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TRAVEL MARKETS INSIDER

PGE sets sail with Caribbean & Latin American colleagues



Onboard Celebrity's Century cruise ship. Back row, from left: Herman Leyba, IFA, Venezuela; Ben Gittens, Gittens Agencies, Grenada; Kenley Powel, BOLO. Tortola; Linda Hendricks, A.H.Riise, St.Thomas; Debra Aldonza, DFC Barbados; Gracia Paula, Aruba Trading Company; Maureen Gittens; Angelines (Nine) Valdes, Dufry America; Stephanie Guevara, Dufry Trinidad; Meena Hemrajani, Le Rouge International, Curaçao; Candice Roberts, John Bull, Bahamas; Harriet Lott, Caymania Duty Free, Grand Cayman; Ruth McGee, Kirk Freeport, Grand Cayman; Juan-Bautista Cuadrado, Groupe Arthes; Kerith Samuda, K&S Distributors, Jamaica; Betty Martinez, PGE. Bottom Row, from left: Julio Croes Oduber, Maggy's, Aruba; Monica Coello, PGE; Audrey Oduber, Maggy's; Cynthia Haddad, PGE; Veronica Leyba, IFA; Luis Vicencio, Eximben, Chile; Gail Tribbley, PDL Ltd., Bermuda; Jean-Francois Picot, Philippe Gerard, PGE; Kathy Harris, DFC Barbados; Lucas Lima, Eva Lima Associates, Argentina; Julia Rivoire, Caymania Duty Free; Claudia Butler, John Bull; Sophia Samuda, K&S distributors; Nicolas Guillemet, PGE.

Miami-based fragrance company Philippe Gerard Enterprises (PGE) hosted its key Caribbean and Latin American retailers, distributors and other guests onboard Celebrity Cruises' luxurious *Century* ship last week for an in-depth marketing meeting to go over the company's 2007 plans.

Ferragamo Perfumes' Area manager for the Americas, Giovanni Campitiello, showcased the worldwide success of *F by Ferragamo*, unveiled the new *Incanto Shine* fragrance, and hinted about a new men's version of "F." For the Emanuel Ungaro brand, the focus was on the new *Apparition Facets* for women, and a striking new men's fragrance, *Apparition Homme Intense*, a woody amber scent in a brilliant red bottle.

From French group Arthes Licensing, area manager Juan Bautista Cuadrado presented an overview of the success its fashion-forward *Elite Model Look* fragrances have been having since the launch late last year. For 2007, Cuadrado unveiled *Elite Miami Edition*, the line's first summer flanker. A cocktail of colors and flavors, the Miami Edition for women features a unique top note of tequila.

Parlux Fragrances' Ruford Hamom fetured Paris Hilton Heir for men, Guess Suede, Maria Sharapova's signature scent, and Kundalini from XOXO.

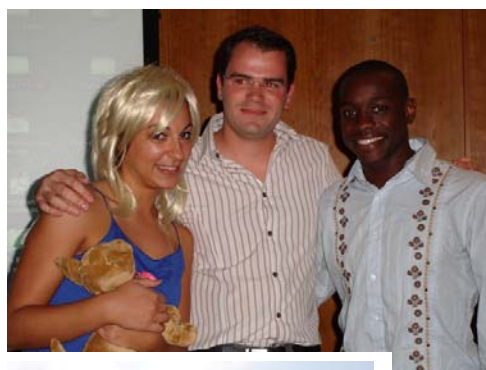
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Top left: Paris Hilton look-alike Cynthia Haddad, marketing coordinator for PGE, presented an entertaining overview of the famous celebrity's fragrance line during PGE's marketing cruise to Key West, FL and Cozumel, Mexico last weekend. She was joined by PGE area manager Nicolas Guillemet and Parlux's Ruford Hamom. Bottom left: PGE founder and chairman, Philippe Gerard and PGE president Jean-François Picot.

PGE sets sail with Caribbean & Latin American colleagues

In early February, Miami fragrance company Philippe Gerard Enterprises (PGE) hosted its key Caribbean and Latin American retailers, distributors and other guests onboard Celebrity Cruises' luxurious Century ship for an in-depth marketing meeting to go over the company's 2007 plans. Travel Markets Insider here presents portraits from the cruise of some of those dedicated buyers, operators and beauty advisors from throughout the region who take the duty free business to the customer, and make the final sale.



