



**Puressentiel takes to the seas**

► Skincare

Aromatherapy brand Puressentiel has entered travel retail with MSC Cruises. The MSC *Magnifica* is its first POS, which left Genoa harbour in January for a three-month world cruise. Travel retail director Nicolas Delteil told *DFNI*: “By March and April, we will be sold on board three airlines – Air Caraïbes, Corsair and Aigle Azur. We are finalising deals with many airports in

Europe, Africa, the Middle East, Caribbean and even Asia. The borders have not been forgotten either.”

In line with the catchline ‘traveller’s well being...naturally’ its six travel retail exclusive kits will remain as its window in the channel. The brand is working on a wider offer in terms of products and merchandising.

Some countries are more Puressentiel advanced than others and need a corresponding offer, with France as the number one location.

“This means our product portfolio will evolve with best-selling items such as diffusers and essential oils,” stated Delteil.

**Etat Libre d’Orange adds more stop overs to travel retail targets**

► Fragrance

Niche fragrance brand Etat Libre d’Orange has added Tel Aviv and Seoul to its list of travel retail targets alongside London, Moscow, Dubai, China, Mexico and Paraguay. The brand will exhibit at the TFWA Asia Pacific show in Singapore, the TFWA World Exhibition in Cannes and at artistic perfumery event Esxence at the end of April. A new range called Orange Extraordinaire will be presented, while keeping a strong focus on I am Trash (Les Fleurs du Dechet).

Managing Director International Markets



Olivier Mariotti outlined the importance of installing a retail environment tailored for niche brands. “Travel retail is a great adventure for niche labels but it needs special extras to make it work and it’s through a specific operator and brand relationship that this can happen,” he explained.

“At JFK [T7], DFA has

chosen to isolate niche brands in a dedicated area connected to the remaining beauty store. Customers receive a special presentation from the sales force and it provides them with an alternative shopping experience. It wasn’t easy to train the team at first in New York but the performance is building now.”

**JAB swings for Coty**

► Tender offer

Beauty house Coty has formed a special committee to evaluate the planned tender offer from investment company JAB Holding. If accepted the offer would give JAB control of about 60% of the issued and outstanding shares of stock in Coty. JAB is set to make an offer for 150 million shares at \$11.65 per share in cash. The firm is already the largest shareholder in the group.



COMMENT



## TAILORED TOUCHES NOT TO BE SNIFFED AT

TINA MILTON *Fashion & Beauty Editor*



### 'Clean' on the scene, says Pragma

#### ◆ Trends

The development of clean, sustainable, locally-made products, which require transparency from brands, are among the travel retail, beauty retail and buying trends that have been cited by business management company Pragma Consulting.

Pragma senior consultant Christina Roseler told *DFNI*: "The boundaries are increasingly blurring between health and beauty in travel retail and it is expected there will be an increase in the number of holistic offerings in 2019, with a focus

on mental and emotional balance achieved through stress-busting beauty and health products. The potential for beauty/fragrance pop-ups will add a sense of well-being/aromatherapy or similar."

Other trends include the diversification leading to more independent, niche brands. There will also be a more streamlined skincare regime – with consumers buying fewer but harder-working items that contain higher concentrations of effective ingredients.

"The growth of online players, such as Glossier, is difficult to compete with but it also offers an opportunity to host pop-ups for these brands."

**Customisation and personalisation** are seeing a surge in popularity across the travel-retail channel, from both a retail and product standpoint, with beauty really pushing the boundaries. Industry research firms, such as Pragma Consulting, have pinpointed this area as among the growing beauty trends in travel retail.

In terms of product development, Pragma senior consultant Christina Roseler singled out the offer from Clinique, for example, which has introduced the iD range, which it claims is its first custom-blend hydration system made specifically for different skin types and skin concerns. Fragrance creation is giving more control to shoppers with the ability to create scents on the rise (think Jo Malone scent layering). Personalised bottles and leather cases, (think Atelier Cologne) also offer stylish touches that work particularly well for gifting.

Meanwhile, customised local-inspired packaging has also been developed for exclusive sets, to cater for regional buying tastes. Meanwhile, the growing levels of data capture and harvest ensure that offers are more and more tailored to individual buying preferences.

### LOCALISED PACKAGING, FRAGRANCE CREATION AND POP-UPS ARE OFFERING A MORE PERSONALISED APPROACH

On the tech front, the adoption of fragrance apps by travel retailers such as Lagardère Travel Retail to aid shoppers in the search for their ideal scent, are making their mark. "The Perfumist app uses artificial intelligence to help users find the right fragrance based on notes and ingredients," insisted Roseler.

Pop-ups are also taking a personalised approach with elements from photo booths to engraving. But is there still room to stretch the boundaries further and draw inspiration from the local market? The Fragrance Shop has introduced Sniff Bar pop-ups, for example, with a strapline of 'Sniff. Choose. Deliver' whereby shoppers sample and select their scent guided by fragrance experts. After products are either ordered at the pop-up or by scanning a QR code on a smartphone, customers are given a sample, while the full-sized bottle is delivered to an address of their choice. For those retailers with international reach it could be a consideration and even an option within the country of purchase for local operators who don't already offer such a service.