

# CHANGING TASTES

Continuing to live up to its name, Diverse Flavours has come to Singapore with an expanded portfolio that has been bolstered by a famous Japanese rice wine and some new Scotch whiskies.

The husband and wife team, Anthony and Michiko Budd, noticed an increasing demand for Japanese products in travel retail and have come to the show with a representative from one of the

oldest sake breweries in Japan, Sakura Masamune. "The company was founded in 1625 and has a wonderful history," said Yumiko Hayashi, Manager of TMF International. "There are many mass market sake producers out there, but this is a small family business." Diverse Flavours has also strengthened its relationship with Charles

Edge London, which is showcasing its 8-year-old blended Scotch whisky that has won a string of awards recently. "It's sweet and smooth, which is a taste profile that works well in Asia," said Melanie Broye-Engelkes, Head of Brand Development.

**Basement 2 D34**



# UNIQUE SCENTS

Beauty Contact is presenting the Pierre Precieuse Diamond Collection, and Gwen Stefani's Harajuku Lovers Pop Electric Travel Retail Set of five unique 15ml fragrances. Alwyn Stephen, President & CEO, Beauty Contact;

Phil Zellner, CEO Lighthouse Beauty Marketing; and Mary Swan Lewis, Director Sales Asia & Americas, yesterday told the TFWA Daily that the new products are generating lots of interest from operators in Singapore, Indonesia, Australia,

Taiwan, Malaysia, Jordan and Nepal, for example. Pierre Precieuse Diamond Collection brings alive a series of carefully crafted fragrances. A numbered limited edition in a wooden box is also being presented. There are 3,000 units each of Blue Diamond and Red Diamond. Each fragrance in Gwen Stefani's Harajuku Lovers Pop Electric Travel Retail

Set has a unique scent and is packaged in a one-of-a-kind collectible bottle. There is also a travel retail exclusive set, containing a 15ml fragrance and watch, which is described as perfect for inflight. Beauty Contact is also presenting Vilebrequin watches at its stand.

**Basement 2 E14**

# TOWARDS SWEET SUCCESS

After two busy days of meetings, Loacker is proud to say it has achieved some very interesting contacts.

"We really hope that something concrete will come from the meetings," enthused Martin Klammer, International

Sales Area Manager Southeast Asia/China. "I am quite positive that at least some of those contacts would follow-up." During Monday's TFWA Asia Pacific Conference, Loacker was interested to hear that Asia Pacific is the fastest-growing region in terms of travel retail sales. That is why the company has now set its sights on Southeast

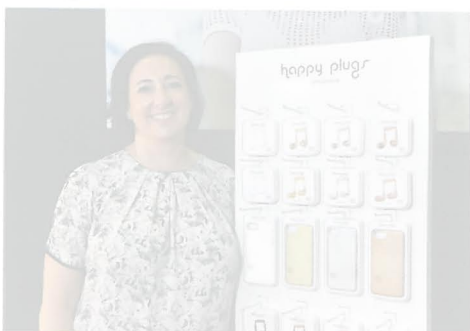
Asia and China. This year, Loacker is showcasing its full range of travel-exclusive products, including its famous Gardena Fingers Travel Pack, and newly-launched The Best of Dwarf Suitcase, targeting the children's gifting market. Daniel Kerschbaumer, International Sales Area Manager, Loacker, added: "We are



experiencing a very good start to 2017 in terms of travel retail, so we hope we will be able to

continue like this."

**Basement 2 J29**



# MAKE SOME NOISE

Happy Plugs made an investment into a bright future in travel retail earlier this year with the

appointment of a dedicated Travel Retail Sales Director, Jodie Larsson. She sees huge potential for the brand's range of accessibly-priced fashion-led headphones and other tech accessories aimed at the female consumer. "85% of the people who buy our products are women. I always look through the inflight

magazines and see a huge gap for fashion tech products at this price point," said Larsson. Another cornerstone of Happy Plugs' travel retail strategy is gifting, targeting three-in-one sales with matching sets including the attractively-packaged Love Cable. Happy Plugs is also promoting the Yexo brand

of futuristic "true wireless" earphones that use near field magnetic induction technology for an ultra-safe and secure connection, and true freedom of movement. "This is going to be a booming industry soon," Larsson explained.

**Basement 2 M208**

# OLD FAVOURITES, NEW MARKETS

Asia's taste for single malt whiskies is gaining further momentum and

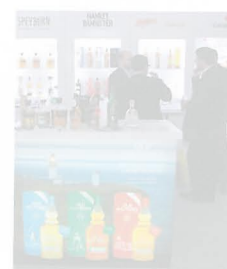
International Beverage believes it is in good shape to capitalise on

the burgeoning market. Old Pulteney remains its flagship brand, but its portfolio continues to expand with new expressions from anCnoc, for example. "These are being exhibited in Singapore for the first time," said Lesley Eadie,

Travel Retail Manager, anCnoc's Barrow and Hill Reserve whiskies - both travel retail exclusives - are performing well in Europe, but do not yet have a strong presence in Asia where International Beverage sees Old Pulteney and Caorunn

Scottish gin as the best route to expansion. "The trend for single malt whisky is growing in Asia and we are really trying to expand our distribution here," said Eadie.

**Basement 2 H27**





## ADULT COLOURING TREND

This year at Staedtler's stand are Steven Tan, Sales Manager, Agencies East Asia & Oceania Region, and Reno Lai, Key Account Manager, who represent the brand within the region. Tan explained: "It is a great opportunity for our customers from Asia to

meet with local contacts from Staedtler, so we are here to put a face to the name." Staedtler successfully targets two key parts of travel retail – duty free shops and inflight. For travellers who are familiar with the adult colouring trend, but so far haven't had

the opportunity to try it due to their busy lifestyle, Staedtler offers colouring notepads and pencils inflight. For travel retail, the brand targets a more premium segment with its premium collection pens. Lai added: "We would like to look at the opportunities to develop within the channel, as Staedtler appeals to a lot of business travellers. We would want to meet more partners in Asia, who would help us spread our products in duty free in the region."

Level 1 P9

Taiwan-based Timeless Truth is no stranger to quality skincare. "Our main message to our potential partners is to be open-minded, as our products are very new and unique," said Angela Shao, Brand Managing Department Consultant. "In the Asian market, everybody is aware of our brand and what the Timeless Truth mask is

## TIMELESS HYDRATION

about, but outside of Asia, this concept is quite new." The brand is already well-established in some department stores, such as in Bonmarche in Paris, Toronto,

Turkey, and Russia. Currently, it is present in airports in Taiwan and inflight with Luxair and EVA Air. However, the brand is definitely willing to expand



further and is already in contact with various airports.

The brand fits perfectly in travel retail with masks

for moisturising with compactable sizes. The newly-launched Timeless Travel Pack is for everyone on the go, and it is currently available in airports in Taiwan. The pack consists of three steps – makeup remover, deep cleanser, and hydra-soothing moisturising mask.

Level 1 Q7

## Premium South African Wine, award-winning Scotch Whisky and traditional Japanese Sake



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SUPPLYING DIVERSITY

Taste and discover award-winning wines from South Africa, Scots Gold blended Scotch whisky by Charles Edge London, and Sake from Sakuramasamune—one of Japan's oldest makers.



Visit the  
Diverse Flavours stand:

**Stand D34**

May 7-11, 2017  
TFWA Exhibition  
Singapore



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