

Women's Wear Daily Biz Beauty Awards honor many travel retail favorites

Woman's Wear Daily announced its Beauty Biz award winners this past December, and there were quite a few travel retail favorites among the honorees.

The Best Executed Launch Strategy, Prestige, awarded Coty Prestige for Lola by Marc Jacobs (fragrance), Lancôme Génifique Youth Activating Concentrate (skin care) and MAC Hello Kitty Collection (color cosmetics). The Bumble and bumble Styling Bar at Bloomingdale's also won in the hair category.

Best Executed Launch Strategy, Mass also included two familiar brands:

Demeter Fragrance Library (fragrance), was named a winner for customizing the single-note fragrances to accommodate various channels of distribution. "The biggest statement this year was made at mass, where Duane Reade became the new "flagship" for more than 90 offerings," reported *WWD*. Demeter CEO Mark Crammes tells *Insider* that CVS will also carry special Demeter scents in purse sizes to keep prices accessible. DFL also created Jelly Belly scents for apparel teen retailers, and last year launched the more upscale Vintage Naturals collection for more premium venues such as Sephora and travel retail. Coming now are a line of

Hello Kitty fragrances by Demeter, which will be unveiled at the Duty Free Show in Orlando and distributed in travel retail markets in the region by ETC. See them at Booth #1818.

Hard Candy Makeup also won Best Executed Launch, Color Cosmetics in the Mass division. Brand owner Falic Fashion Group licensed the brand to NuWorld Beauty, who has re-created the brand for Wal-Mart, using a colorful POS stock-keeping unit that looks like a candy store. According to *WWD*, Hard Candy could earn \$50 million in year one.



Lola by Marc Jacobs



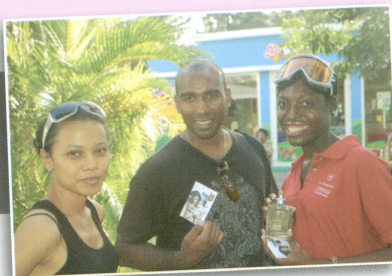
M.A.C Hello Kitty Collection



Lancôme Génifique at JFK Airport, T4

AT THE POINT OF SALE

Zylo Duty Free goes Swiss for Victorinox launch



Zylo Duty Free in Curaçao, in cooperation with Philippe Gerard Enterprises (PGE) recently held a very successful launch for the Victorinox Swiss Unlimited fragrance for men. Spray girls dressed in Victorinox shirts, blue jeans and goggles invited passers-by to try the fragrance, and treated customers to Toblerone chocolates, to tie in with the brand's Swiss heritage, along with wine and hors d'oeuvres. The sell-through was excellent, reports Meena Hemrajani, director of Le Rouge International, which operates Zylo Duty Free.



Hampton Sun display on SilverShadow

Hampton Sun on Silverseas

Hampton Sun's unique line of scientifically created sun and skin care products from privately-owned S&G Hampton Sun have been listed onboard the prestigious Silverseas cruise ships. The line is also onboard Sea Dream and residenSea. Company president Salvatore Piazzolla recently conducted trainings onboard the Silver Shadow.