

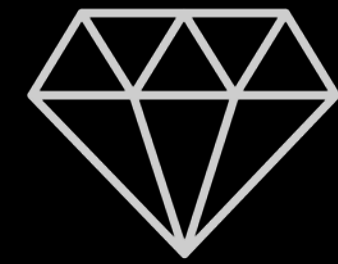
PREMIUM BRANDS in M.E & Africa airport retail

Stefan DEMBINSKI

L'ORÉAL
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Travel Retail Europe Middle East & Africa







Premiumness

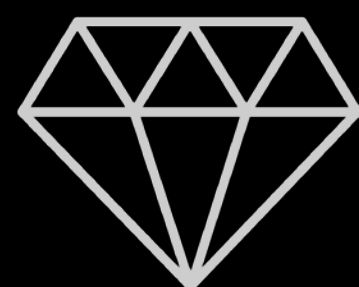


Increasing footfall



Exchanging data

PREMIUMNESS



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Prices No more a major driver

Airport business model



Digital & e-commerce



Premium Intangible added value



Excelling In conversion rate



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The best service To enrich experience



Break frontiers Surprise consumers



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Break frontiers Surprise consumers



Global shopper's Knowledge



INCREASING FOOTFALL

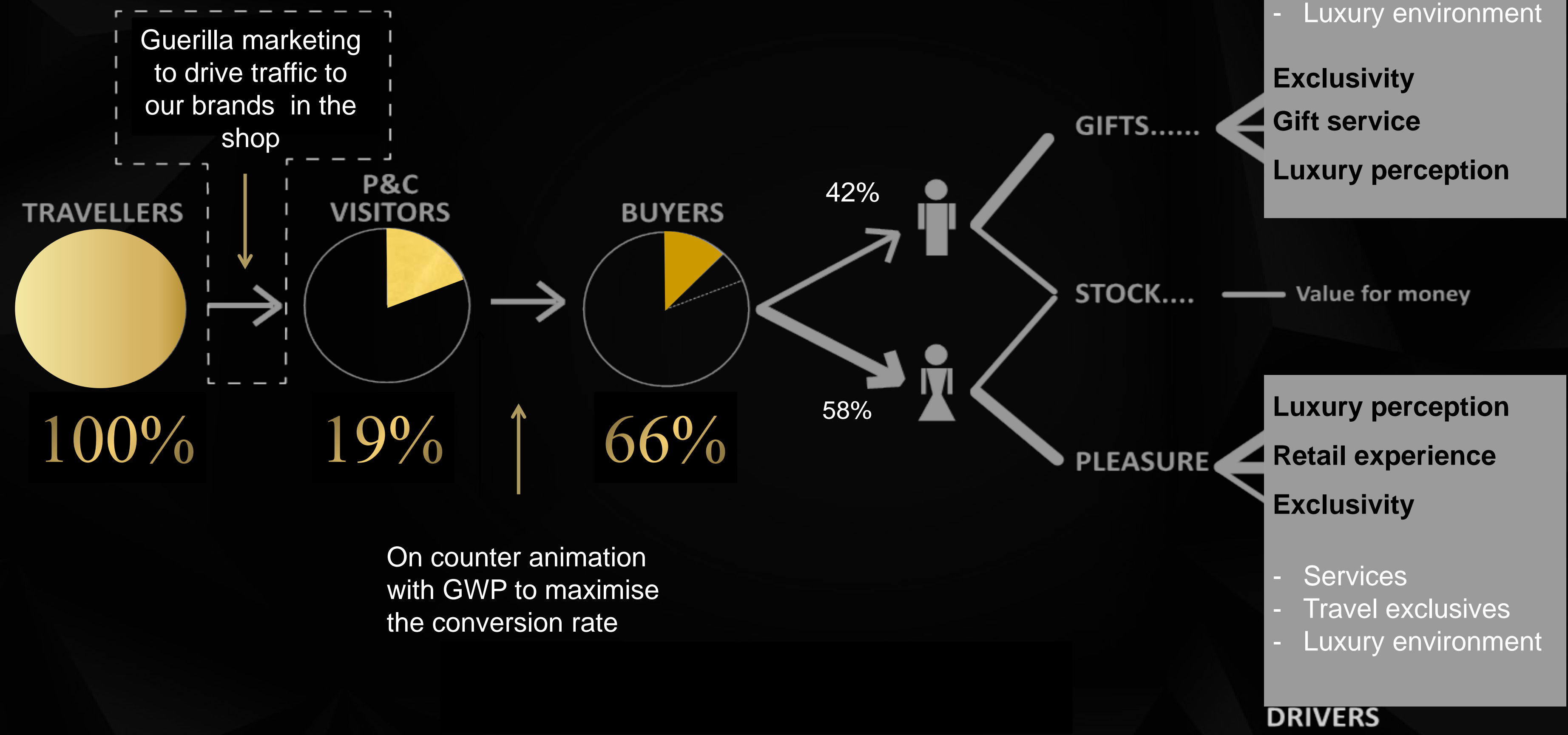


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Shopper's path

In an airport



Customer's Knowledge

Who is he/she?



GLOBAL SHOPPER ASIA NEWSLETTER
 WHAT'S HAPPENING IN THE MARKET TODAY? [BACK TO EXECUTIVE SUMMARY](#)

WHAT'S HAPPENING IN THE MARKET TODAY?
MARKET INSIGHTS | ISSUE ONE 2014

CHINA TOURISM LAW IMPACT

