

around the show

P&G outlines its big ideas

P&G Prestige Beauté is set to grow the Lacoste fragrance brand, for which it acquired the license last year. The company plans to develop the line on the same scale as Hugo Boss.

First to be launched will be a men's fragrance based on Lacoste's upmarket sports and casualwear range Club Monaco. Travel-retail director Jürgen Jost hinted that, although a Club Monaco fragrance is not yet scheduled, it will follow in due course. He added that fragrances will also be developed for Lacoste's other fashion lines.

P&G Prestige Beauté is also "investing a lot of time in understanding the Pateo brand," according to Jost. He said that the company

planned to modernise its core fragrance Joy to give the original brand, which dates from the 1930s, a 21st century appeal.

Jost added that the company's plans to double sales in one to five years could involve acquisitions. "We'd love to have more global brands, which is not easy, and we have to find brands that have potential for the future. We also have to make sure we balance the portfolio. Pateo adds a classical French brand, which we were missing before. So we are obviously looking, but we are not in a hurry to add one after the other. We believe strongly in organic growth, because this is the most healthy growth you can achieve."

Fodda for thought

Walking around the show, a D'ONO response featured writer-Alfred D'Onofrio executive Keith Bacon, who has now embarked on a new venture. Bacon has established gourmet food company Fodda, and has already achieved listings in domestic outlets. Fodda is based on 56 Avenue and near Dixie & Deluca in London's Soho.

Not content with that, however, Bacon is now setting his sights on the travel retail market and has already gained a listing in the duty-free zone with First Monsoon.

Products from the company include D'ONO gourmet, pastries and olives. Gift packs featuring six types of D'ONO gourmet or six



types of pastries are also available. The retail price for the gift pack is about \$20.30. Individual jars of olives and spreads are also available at \$7.99 and \$9.99 respectively. The olives are four flavors including jalapeño and garlic oil. All are packaged in earthy virgin olive oil.

For more information visit the Fodda website at www.fodda.com.

Portolio steps up duty-free efforts and goes for the tequila connoisseur

Tequila producer Doncel's Portolio is stepping up its efforts in duty-free as it aims to develop the Portolio brand to appeal to connoisseurs. The supplier is showcasing its Atejo, Triple Destilado Plata and Reposado varieties at this year's

IAADPS show and is looking to make inroads in travel-retail.

Duty-free markets representative Teozer Zermello said Portolio, which sells at \$100 for a 750ml bottle of the Atejo variety, will well suited to duty-free. "Tequila

Writing's on the wall for Escada

Escada Beauté's latest fashion brand Sexy Gratin is a light masculine fragrance that reflects the Spring and Summer fashion collections. The fragrance is a limited-edition, one-day-free fragrance. Caribbean Leisure Khoury told D'ONO and will be launched in March or April for about six months in domestic and duty-free markets.

The Sexy Gratin range includes 30ml, 50ml and 100ml sizes along with a body lotion and two gels.

"It's something fun to give a bit of a relatively slow season," said Khoury.

As part of the promotional drive behind the new fragrance, Escada will be launching "pink Fresh Moments" in duty-free customers, a novel way of sampling the scent. Sexy Gratin is now available in the Caribbean and the US and will roll out worldwide eventually, said Khoury.



B&B looks to Latin America

B&B Cosmetics is in its second year at the show and the company wants to extend its client base across the Americas.

New on the stand at this year's event is the Déjàge Bleu product, a unisex fragrance in blue and white packaging. All the company's fragrances, including its initial brand Déjàge, are designed by Italian Enrico Gi. The light fragrance comes in 100ml edc natural spray, as well as deodorant and shower gel.

"We have had very good contacts after just 1.5 days," said president Giuseppe Bocanno. "We are setting up distribution in the Caribbean and in three or four Latin American countries. There are fewer people here this year, but the atmosphere is more professional."

The company has already established sales of its brands in travel-retail markets in the Middle East, Scandinavia and Asia.

By Keith B. J.



is an ideal product for duty-free. It makes a great gift because it is made in Italy and is targeted at a wide range of people. It is also available in duty-free." Zermello said that despite the

recent supply problems faced by the tequila industry, Doncel's Portolio had not suffered any shortages.

In addition to Portolio's premium Atejo line, Triple Destilado Plata carries a retail price of \$80, while Portolio Reposado is priced at \$45.



Porfidio steps up duty-free efforts and goes for the tequila connoisseur

Tequila producer Destilería Porfidio is stepping up its efforts in duty-free as it aims to develop the Porfidio brand to appeal to connoisseurs. The supplier is showcasing its Añejo, Triple Destilado Plata and Reposado variants at this year's IAADFS show and is looking to make inroads in travel-retail.

Duty-free markets representative Tereza Zermeño said Porfidio, which sells at \$100 for a 75cl bottle of the Añejo version, was well suited to duty-free. "Tequila

Porfidio is an ideal product for duty-free as it makes a great gift or addition to a home bar. It is made from 100% agave and is targeted at connoisseurs—the kind of people who regularly shop in duty-free."

Zermeño added that despite the recent supply problems faced by the tequila industry, Destilería Porfidio had not suffered any shortage.

In addition to Porfidio's premium Añejo line, Triple Destilado Plata carries a retail price of \$50, while Porfidio Reposado is priced at \$45.