



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.

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 "ambassadors" 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.

BEAUTE PRESTIGE INTERNATIONAL (BPI)

Has an immediate opening for a Marketing Assistant based in Miami, FL.

This position provides support to the Operational Marketing Department and reports directly to the Brand Manager for Latin American Local Markets. Industry experience preferred.

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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.