SHORT-TERM PAIN, LONG-TERM GAIN

- A SHARP FALL OF PAX ON CONDUCTED TOUR MARKET
- BIG 2 IN THE LEAD: DFS GROUP AND KING POWER THAILAND HAVE BEEN NAMED AMONG THE FIRST OVERSEAS COMPANIES TO RECEIVE THE NEW CHINESE OUTBOUND TOURISM QUALITY SERVICE CERTIFICATION (QSC)

WILL ORGANISED SHOPPING TOURS DISAPPEAR OVERNIGHT? >

NEW CHINESE TOURISM LAW MAKES A DENT IN ARRIVAL 2013 Q4 >

CHINA'S TRAVEL LAW SEEN HAVING TEMPORARY IMPACT ON TOURISM IN KOREA >

CHINA'S TOURISM LAW PRESENTS CHALLENGES AND OPPORTUNITIES FOR TAIWAN >

THAILAND GOVERNMENT INSTABILITY

WHAT'S THE NEXT PARADISE DURING CNY?

- THAILAND EXPERIENCES CONSIDERABLE DROP IN ITS INBOUND TOURISTS DURING THE PERIOD ANTI-GOV PROTEST
- TOURISTS AVOID BANGKOK, FLOCK TO THAI BEACHES, MOUNTAIN

BANGKOK UNREST HURTS MAJOR PROJECTS AND TOURISM INDUSTRY >

THAI PM WORRIED ABOUT IMPACT OF CRISIS ON TOURISM SECTOR >

TOP OUTBOUND TOURISM DESTINATIONS FOR CHINA'S NEW YEAR TRAVELERS >

CHINESE HEAD TO EUROPE FOR ANNUAL SPRING FESTIVAL >

JAPAN TOURISM BLOOMING

SHORT-LIVED OR FULL RECOVERY?

- FOREIGN VISITORS TO JAPAN RECORD HIGH OF 10 MILLION
- CHINESE TOURISTS FLOCKING TO JAPAN, DESPITE HISTORIC TERRITORIAL DISPUTES OVER CHINA SEA ISLANDS

