located at land border and international airport locations across Canada.

Duty free shops are intended only for customers who are about to leave Canada. Goods at a duty free shop are purchased as a traveler leaves the country.

The CBSA monitors duty free shops to ensure that they comply with the government requirements set out in legislation, regulations, and policies.

The changes include the lengthening of licensing terms from five to ten years and duty free shop owners will no longer need to notify the CBSA immediately upon receipt of goods.

The Honorable Steven Blaney, Canada's Minister of Public Safety and Emergency Preparedness, comments:

"Changes to the Duty Free Shop Regulations will allow the duty free sector to continue to keep pace with today's retail realities. They will also permit the CBSA to better focus its resources on safety, security and the facilitation of legitimate trade and travel. For the Canadian taxpayer, there is no requirement to impose strict regulations on duty free shops given their long-standing record of compliance."

Peter Brain, FDFA president, adds: "The Frontier Duty Free Association (FDFA) – which represents land border duty free shops across Canada -- is very pleased that the government has completed its Strategic Review of our sector and will now implement related changes designed to improve the efficiency and effectiveness of store operations, to the benefit of government and duty free licensees.

"From the perspective of duty free licensees, completion of the review will enable FDFA members to make long term investments under a secure legal and regulatory framework, in response to intense current market challenges."

Dallas Fort Worth International Airport issues Duty Free RFP

By Dr. Patricia Ryan,
Decision Services International, LLC

Dallas- Fort Worth International Airport (DFW) welcomed a full house at its pre-proposal meeting for the Request for Proposals for food/beverage, retail and duty free issued on December 5, 2014.

Zenola Campbell, vice president of concessions for DFW, stressed the need for new concessions at DFW, remarking: "We aspire to be number one or play in the hemisphere of world class airports like Singapore and Hong Kong."

DFW previously issued the first phase of Terminal D which is now being built out. Terminal D is eight years old and has a very successful Concessions North and South Village concept that the airport wants to expand. This latest RFP has 20 packages with 34 locations in Terminals B, D and E.

Duty free is scheduled to have six single locations from 501 sqf to 13,292 sqf in area, located between Gates D 11 to D 34.

DFW's concession plan for duty free is focused on the central area of the terminal to take advantage of international recheck traffic at D22. The plan is to draw passengers from the North and South Concession Villages to the central area.

"We want to create a zone of duty free – not just a walk-through duty free," said Bob Blankenship, assistant vice president, planning at DFW. The zone is to create duty free in and around the gate area.

All the DFW packages have specific ACDBE or M/WBE requirements of 30%. The packages have a heavier focus on food/beverage with most consisting of one location.

Concessionaires must submit questions by February 20, 2015. Food/beverage and retail RFP responses are due March 2, 2015 by 2:00 pm. Concessionaires must submit duty free questions by March 20, 2015. Responses to the duty free packages are due April 2, 2015 before 2:00 pm.

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Giving Back. Top: The 1st meeting of South Florida WiTR's raised enough money for 3 beds for children at the ISELL school extension in Ladakh. You can still donate by contacting Virginie Cordero at

virginiecordero@sunnytouch.com



Below: Essence Corp again demonstrated its keen belief in corporate social responsibility, this time with 63 staff members and friends meeting in a Teambuilding event to clean up one of Miami's beaches.



Hershey partners with International Shoppes for Till Point project at PHL

The Hershey Company, in partnership with International Shoppes, reports that it has successfully implemented a merchandising project to increase impulse purchasing and ease of shopping at IS' Philadelphia International Terminal store.

The goal of the project was to grow impulse purchasing for confection at the queuing/till point area by leveraging confection category insights. Confection -- the most impulsive category in duty free -- accounts for only 8% of confection buyers' purchase close to the till point, says Hershey, citing the CIR Global Study 2014.

Hershey says that its updated queuing/till point merchandising project is designed to increase conversion at the register. The program fills the area around the cash till with a carefully curated product range featuring the best performing impulse snacking items, and uses brand blocking to make shopping easy and capture shoppers during their final dwell time in the store.