Onboard Celebrity's Century cruise ship. Back row, from left: Herman Leyba, IFA, Venezuela; Ben Gittens, Gittens Agencies, Grenada; Kenley Powel, BOLO. Tortola; Linda Hendricks, A.H.Riise, St.Thomas; Debra Aldonza, DFC Barbados; Gracia Paula, Aruba Trading Company; Maureen Gittens; Angelines (Nine) Valdes, Dufry America; Stephanie Guevara, Dufry Trinidad; Meena Hemrajani, Le Rouge International, Curaçao; Candice Roberts, John Bull, Bahamas; Harriet Lott, Caymania Duty Free, Grand Cayman; Ruth McGee, Kirk Freeport, Grand Cayman; Juan-Bautista Cuadrado, Groupe Arthes; Kerith Samuda, K&S Distributors, Jamaica; Betty Martinez, PGE. Bottom Row, from left: Julio Croes Oduber, Maggy's, Aruba; Monica Coello, PGE; Audrey Oduber, Maggy's; Cynthia Haddad, PGE; Veronica Leyba, IFA; Luis Vicencio, Eximben, Chile; Gail Tribbley, PDL Ltd., Bermuda; Jean-Francois Picot, Philippe Gerard, PGE; Kathy Harris, DFC Barbados; Lucas Lima, Eva Lima Associates, Argentina; Julia Rivoire, Caymania Duty Free; Claudia Butler, John Bull; Sophia Samuda, K&S distributors; Nicolas Guillemet, PGE.

Right: Gracia Paula, Aruba Trading Company & Maggy's Audrey Oduber; Philippe Gerard and Dufry's Angelines (Nine) Valdes. Bottom row: Debra Aldonza and Kathy Harris, DFC Barbados & Linda Hendricks, A.H.Riise; Meena Hemrajani, Le Rouge International, PGE's Jean-Francois Picot, Stephanie Guevara, Dufry Trinidad & Juan-Bautista Cuadrado, Groupe Arthes; Betty Martinez, PGE, Harriet Lott, Caymania Duty Free, Philippe Gerard and JF Picot, PGE, & Julia Rivoire, Caymania.



Philippe Gerard Enterprises unveils new lines for Ferragamo, Ungaro, Elite Model and Parlux brands

Miami-based fragrance company Philippe Gerard Enterprises (PGE) hosted its key Caribbean and Latin American retailers, distributors and other guests onboard Celebrity Cruises' luxurious *Century* ship in February for an in-depth marketing meeting to go over the company's 2007 plans.

Ferragamo Perfumes' Area manager for the Americas, Giovanni Campitello, showcased the worldwide success of *F* by Ferragamo, unveiled the new *Incanto Shine* fragrance, and hinted about a new men's version of "*F*." For the Emanuel Ungaro brand, the focus was on the new *Apparition Facets* for women, and a striking new men's fragrance, *Apparition Homme Intense*, a

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Paris Hilton look-alike Cynthia Haddad, marketing coordinator for PGE, presented an entertaining overview of the famous celebrity's fragrance line during the PGE marketing meeting in February. She was joined by PGE area manager Nicolas Guillemet and Parlux Fragrances' Ruford Hamom.



Philippe Gerard Enterprises reported excellent response to the Ferragamo fragrance for women, "*F*," the ultra-floral scent in its shoe-shaped flacon. Shoppers in the Caribbean were stepping out to make sure they get a bottle of their own. (Shown left) 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 Jean-François Picot. "*F*" was also one of the sponsors of the Red Ribbon Ball against AIDS held in Nassau with John Bull.

Revlon repackages Unforgettable Journeys

Revlon continues to update its core color cosmetics with innovative, and technologically advanced formulas, as well as adopting the latest trends in product packaging to reflect its "confident sexy" positioning.

In conjunction with the company's 75th anniversary in 2007, and feedback from its trade partners and customers, Revlon announces that it has created a brand new look for the Unforgettable Journeys Collection. The new look was conceived and developed with Revlon's strong history in color cosmetics in mind. The presentation uses bold and colorful product visuals that clearly display the shades and aim to entice and attract at point of sale. The primary benefit of each product is highlighted, shades are prominently featured, and communication on-pack is kept deliberately simple and straightforward so that even non-English speaking consumers will have little problems deciphering the contents of the set, reports Christina Teo, Revlon Marketing Manager, Global Travel Retail.

Revlon will be presenting the new sets at the IAADFS show in Fort Lauderdale as well as the TFAP show in Singapore. The



company is also launching two new additions to the portfolio: ColorStay Lip Color 4-pack and Plump Sexxy Lip Color 4-pack. See them at Booth #1510.