

MIA: World class art takes wing with Shop Britto as North Terminal opening rolls out in style

Miami International Airport is now sporting an unexpected new reputation – that of a “fun” place to be. Online airline information site SeatGuru even named MIA as one of the top five airports in the US to be stuck at this holiday season because of its attractions, amenities and entertainment.*

With the official opening of Phase 1 of its nearly \$3 billion North Terminal last month, Miami International Airport officials, retailers and vendors have been holding a series of special events to herald the operation of MIA’s long-awaited “jewel” that was 14 years in the making. Events have included an innovative Kenzo launch featuring B.A.s zipping

around the airport on Segways and a world-class art store by one of Miami’s most famous artists.

Last Wednesday night saw the gala inauguration of the first ever Shop Britto, with artist Romero Britto himself in attendance. Held on the eve of Miami’s prestigious Art Basel Fair, the event attracted more than 100 guests and VIPs, who gathered at the 1400 sq. ft. shop located directly adjacent to DFA’s flagship duty free store in Concourse D.

The gorgeous store, which sports an entrance on two separate corridors, pulses with the bright colors, themes and commanding compositions of the world famous Brazilian-born artist whose works

can be seen in galleries and museums on five continents. The new Shop Britto – which is operated in an exclusive partnership with NewsLink -- features prints, souvenirs, casual clothes and other collectibles featuring Britto’s artistic creations at popular prices.

Raymond Kayal Jr., president and CEO of NewsLink, which operates newsstands, gift shops and cafés at MIA and other US airports, says the company chose Britto because his appeal and energy are global. “Britto has a unique ability to ignite global interest in the arts among all people; at the same time he represents a home-grown Miami business,” said Kayal during the inauguration.

“MIA’s North Terminal is significant in itself,” he added. “When the development is completed [Ed. Note: Phase II is scheduled to open in August 2010], MIA will rival any airport in the country or the world.”

“Romero Britto is a world-class artist. And our goal is to be a world class airport in every detail,” commented Deputy Aviation Director Miguel Southwell.

In his words, Britto noted that he was especially pleased to have the opportunity to do something on his home front:

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**The other four airports in SeatGuru’s top five list are San Francisco (SFO), Salt Lake City, Portland and Las Vegas’ McCarran.*



Vibrant colors take wing at the official opening of the first ever Shop Britto located in Concourse D of Miami International Airport’s new North Terminal on Dec. 2. Shown above are Raymond Kayal, Jr., NewsLink president and CEO; Miami-Dade Aviation Director Jose Abreu; Romero Britto, and Miami-Dade County Commissioners Carlos A. Gimenez and Dorrin D. Rolle.



PEOPLE

Latin American Wines & Spirits Marketing Inc. announces that **Sergio Martinez** has joined the company as marketing director for Central & South America.

David Moskowitz, company president, says that Martinez, a native of Buenos Aires, has vast marketing and advertising experience in consumer goods. He will be responsible for Hpnotiq and Pama Pomegranate Liqueurs, Sperone Sparkling Wines and James Alexander Scotch as well the company’s new graphic arts department. Moskowitz reports that Latin American Wines & Spirits Marketing’s sales for Hpnotiq Liqueur have increased by 18%, with sales in Mexico up 44%. For more information, contact David Moskowitz at David.latamer@gmail.com

The Patron Spirits Company has confirmed that South American distribution company **Pramsa** will now be its duty free distributor on the Uruguay-Brazil border. Pramsa president **Eduardo Raffo** says that the first order is already being shipped. For more details, contact eduardo@pramsa.com

Henry Saumell has joined watch company **Bulova** as vice president travel retail, where he will lead and manage the Travel Retail Division. The new position includes the Caribbean, Cruiselines, Airports & Borders US, Canada, Latin America, and Inflight US. Saumell has spent the past 10 years with Movado Group, most recently as vice president Caribbean & travel retail. Saumell tells *Insider* that **Lenny DiCristofano** of world-class brands, who has been representing the Bulova watch brands in travel retail for many years, will continue to be involved with the company. Contact: hsaumell@bulova.com

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MIA's North Terminal opens for business *Continued from page 1.*

"I'm honored to share my art with the millions of people who come and go through this hemispheric hub," said Britto. "It's a great opportunity to show off Miami's art scene to world travelers."

Miami-Dade Aviation Director Jose Abreu, dressed in a specially designed Romero Britto shirt, thanked MIA's passengers, and Newslink, for creating and supporting Shop Britto, adding his special appreciation to Romero Britto: "It is a privilege to have you here."

Shop Britto has been a big draw since it opened and sales are reportedly above projections.

Phase I of the North Terminal – 290,000-sq. ft. of space that primarily serves as MIA's "front door" for American Airlines passengers—includes 58 new ticket agent positions, 66 self-service check-in devices, 14 curbside check-in spots and two new security checkpoints that provide

much easier access to NT's newly completed gates.

Restaurants and stores abound both pre- and post-security. In addition to Shop Britto, retail includes two Duty Free Americas locations, Bijoux Terner; Books and Books; Hudson News; Indulgence (bath and beauty products); Inmotion Entertainment (CDs and DVDs); Newslink; Sunglass Hut; Taxco Sterling and more.

Phase II of North Terminal, scheduled to open in August 2010, will include 25 new or renovated passenger gates, including a re-opened Concourse A; American Eagle's two-gate Regional Commuter Facility; a mile-long, four-station automated people mover system capable of transporting 9,000 passengers per hour; and a state-of-the-art baggage screening

and delivery system with the capacity to screen and transport 8,400 bags per hour.

