

SKYlink

CREATIVE TRAVEL JOURNAL

ISSUE
NO.1

FROM THE STYLE
EXPLORERS
OF THE TRAVEL
RETAIL MARKET





VIRTUE BEYOND
VALUE 4

WALL OF
WUNDERBAR 6

BRAND LOVE &
CONNECT 8

SeeMee
REVEAL 10

TRAVEL &
RETAIL 12



LIEBE READER,

We are delighted to present you with this introductory journal. It's our way to welcome you to the world of SKYlink, where good taste, commerce and travel come together to indulge the wandering lust for affordable luxury and premium goods.

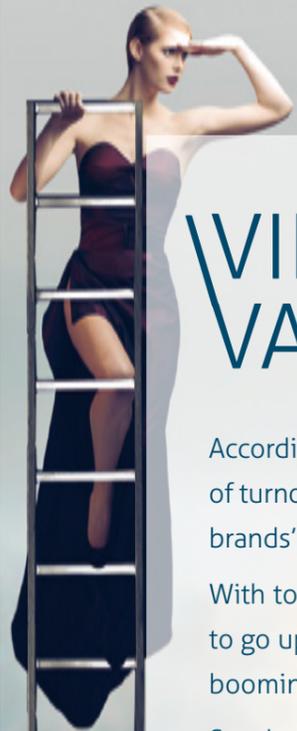
As the devoted hosts to our travel retail clients and vendor brands, we explore the frontier of the travel retail business to delight in newness, coolness and the next big thing. In doing so, we have linked together a valuable network, through which the most exquisite 'gems' find their way smoothly from vendor, via the retailer, into the willing hands of the style-smart traveller who is on a journey of discovery.

Our sense for commercial successes and eye for details reflect in our tailor-made solutions for all parties involved. Travelling is about sharing worlds. So on our journey through the world of travel retail, we prefer great companions to share our treasures and to keep up with the speed of the ever-changing demand.

This journal will take you, on a brief path, along the key points of interest. From an introduction to our business, the brands and clients we represent, how we keep them delighted, our most recently revealed gem in travel retail, what we know about the style-demanding customers of our clients, to our network of partners and the events to spot us at.

We are looking forward to team up with you in the quest of bringing the most stylish fest to the shopping sprees beyond the borders!

Barry Fitzpatrick & Thomas Wesch



VIRTUE BEYOND VALUE

EXPLORING GREAT STYLES IN
THE TRAVEL RETAIL MARKET

According to the latest figures, the travel retail sector generated around \$60 billion* of turnover in 2013. Also known as duty free sales, this market is gaining attention in brands' strategies, airports' revenue forecasts and airlines' ancillary product targets.

With tourist volumes rising to a new record of 1.1 billion** in 2014 and expected to go up in 2015 and beyond, we can only conclude that the travel retail market is booming!

So where do you start to explore this market and how do you find the special paths of value in the world of travel retail? And most importantly, how do you prevent losing your brand allure to the masses or spilling your buyer efforts on those run-of-the-mill offers? At SKYlink we have turned our passion into business: exploring the travel retail market for true treasures. Our sense for special style virtues such as coolness, newness, great stories, exclusivity, authenticity and quality brings us to extraordinary brand vendors. We make sure that our special 'picks' audition for their big stage appearance at our travel retail clients to hopefully enchant the global customer.

Committed to looking after the interests of all involved, we match preferences to the perfect connections and ultimately deliver valuable solutions for all of our customers. When a new brand to our business has no experience in developing in-flight packaging, we will produce it for them at the packaging atelier in Milan that we love to work with. And if a brand does not understand the nuances of a cruise ship trunk show, or airport staff training, we will work side-by-side with them in the first days. We have been doing this with lots of joy and success ever since our vision to start this company, three years ago.

The travel retail business is dynamic and trends shift at the speed of our jet-setting audience, but one thing remains unchanged: they'll stop doing whatever they do once their style-seeking eye catches a great virtue!

* The Tax Free World Association (TFWA), November 2014

** The UN World Tourism Organisation (UNWTO), January 2015



THE EXPLORERS

BARRY FITZPATRICK and THOMAS WESCH may come from different countries, have different experience but they are unified in their love for their business. Barry has worked with luxury and premium brands in the travel retail sector since becoming a management trainee at L'Oréal and has many great contacts and illuminating managerial experiences - especially in the accessories, jewellery and watches sectors. Born in Scotland, he is the sales and marketing guy.

German-born, Thomas has held Managing Director positions at large companies, mainly in the FMCg field. With an MBA, and a natural inclination towards the financial and operational areas of the business, he brings a wealth of managerial experience. And a calculator.

Together with their team of SKYlinkers they're living their dream of delighting their clients on the corner of two gratifying avenues in life: travelling and shopping.