Since implementation, International Shoppes queuing/till point confection sales have grown by double digits, outpacing passenger traffic and Americas' confection growth, says the company.

"Hershey is excited to partner with International Shoppes to maximize impulse purchases, which is one of Hershey's three category growth drivers to capture unmet demand within the confection category," said Amy Wilson, manager category strategy at The Hershey Company.

"Hershey has a strong commitment to understanding the channel and sharing this knowledge with our retail partners to drive confection category

growth," Wilson adds.

The Hershey Company shared its global shopper research findings, which were generated by commercial development agency Counter Intelligence Retail, and its latest category vision and strategy during the TFWA event at Cannes in October. The CIR global study brought together feedback from more than 50 different nationalities and covered a range of key subjects such as motivations and reason for purchase, the latest footfall and conversion figures, and understanding the barriers to buying.

"Hershey's World Travel Retail Team's objective is to be the leading global confectionery knowledge source our partners trust to turn insights into category activation," added Nancy Giambanco, Americas business manager at The Hershey Company, "We greatly appreciate and value our partners for their support and trust in us to advise on how to grow the full confection category within duty free."

"International Shoppes is very excited with the results of Hershey's reset of the queuing area at our largest store in the Philadelphia International Airport. We are enjoying tremendous growth with Hershey's brands as well as the full category in the newly merchandised area," said Matthew Greenbaum, International Shoppes vice president.

"Their implementation of headers for each section with calls to action such as 'Last Chance to Buy' look great and generate a sense of urgency for the customer to purchase. I look forward to replicating this partnership in our other outlets."



Dallas Fort Worth International Airport issues Duty Free RFP

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The airport will hold a second pre-proposal meeting for duty free only in January 2015.

DFASS's Buckaroo Duty Free is the current duty free operator in DFW's International Terminal D.

Design principles for the duty free opportunities at DFW include:

1. The front of the duty free store must be transparent.
2. Draw customers from North and South Villages with a visual landmark
3. Passenger movement must be facilitated
4. Must keep passenger engaged throughout.



Revlon launches new global brand image inspired by Love

Global cosmetics and beauty care company Revlon went super high-profile for the launch of its new global image, taking over a giant interactive billboard in New York City's Times Square on Nov. 18 to announce that LOVE IS ON. The campaign marked the re-launch of the brand and its first global tag line in over a decade and will allow people to "share love from around the world, to the world, 24-7," says the company.

Revlon says that LOVE IS ON is more than a marketing campaign, and that the brand is dedicating itself to inspiring love and connecting with people around the world on an emotional level – especially since the letters of the word "L-O-V-E" can be found within the name Revlon. The campaign will run through all channels and across all markets.

"The idea for LOVE IS ON grew from our quest to find a universally inspiring emotion. Love is by far the most powerful and most positive. It is very important for us to evoke positivity with our new brand cause," says Revlon president and CEO, Lorenzo Delpani.

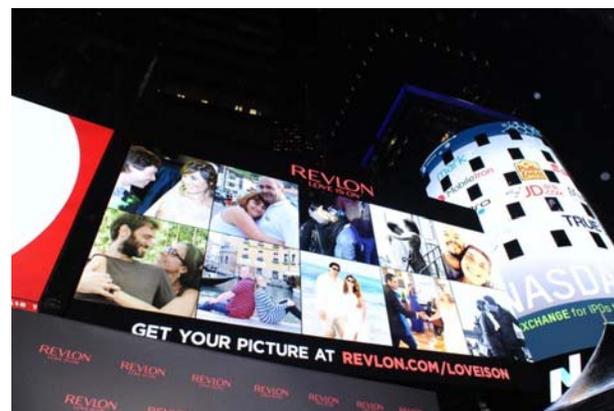
"Through the course of our journey to LOVE IS ON, perhaps serendipitously, we found love in Revlon. Truly,

L-O-V-E is at the heart of the word REVLON. And O-N is at the end of REVLON. When you are 'on' you are open to all the emotions of love from attraction and adoration to seduction and passion."