The entire North Terminal, which will feature a 72-lane federal inspection area capable of serving 3,600 international passengers per hour and an eight-lane, re-check inspection area for passengers connecting between international flights, is scheduled for completion in March 2011.

"This is an exciting time for MIA, American Airlines and Miami-Dade County," said Miami-Dade Aviation Director José Abreu.

"When completed, North Terminal will be a 50-gate super hub with the capacity to serve more than 30 million passengers per year and will rank as one of the most efficient hubs in the world."

Kenzo's Segway launch event brings special blooms to MIA North Terminal opening

In conjunction with the official opening of MIA's North Terminal, Kenzo and Duty Free Americas organized a fun and exciting launch for *Flowerbykenzo Essentielle* Nov. 5-8. The HPP featured B.A.'s scooting through Concourse D in NT and J&H in the South Terminal on flower bedecked Segway personal transporters specially customized by Kenzo for the event. The B.A.s were handing out red poppies sprayed with the Flowerbykenzo Essentielle scent.

"We received tremendous support from the DFA staff in all stores for this very innovative project. This event has created a lot of excitement inside all terminals and has generated a significant increase in traffic inside the stores," said Nicolas Guillemet, who handles US Travel Retail for Kenzo Parfums.

"All travelers wanted to receive their flowers. It was just beautiful to see people walking around the terminals with a poppy in their hand." Guillemet reports that Kenzo distributed 2,500 flowers and 5,000 flyers during the 4-day event:

"The impact on sales has exceeded our expectations," he said.



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Smashbox brings Hollywood glamour to Dufry Aruba

California-based Smashbox Cosmetics has just completed a month-long WOW mega-launch in cooperation with Dufry and PGE - Philippe Gerard Enterprises in Aruba that brought all the excitement and glamour of the brand's Hollywood heritage to shoppers and media throughout the island.

Taking advantage of Smashbox's connection to the famed Hollywood photo studio, the launch featured a "wow-contest" at Dufry Aruba's Main Street store, which involved makeovers of local celebrities by international Smashbox makeup artist Angelrafael Gonzales and local makeup artist Sheila Wolff.

The makeovers were followed by a "Before & After" photo shooting contest of the participants. The event, which kicked off with a high profile press conference at the end of October, was inspired by the slogan *make-up brand for stars*.

Two photo shoots took place for some 20 well-known island personalities, after which finalists were decided by a public vote. The winner was announced at a gala party on Nov. 20.

The island was saturated with media coverage throughout the promotion, including a Smashbox adorned bus, tv and radio coverage and posters and mailings of the contestants' before-and-after photos. Consumers voted for their favorite pictures online at Dufry Aruba's Facebook page.

The winner voted the best celebrity picture received \$1,000 for the charity of her choice, donated by Smashbox.

"This was a great event for Smashbox, and a great partnership with PGE and Dufry. The response was phenomenal and we are now talking to Dufry about expanding the program to other locations," commented Marie-Clothilde Brulé, Smashbox Vice President / Managing Director Asia Pacific - Middle East & Africa and Global Travel Retail.

JFK T5-JetBlue wins ACI-NA top airport award

In other awards, ACI-NA named John F. Kennedy International Airport's Terminal 5 - JetBlue Airways as the 2009 Richard A. Griesbach Award of Excellence winner.

JFK's JetBlue Terminal 5, inaugurated in September 2008 offers up to 20 security lanes, 26 gates, free Wi-Fi, 22 restaurants and food outlets, 25 retail stores, and a large children's area.

International Shoppes runs the T5 duty free concession. The 635,000-square-foot terminal was designed to handle up to 20 million passengers per year.

Smashbox's Aruba mega-launch involved a multi-media blitz combining celebrity makeovers in Dufry's Main Street store, photo shoots, press conferences, contests, banner-bedecked buses and online voting - all the hot buttons to make an impact today.



PGE area manager Yvonne De Ridder at Dufry Aruba.

ATL's Cugasi wins ACI-NA's Concessions Person of Year Award

John Cugasi, Director of Concessions at Hartsfield-Jackson Atlanta International Airport, was named Concessions Person of the Year by Airports Council International-North America (ACI-NA).

ACI-NA also recognized ATL's airport shops for being the Best Convenience Retail Program in the large airport category.

Under Cugasi's leadership for the last three years, Hartsfield-Jackson's Concessions program - consisting of more than 200 concessions --consistently has exceeded \$700 million in gross revenues over all its lines of business, including car rental, food and beverage, retail and business services. The program has received several awards, including the 2009 *Airport Revenue News* Best Concessions Management Team award.

The awards were announced during the 2009 ACI-NA Airport Concessions Conference in Indianapolis.

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LANCÔME PARIS

Julia Roberts to be new face of Lancôme

Paris, Dec. 4 - Lancôme has captured one of the world's biggest stars - actress Julia Roberts - to be the new "ambassador" for the brand. The company announced the news with "immense pleasure" on Friday afternoon.

"By her remarkable personality and career, Julia Roberts is an emblematic woman of her time. Her exceptional talent, her radiance and her strong commitments, perfectly echo Lancôme's values. We are convinced she will embody the brand in the most sublime way possible," says Youcef Nabi, Lancôme International President.

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