JAPAN WANTS TOURISTS FROM EAST ASIA >

RECORD TOURISM IN 2013 FUELS HOTEL BOOM >

CHINESE TOURISTS EMBRACE JAPAN >

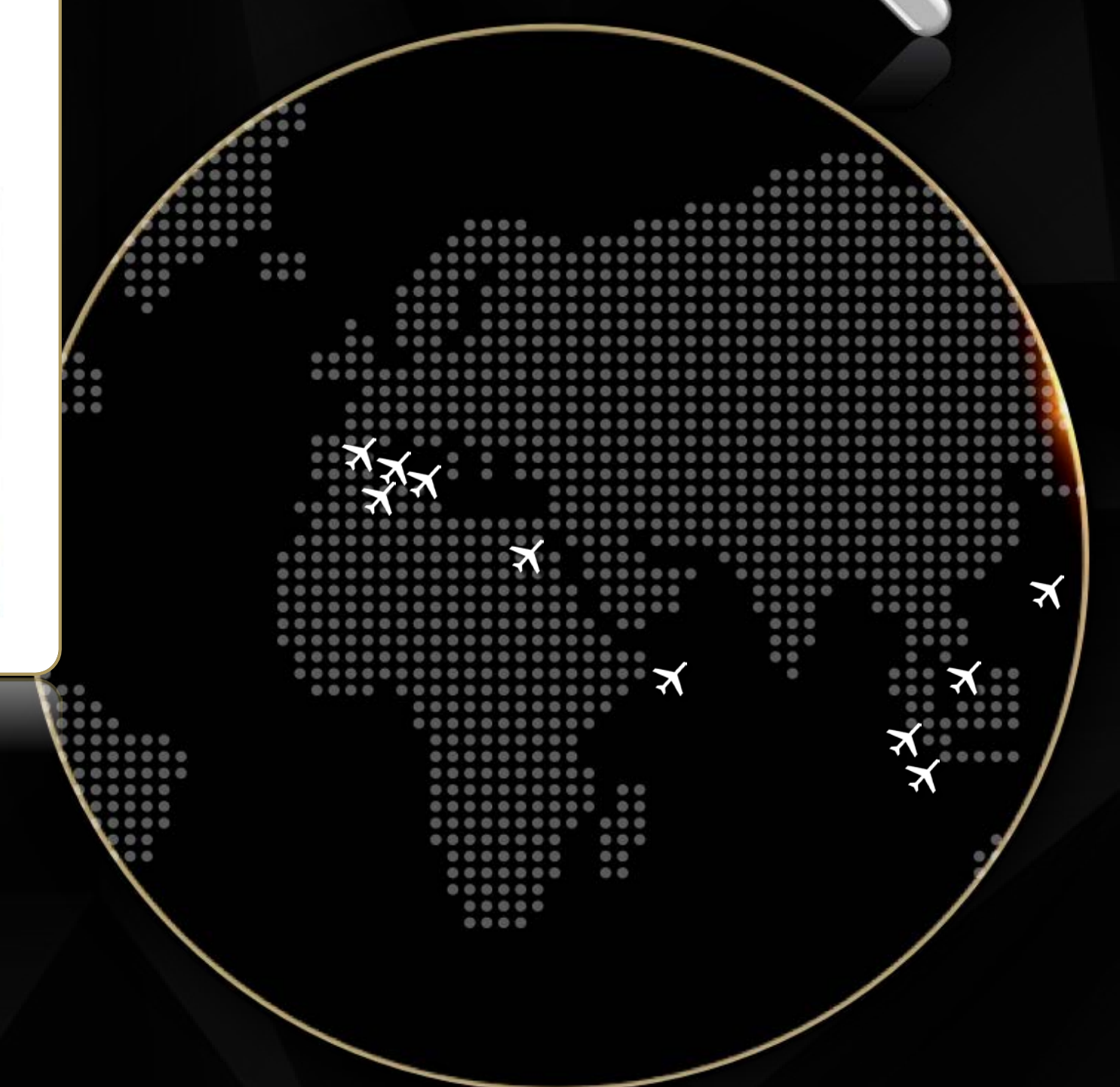
CASINOS COULD SOON BE LEGAL IN JAPAN, AND SET OFF A TOURISM BOOM >

1 KOREAN WOMEN 2

Femininity types: Shameless Rebels!

