

L'ORÉAL

Travel Retail

Barbara Lavernos



L'ORÉAL
Travel Retail



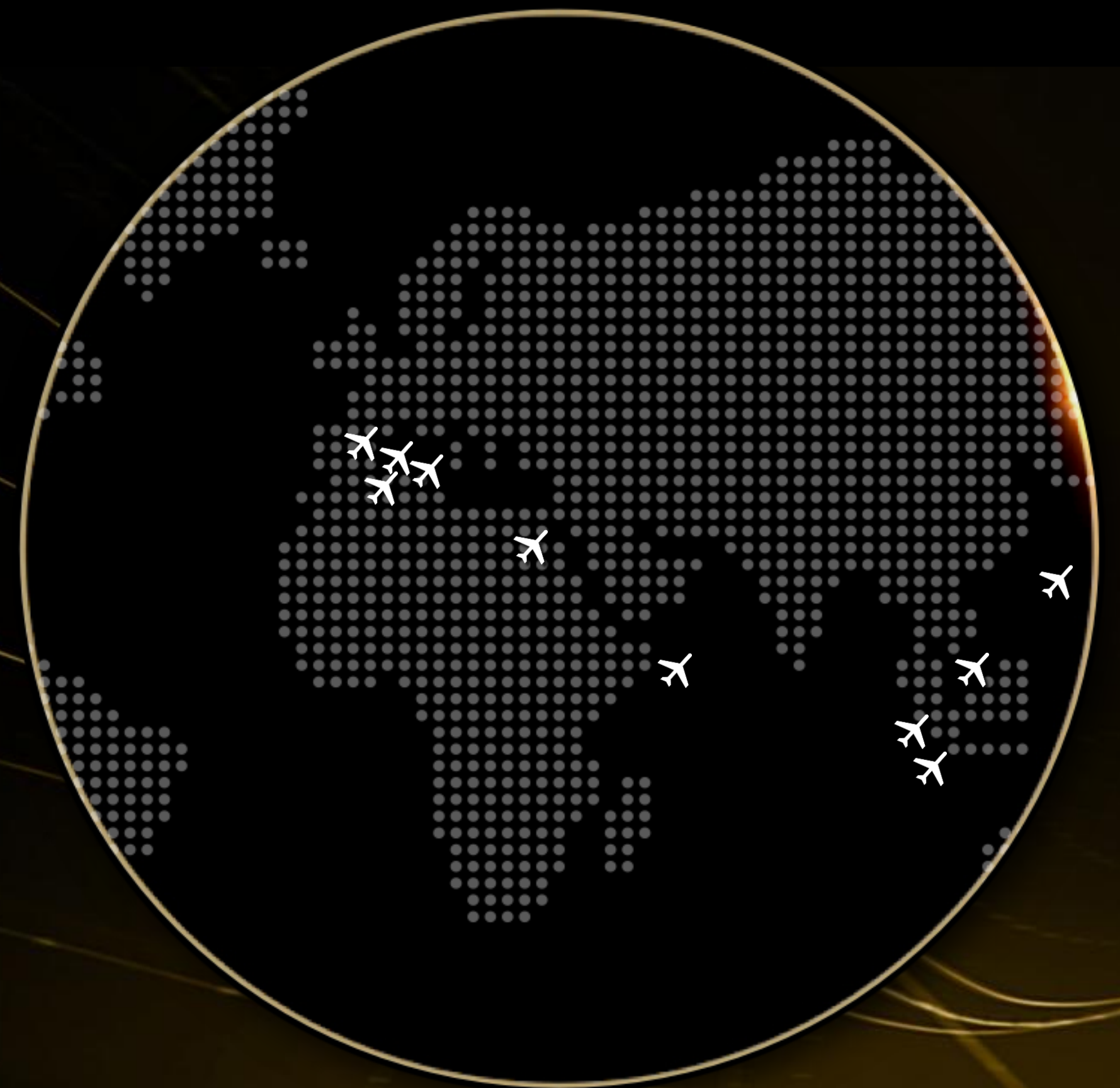
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Travel Retail

