

cosmétique mag

Deciphering the beauty industry and

october 2018

DOSSIER

**Travel retail
goes digital**

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Estée Lauder, perfect timing

While the Lauder Group has achieved an «exceptional» fiscal year for 2017-18, Cédric Prouvé, President of the Estée Lauder Group, analyzes the brands' opportunities in the world. Exclusive interview page 14

LANCÔME

PARIS

L'Eau de Parfum

La vie est belle

Who will you make *happy today?* *





*QUI RENDREZ-VOUS HEUREUX AUJOURD'HUI ?

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editorial

A new ecosystem

There's light on the horizon for travel retail. After three years of flagging sales, the market has finally exceeded its 2014 high mark. This strong performance is in large part due to the sale of perfumes and cosmetics. Still, the sector's sales figures, especially in airports, are not yet commensurate with the growing number of

airline passengers. This begs the question:

are shops not attractive enough? Over the past few years, their prices, and more specifically their tax discount, i.e. the original reason for these stores, have not been low enough. Stores' various initiatives, including events and exclusive offers, also have



DE

their limits – especially when they're only advertised by the primary stakeholders, namely dealers and brands. Customers must be informed of sales offers as soon as they step foot in the airport – or even when they're buying their tickets or prepping for their trip – and not just in front of the duty-free area. Brands and airports are well aware of this, but are just starting to implement joint solutions like the one at Heathrow. The London airport showcases the stores on site as well as the products they sell. Customers can even reserve products by entering their departure date, flight number, and/or destination. This is a first step that could be reproduced in other airport hubs. After all, airports also have an interest in the revenue generated by commercial activities.

MARYLINE LE THEUF

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