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TRAVEL MARKETS INSIDER

Hermès: Un Jardin Sur Le Toit



Photo: Hermès perfumer Jean-Claude Ellena shares his inspiration for Un Jardin Sur Le Toit

Hermès launched the fourth fragrance from its collection of garden-inspired fragrances in Miami earlier this month, with a personal appearance from Hermès' esteemed in-house perfumer, Jean-Claude Ellena.

The launch took place on the roof of one of South Beach's seaside boutique hotels, The Betsey, which had been transformed into a magical garden for the evening. An appropriate setting, since Un Jardin Sur Le Toit translates into "A Garden on the Roof," and is actually based on the hidden garden that lies on the roof of Hermès' iconic headquarters in the heart of Paris at 24 Rue Faubourg Saint-Honore.

This was no ordinary reveal. Members of the press from throughout the Americas had to work for their dinner: donning aprons and first preparing dessert, a cake made with apples and pears, and then moving to a gardening spot, where we repotted some beautiful hybrid rose bushes into special Hermès orange pots.

It was not surprising then, when we learn that Un Jardin Sur Le Toit has notes of apple, pear, rose, green grass, basil, magnolia and a touch of humus. The scents of a private garden. Hermès Un Jardin Sur Le Toit is available in 50 and 100 ml Eau de Toilette.

LP



DFS Restructuring

Continued from page 1.
to San Francisco as Sr Vice President of Planning & Distribution. In 2008, Schriver was named President of Worldwide Store Operations. Prior to joining DFS, he spent 20 years with R.H. Macy & Co. in the US.

DFS Group is one of the world's leading luxury retailers, operating 13 luxury DFS Galleria stores in the Asia-Pacific region and more than 200 stores at major airports in the Asia-Pacific region, North America, India and Abu Dhabi. DFS is owned by LVMH Moët Hennessy Louis Vuitton and companies affiliated with founder Robert Miller.

Rihanna's signature scent launch selling out through the Caribbean



Philippe Gerard Enterprises (PGE) reports superlative results from the launch of the first Parlux fragrance from super songstress Rihanna, Reb'l Fleur. Rihanna, who is from Barbados, is considered a national icon in her home markets. This appeal has translated into demand for her fragrance—PGE has

reordered four times in the month following the first launch of the brand in February. The 2-day launch in Barbados at the ARI store in the airport and at Cave Shepherd downtown on March 5-6, drew hundreds of people. PGE representative for Reb'l Fleur, Tina Hamilton, said the perfume was already launched in three countries but Barbados' launch was the biggest. The launch the following weekend in Jamaica also turned into a major event.

While Rihanna was on Tour in Australia, her mother, Monica, did the reveal of the fragrance, and was very well received.

Photo above: Rihanna's mother, Monica, presented her daughter's signature fragrance, Reb'l Fleur, in the launch at Cave Shepherd in downtown Barbados on March 6.