CAPITALS

- 1 Dubai
- 2 London Heathrow
- 3 Hong Kong
- 4 Paris Roissy
- 5 Singapore
- 6 Amsterdam
- 7 Frankfurt
- 8 Seoul
- 9 Bangkok
- 10 Istanbul

6th
CONTINENT



TRAVEL business

AIRPORTS

DOWNTOWN
DUTY FREE SHOPS

AIRLINES

CRUISES

57%



L'ORÉAL
Travel Retail

TRAVEL business

AIRPORTS

DOWNTOWN
DUTY FREE SHOPS

AIRLINES

CRUISES



L'ORÉAL
Travel Retail

TRAVEL business

AIRPORTS

DOWNTOWN
DUTY FREE SHOPS

AIRLINES

CRUISES



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TRAVEL business

AIRPORTS

DOWNTOWN
DUTY FREE SHOPS

AIRLINES

CRUISES

4%

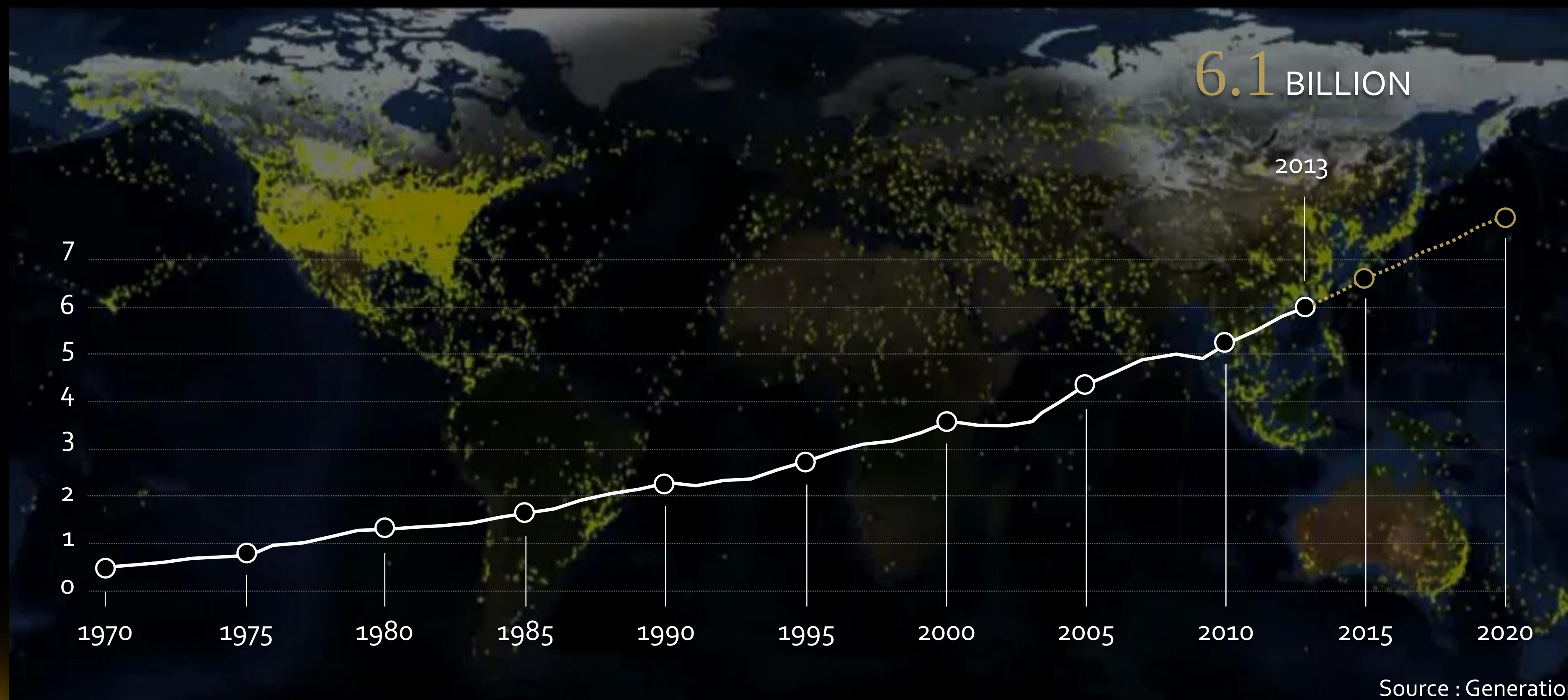


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TRAFFIC dynamics



TRAFFIC dynamics



2014

new roads

2014 TOP AIRPORTS

- 1 Istanbul
- 2 Doha
- 3 Kuala Lumpur
- 4 Taipei
- 5 Dubaï
- 6 Seoul
- 7 Hong Kong
- 8 Barcelona
- 9 Singapore
- 10 Tokyo

Trafic evolution



TRAVEL RETAIL

market

(all categories)