The re-launch is also using television and a digital ad set to a new recording of the classic song, "Addicted to Love." TV, print and digital advertising will also feature the star power of Revlon brand ambassadors Halle Berry, Emma Stone and Olivia Wilde.

The New York City's Times Square billboard, located at the corner of 43rd Street, features a LOVE IS ON Live camera, that captures and streams user generated "love moments" onsite. People from around the world are invited to join the conversation for a chance to have their photo or message featured on the Global Love Beacon billboard by showing their love via social media using the hashtag #LOVEISON.

"The new mission of our brand is to inspire love. From the moment a woman puts on Revlon makeup, we want love to captivate her imagination; to take her on a journey into the world of love, where she will be enchanted by its countless dimensions," says Delpani.



Revlon "Love is On" Global Love Beacon in New York City's Times Square. Photo by newsny

Kendall Jenner new face of Estée Lauder

Estée Lauder has signed super star model and social media sensation Kendall Jenner as the newest face for the Estée Lauder brand. Jenner – the #1 model on social media with more than 30 million fans across Instagram, Twitter and Facebook, will appear in digital, TV and print advertising campaigns and play an active role in creating media content on Estée Lauder's channels as well as her own, reports the company.

Marcolin unveils first Ermenegildo Zegna eyewear collection

The first Ermenegildo Zegna Eyewear collection, produced and distributed worldwide by Marcolin Group, was presented to a global audience at an exclusive launch event in Milan on December 10, 2014. The collection will begin to be available in January.

Both companies say they feature common values --Excellence, Made in Italy, craftsmanship, high quality and attention to detail: Ermenegildo Zegna as a leader in luxury men's clothing, and Marcolin in the field of eyewear.

The two companies' CEOs, Gildo Zegna and Giovanni Zoppas, received 500 international selected guests in the luxury Zegna company headquarters in Milan for the launch party.

Video projections illuminated the event, presenting an innovative sensory experience created by lights and shadows, images and references to a sophisticated world in line with common values to both brands.

The new Ermenegildo Zegna eyewear collection by Marcolin is aimed at sophisticated men with an unmistakable style. It is described as perfectly embodying the aesthetic principles of the brand, and its pursuit of excellence and innovative spirit. The pieces in the new collection offer refined and nuanced color schemes, exquisite detailing, and such top of the line materials as titanium, leather and wood.



Hudson Group venture win at LAX T6 showcases adaptability of the “Hudson” store design

Hudson Group joint venture HG LAX T6 JV was recently awarded the retail contract at Los Angeles International Airport’s Terminal 6. The team will debut a cutting edge LA-centric travel essentials concept called Market 8600 that was specifically matched to “The Boulevard” design theme created by developer Westfield. Market 8600 is a variation of Hudson Group’s highly successful Hudson convenience concept. The 2,100+ square foot store expands on the original

concept with bold lighting and visual elements reminiscent of the 8600 block of LA’s Sunset Plaza, a chic two-block strip of fashionable boutiques and outdoor cafés nestled between Hollywood and Beverly Hills.

Hudson Group President & CEO Joe DiDomizio explains: “Market 8600 demonstrates our designers’ ability to adapt the Hudson design to embrace a local theme, as they recently did in Dallas Love Field’s Hudson West End News. Outside, the LAX storefront’s digital display

creates a dramatic, sophisticated LA neighborhood vibe. Inside, the store is pure ‘Hudson’...”

Hudson is also debuting the first Belkin electronics store in an airport. Belkin is headquartered in Los Angeles, and brings local and international brand recognition.

The group won Package B as part of a recent competitive bid process by LAX developer Westfield.

Hudson also operates news, gift, specialty retail shops and bookstores in Terminals 1, 3, 4, 5, 6, 7, 8 and the Tom Bradley International Terminal (TBIT). Hudson now has more than 40 retail stores of which 19 are in TBIT.

The newly formed joint venture team is comprised of HG-Concourse-Nixon, LLC and locally based ACDBE partners, Stewart Manhattan Investments, Inc., Z Venture Capital Frontiers, Inc., Arandia Designs and MAJ Collection, Inc. HG-Concourse-Nixon, LLC is comprised of Hudson Group (HG) Retail, LLC and locally based partners, Concourse Ventures, Inc. and Norm Nixon & Associates, Inc.

