

Ferragamo "F" stepping high in the Caribbean

Miami fragrance company Philippe Gerard Enterprises reports excellent response to the newest Ferragamo fragrance for women, "F."

The ultra-floral scent in its shoe-shaped flacon perfectly symbolizes the essence of the luxury Italian brand and shoppers in the Caribbean are stepping out to make sure they get a bottle of their own. (Shown right) The first Caribbean launch—which took place Nov. 15 at the Cave Shepherd-Lower Broadway store in Barbados, was a huge success.

In the Bahamas, the launch resulted in a complete sell-out at John Bull in Nassau. "F" was the #1 woman's fragrance at John Bull in December," notes PGE president



PGE president Jean-Francois Picot, demonstrates the allure of "F" by Ferragamo at Cave Shepherd, Barbados.

Jean-Francois Picot. "F" was also one of the sponsors of the Red Ribbon Ball against AIDS held in Nassau with John Bull, said Picot.

Lancôme taps Clive Owen as new spokesperson

Lancôme has announced that British actor Clive Owen is its newest spokesperson.

Owens, who has had leading roles in such films as *Gosford Park*, *The Bourne Identity*, *King Arthur*, *Closer* and the current blockbuster, *Children of Men*, will be the face of Lancôme's new *Hypnôse Homme* fragrance for men and its new anti-ageing skin care range, *Lancôme Men*.

"Clive Owen is an incredibly talented, intelligent and appealing man," says Odile Roujol, general manager of Lancôme International. "The way he has built his career so far, privileging the quality of the director rather than the high profile nature of a role, makes us feel very confident in the fact that if he chose to accept this collaboration with Lancôme, then it truly means our partnership was meant to be."

The *Hypnôse Homme* and Lancôme Men anti-aging skin care range advertising campaigns featuring Clive Owen will be released in Spring 2007.



Lancôme has taken its classic flacon for its *Hypnôse* women's scent and given it a masculine twist for the new *Hypnôse Homme*, shown here in the 75ml size. Below: Age Fight Anti-Age Perfecting Fluid, one of the new products in the Lancôme Men skincare line.



Canada's duty free sales continue to fall

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The decline in sales was felt throughout all areas of the country except the Pacific region, where sales were up nearly 3% (+2.78%) for the month and up 2.22% for the Jan-Nov. period, reaching C\$17.16m. In Ontario, sales fell 6% for the month and were down -9.24% to C\$88.74m from Jan-Nov. The Atlantic-Quebec region was down -13.5% for the month and fell -10.7% in the Jan-Nov. period, falling to C\$31.9m. Sales in the Prairie region fell -3.17% for the month and were down -2.55% to C\$9.38m for the period.

National airport duty free sales totaled C\$C\$9.93m for the month,

down -10.61% from C\$11.12m in November 2005. While results for the month are down significantly from the year earlier, the numbers show some recovery from the 30%+ drop registered in August and September when Canada's airport duty free stores were unable to sell any liquids.

As a result of the ban, liquor and wine sales fell by nearly 16.5% between January -November, beer sales were down nearly 11%, and perfume/cosmetics fell by 15%.

Total airport duty free sales for the 2006 Jan-Nov. period were C\$139.45m, down 12.75% from C\$159.8m in Jan-Nov. 2005.

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Jean-François Ninu, division manager of the Prestige & Collections and Lancôme divisions at **Parbel**, has been named General Manager of Travel Retail Europe, Middle-East & Africa at the **L'Oréal Luxury Products International Division**. Before joining Parbel in Miami, Ninu worked with L'Oréal Luxury Products in Travel Retail Europe in Scandinavia and the United Kingdom. He was also formerly Head of Purchasing - Fragrances and Cosmetics for the Aéroports de Paris shops. Ninu is replacing **Laurent Kreutz**, who has been named Deputy General Manager of **Lancôme International**, as of Jan. 1. Kreutz has been general manager for Travel Retail Europe for the past two years.

Chantal Gaemperlé is joining French group **LVMH Moët Hennessy Louis Vuitton** as director of human resources, effective March. She comes from Nestlé, where she was head of corporate management development and sourcing since 2001. Gaemperlé succeeds **Concetta Lanciaux** who is retiring from the group to take up an external post as head of a new strategic consultancy.

Henning Kalleisen, area director Americas/Middle East for **Tom's Confectionery**, will be relocating from Denmark to New York City in February.

Procter & Gamble Prestige Products has signed a long-term licensing deal with pop singer **Christina Aguilera** to create fragrances in her name, part of its plan to look for brands that appeal to a younger target, said the company. The terms of the contract with the singer were not disclosed.

Vancouver International Airport Authority (YVR) has appointed **Tony Gugliotta** as senior vp, marketing and commercial development, and **Glenn McCoy** as vp, finance and chief financial officer.



"F" the new fragrance by Salvatore Ferragamo makes a big splash at its launch in Barbados.

Scent of a woman

by Carol Ann Tudor

BARBADOS is the first Caribbean island that will be sporting one of the latest perfumes on the market "F" by Ferragamo.

Last Wednesday night, at a launch of the new fragrance at Cave Shepherd, Lower Broad Street, Jean-Francois Picot, the executive vice-president of Philippe Gérard, the marketing distributors of "F", said he was pleased to be part of this important event.

Noting that the new fragrance was a sensual floral bouquet of jasmine, rose and orange flowers, the perfume was said to be fatally seductive, without provocation.

The "F" which stands for anything positive to do with being female, can depict such feelings as fantastic, fabu-

lous and absolutely feminine.

As part of the fashion legacy, carried on by the family of Salvatore Ferragamo, the famous shoemaker who designed cowboy boots, Egyptian and Roman sandals for famous directors and producers back in the early 20s, the bottle hints at the arch of the foot. The edge of the cap is lined in two different colours like a strap of an evening sandal, transcending the past and paving the way for the future.

The fragrance which was launched in September in the United States in the main department stores and in Europe where it originated, will be available at all branches of Cave Shepherd, and already the Barbadian public is responding well, since many invited guests took the opportunity to purchase some of the first bottles to be sold on that special night.



Above left, Jean Francois Picot, the executive vice president for Philippe Gérard the marketing distributors for "F" discusses the bottle and brand with two Cave Shepherd staffers. The representative, above, proudly showing off the signature Ferragamo bag that was being given away to a lucky customer. Below left, model Ishanda Batson, spraying "F" on some interested customers. Below right, Ishanda, posing with a customer shows off Ferragamo's new fragrance, which stands for anything positive about being female.