Source : Generation

TRAVEL RETAIL market

BEAUTY 1ST category



WEIGHT
30%

Source : Generation

2013 GROWTH
+7.4% est.

Source : estimation L'Oréal

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TRAVEL RETAIL market

L'ORÉAL
N°1

> 20%

MS

Source : Generation

x1,3

THE MARKET IN 2013

Source : estimation L'Oréal

LANCÔME
PARIS

YVES SAINT LAURENT

GIORGIO ARMANI

RALPH LAUREN

HR
BIOtherm

shu uemura

ud
URBAN DECAY
beauty with an edge

Kiehl's
SINCE 1851

clarisonic

cacharel

DIESEL

VIKTOR&ROLF

Maison Martin Margiela

L'ORÉAL
PARIS

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BUENOS AIRES



DOHA



HAWAII



BUENOS AIRES



KUALA LUMPUR



HONG KONG



DUBAI



HONG KONG



MACAU



PARIS



A DEEPLY CHANGING market

1947

1970



A DEEPLY CHANGING market

2000

2013



A DEEPLY CHANGING market



DUTY
FREE

دuty
free



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A DEEPLY CHANGING market

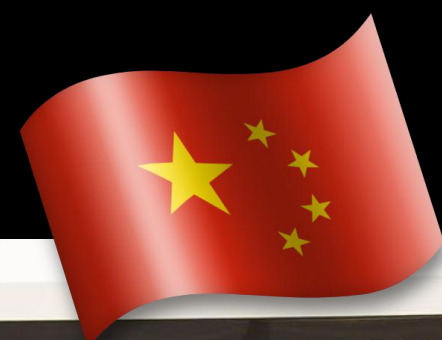


A DEEPLY CHANGING market



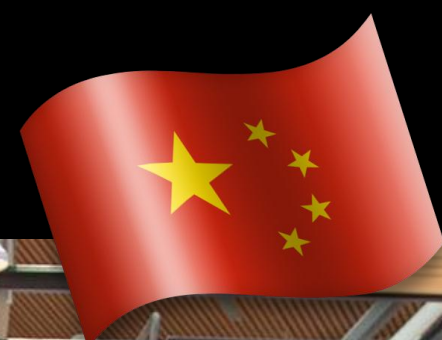
GLOBAL SHOPPER

nationalities' mix

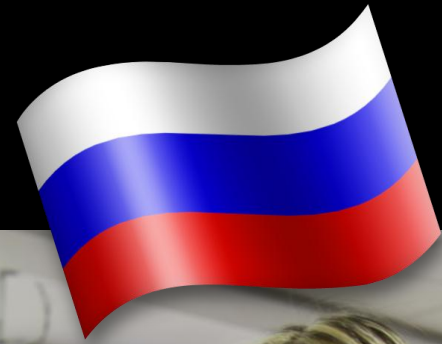


GLOBAL SHOPPER

nationalities' mix

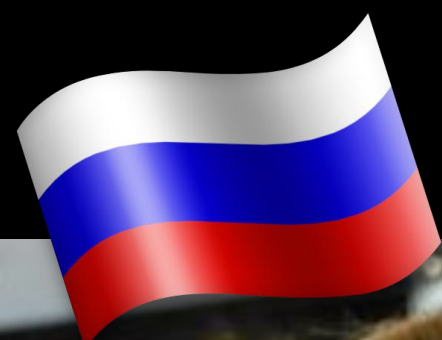


GLOBAL SHOPPER nationalities' mix



GLOBAL SHOPPER

nationalities' mix



GLOBAL SHOPPER



GLOBAL SHOPPER

a tailor made experience

CUSTOMIZED SERVICE
BY NATIONALITY



ADAPTED PRODUCTS'
ASSORTMENT



MULTILINGUAL
MATERIAL



CUSTOMER'S FAVORITES
BY NATIONALITY



EVENTS
BY NATIONALITY



GLOBAL SHOPPER

a tailor made experience

CUSTOMIZED SERVICE
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CUSTOMER'S FAVORITES
BY NATIONALITY



EVENTS
BY NATIONALITY



蘭寇祝您新春快樂