Industry veteran Reg Milley Joins Dufry North America/ Hudson Group Advisory Board

In other Hudson Group news, the company announced that aviation industry veteran Reg Milley had joined the company’s Advisory Board of Directors. Milley, who formerly worked with top Canadian airports – Edmonton International (EIA, 2005-2014) and Halifax Stanfield International Airport (YHZ, 2000-2005) – and led both to record growth, retired from aviation last year. Since then, he has led Edmonton’s bid to host the Commonwealth Games in 2022, among other community-based endeavours.

During Milley’s tenure as president & CEO of EIA, the airport gained 15 more non-stop destinations and grew its commercial capacity by 40%. The airport successfully added a passenger-friendly new terminal that offers 50% more space, including double the number of shops and services offered to passengers.



Heinemann Americas

is looking for an **Accountant**

based at its headquarters in Miami, Florida.

The successful candidate will report directly to the Finance Director, and be responsible for the month end closing and financial reporting on a monthly basis for the regional HQ.

Responsibilities of the position:

Responsible for handling the full sets of accounts; Ensure timely submission of financial and management reports; Prepare management and statutory reporting, forecasting and annual budgeting; Liaise with auditors, tax agents and related local government agencies; Perform other ad-hoc assignments to be directed by the line manager.

Competencies and minimum requirements:

Degree qualified accountant with strong business acumen; Minimum 5 years of relevant experience with a minimum 3 years handling full sets of accounts in SAP; An independent self-starter with dynamic personality; Strong interpersonal and communication skills; Strong Excel skills; Must be highly pro-active, hands-on and motivated; Have an eye for details and meticulous; Enjoys working independently as well as in a team.

United States/Permanent Resident preferred

Salary will commensurate with experience.

Please send resume to info@heinemann-americas.com

Bulgari Corporation of America

is seeking a

Perfume Area Sales Executive for North America Travel Retail,

based in Miami.

The Area Sales Executive for Bulgari Parfums will be responsible for managing all aspects of the relationships with the Travel Retail clients in North America.

Accountabilities include: Travel Retail Management;

Business Analysis, Strategy & Planning: Work with Regional Sales Manager and clients; and **Marketing:** including assisting local brand/marketing managers with the implementation of local brand plans and product launches and developing strategic options for Brands.

Professional Skills and Competencies:

5+ years of relevant experience in Travel Retail industry. Fragrance experience preferred. North America TR management experience is a must. Strong customer service, project management and communication skills required. Team player. Thorough understanding of the market. Fluent English and Spanish is a plus. Undergraduate degree required. 30-40% travel required. U.S. Work Authorization required.

For more information or to apply please visit

<http://www.bulgari.com/en-us/about-bulgari-people-and-careers>

BEAUTE PRESTIGE INTERNATIONAL

has an immediate opening for a **Brand Manager for the Latin American Local Market.**

This position is responsible for assisting the Marketing Director with the budget preparation process,

ensure follow-thru of marketing plans, forecasting, communication, coordination of media plans, as well as organization of special events for the local markets.

Ideal candidate has three years of luxury industry experience and holds a degree in Marketing/Business Management.

Submit resumes to gcamplani@bpi-sa.com

THE HERSHEY COMPANY has an immediate opening in World Travel Retail, Europe & Middle East.

Position is responsible for the business development and profitable growth of Hershey’s Travel Retail business in Europe and the Middle East. This position plays a central role in profitably growing Hershey’s Travel Retail business in Europe and the Middle East and will be accountable for delivering aggressive net sales and operating income targets in these strategic growth markets. This position has clear command of the Travel Retail business in the region and has the ability to tap current opportunities in the short term while being able to contribute at a strategic level in mapping the future. 8-10 years of experience in Travel Retail Channel in Europe required, with high level key account penetration success achieved in the industry in prior positions.

Please send resumes to ejmiller@hersheys.com