	Sample	Northeast Asia*	China	Korea	Japan
TOTAL INSPIRING WOMEN	2924	1677	350	896	
EMERGING TYPES					
KILLER GIRL	3	4	3	2	
SORCERESS	7	7	9	5	
HUNTERESS	7	7	6	8	
ZEBRA GIRL	10	12	9	8	
SEDUCTRESS	7	5	11	9	
DOMINANT TYPES					
QUEEN	15	19	14	9	
FRESH FLOWER	26	24	14	34	
GIRLY GIRL	13	13	15	13	
HIGH ENERGY REBELS	12	10	19	13	

Dara[2NE1 pop group] plays 'a dangerous Gothic Fatal Princess' for Clio cosmetics with minimalist ease





EXCHANGING
DATA

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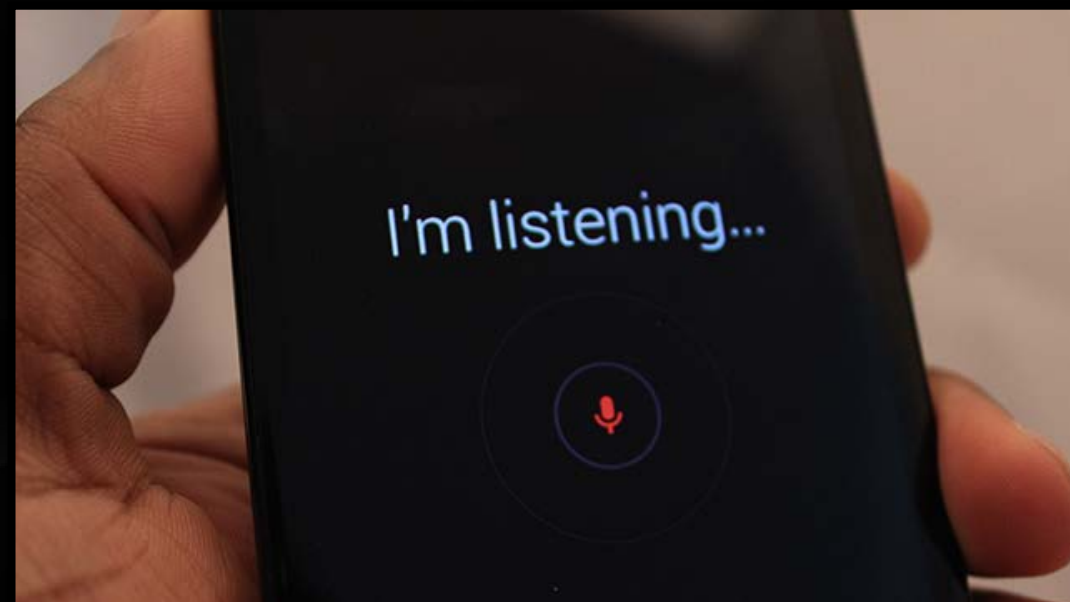
Sharing Information

One
For all



All
For one

Threat of not doing it now

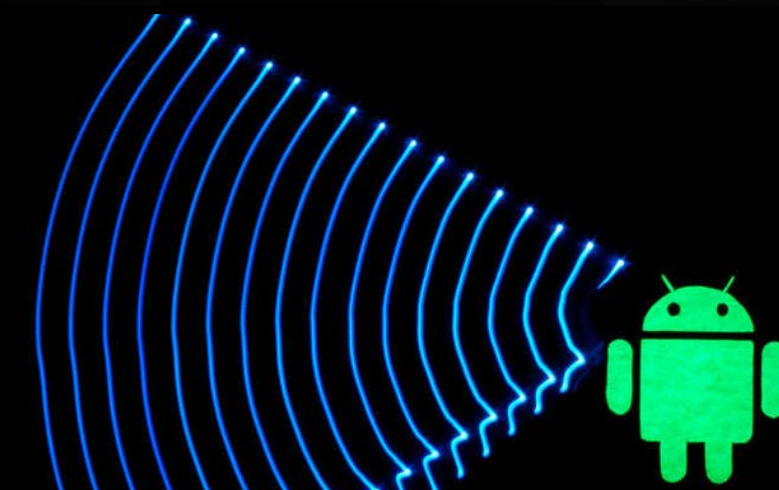


A vertical stack of logos on a white background. From top to bottom: the Google logo in its multi-colored font; the Apple logo in its metallic finish; the Facebook logo in blue; and the Amazon.com logo in black with the yellow arrow underneath.

gŋg z0n'com

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AIRPORT AIRLINES RETAILER SUPPLIER



ALL FOR ONE, ONE FOR ALL

THANK YOU

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