HAPPY CHINESE NEW YEAR



LANCÔME
PARIS



CHINESE
NEW YEAR

L'ORÉAL
Travel Retail



LANCÔME
PARIS

兰寇祝您新春快乐
HAPPY CHINESE NEW YEAR



CHINESE
NEW YEAR

L'ORÉAL
Travel Retail

VIKTOR & ROLF WISHES YOU
RAMADAN KAREEM

رمضان كريم



VIKTOR&ROLF

EAU DE PARFUM ORIENTALE

ماء عطر شرقي



RAMADAN

L'ORÉAL
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RAMADAN

GIORGIO ARMANI
WISHES YOU A
HAPPY DIWALI



Discover Armani Code Golden Edition



DIWALI

L'ORÉAL
Travel Retail

ARMANI

CRYSTAL EDITION

وعددها
100 زجاجة
على مستوى العالم

صممت خصيصًا للمرأة
المميزة

صالة 5 مطار لندن
زجاجتان في



GIORGIO ARMANI



PREMIUM

L'ORÉAL
Travel Retail

ARMANI

CRYSTAL EDITION

全球
仅限 100 瓶
编号出售

仅供
卓越女性专享

伦敦 T5 航站楼有 2 瓶



GIORGIO ARMANI



PREMIUM

L'ORÉAL
Travel Retail

ARMANI
CRYSTAL EDITION

100 НОМЕРНЫХ
ФЛАКОНОВ
ПО ВСЕМУ МИРУ

FOR ДЛЯ
НЕОБЫКНОВЕННЫХ
ЖЕНЩИН

2 ЭКЗЕМПЛЯРА
В ЛОНДОНСКОМ
АЭРОПОРТУ T5
GIORGIO ARMANI



GIORGIO ARMANI



PREMIUM

L'ORÉAL
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GIFTING

TRAVEL democratization



BANGKOK



L'ORÉAL
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HONG KONG



STOCKHOLM



OSLO



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LANCÔME PARIS YVES SAINT LAURENT GIORGIO ARMANI

RALPH LAUREN HR BIOTHERM

UD URBAN DECAY beauty with an edge Kiehl's SINCE 1851

clarisonic cacharel

DIESEL VIKTOR & ROLF Maison Martin Margiela

L'ORÉAL PARIS MAYBELLINE NEW YORK essie

VICHY LABORATOIRES SKINCEUTICALS

LA ROCHE-POSAY LABORATOIRE DERMATOLOGIQUE ROGER & GALLET PARIS

KÉRASTASE PARIS

THE BODY SHOP®



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6th CONTINENT



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