FURLA

SERAPIAN
MILANO

FINLAY & CO.
LONDON

LIZ DAVENPORT



nuband

WATCHES



KLAUS KOBEC



OBAKU
DENMARK

rumba
TIME



EARNSHAW
-1805-

JAS. M.CABE
BELFAST + LONDON



BALLAST
TIME INSTRUMENT

SPINNAKER



VELOCITECH



ZEPPELIN

JEWELLERY



HAUS OF
DIETRICH

The **Fifth** Season
by Roberto Coin

TOMASSA
ECI LON

SeeMe

Stroili
ITALIAN JEWELS

WALL OF WUNDERBAR

Marvellous treasures deserve a spot to shine and that is exactly what these brands are doing in our portfolio. With their sparkling unique virtues they charm the most sceptical wallflowers to loosen up at trade fairs or on the shopping sprees. Needless to say, that we guard their brand allure with our heart. And we keep some extra spots reserved for more stars on our wall.





BRAND LOVE HOW WE CONNECT WITH BRANDS

“Never go on trips with anyone you do not love.” Ernest Hemingway once said, and it may sound corny, but it’s absolutely true to us. We simply work with brands that we love, and doing business with them is a pleasure.

Keeping our service close and personal to our clients – both brand suppliers and retail buyers - is important to us. Brands often do not know how to enter the travel retail sector and we see ourselves as their hosts, happy to provide guidance in preparing them for the exciting trip ahead. Mindful that we want to build meaningful relationships with brand suppliers, it is our mission to help them to go to market whilst assessing every step in close consideration with them.

SKYlink presents these new ‘gems’ in travel retail, to the key decision makers, ensuring that they are ready to supply our industry. We follow the strategy of the brands – possibly the



introduction into Travel Retail in one region over another is preferred, as it heightens awareness of the brand in a new domestic market.

In turn, our customers look to us to inject creativity and introduce these hidden gems to them. They trust that we understand their businesses, and that we will present these gems in the correct

“We love to create a fit for each brand and for each customer”

packaging, are able to deliver on time and with little fuss. We love to create a fit for each brand and for each customer rather than having a ‘one-size-fits-all’ mentality - otherwise it would be nix for all parties in the mix.

REVEALING ...

OUR FRESH NEW FEST IN TRAVEL RETAIL



SeeMe BY BARRY FITZPATRICK

I was at the Pitti Uomo Fashion Fair in Florence recently, where I happened to see a small stand with a crowd of people around it. I was perplexed that I couldn't get near to see what the fuss was about, but then I saw a model walking off the stand wearing an eye-catching love-heart-shaped necklace. 'Wow!' I thought.

As the doors opened the next day I rushed to the stand where I met the Founder & Main Designer of SeeMe, Caterina Occhio. A former development aid manager who for 15 years worked for the European Commission, the UN and was an EU Policy Advisor, one of her specialisms was the repatriation and support of disadvantaged women.

She went on to tell me that during her numerous work

"She wants to empower them, so it's not a charity"

visits to the Middle East and North Africa she would meet the women whom she tirelessly campaigned for, to better understand their plight. Many of them earned money by utilising the centuries-old hand-craft which they had learned as children and selling the merchandise in the Medinas. Never certain where their next meal would come from and the work was tough, yet Caterina could see that they were proud, seeking independence for themselves and their families and that they were most definitely not looking for charity.

By 2012, SeeMe was founded by Caterina to create sustainable jobs for these women, utilising their considerable skills to produce Fair Trade-certified high-end jewellery and accessories. Three years on, and SeeMe is gaining many fans with their signature collection of unique, hand-made loveheart jewellery.

The week following Pitti, Thomas and I met Caterina in Amsterdam where she lives with her family. Discovering more and more about what she calls a 'Certified Fair Luxury' brand, their collaborations with Karl Lagerfeld, Tommy Hilfiger and Missoni and with an understanding of the infrastructure and what could reasonably be achieved, we decided to present the brand to our client, KLM later that day, whom I'm delighted to report, loved it. The KLM team are supporting the brand's launch in numerous ways and we're working with Caterina and her team now to ensure that SeeMe's debut in our Travel Retail world, is truly memorable. We'll keep you updated on the next part of the journey....





OUR DUTY FREE CLIENTÈLE
 DEDICATED TO ONE DUTY: SELLING BEYOND BORDERS
 And we go on our travels to do just that!

BOUNDED IN DUTY

HOW WE CONNECT WITH THE DUTY FREE RETAILERS

Diamonds may be forever, but in travel retail – as in all retail sectors – sales are uber sensitive to trends. You may say that retailers are haunted by the zeitgeist. However if you find them that special 'gem' with the right virtues, they might capture the zeitgeist with a great reward. At SKYlink we love doing that by surprising our retail clients with the newest, coolest or most original picks from our journeys through the niches or unexplored grounds of the travel retail market. This also saves the buyers at the retailers a lot of time or dreadful exposure to out-dated catalogues.

"We keep the DISTRIBUTION PROCESS SMOOTH"

We understand that retailers have less time to meet new vendors, more limited resources and in most cases are looking to reduce their number of vendors. Nevertheless, the burden lies with the buyers of these retailers to find newness, trends and the next big thing. And even when a retailer suggests launching an initiative globally and asks us to source it, we go on our travels to do just that.

Retail buyers have to ensure that a brand is ready to work with the terms which are standard in this sector. SKYlink find these new 'gems', then we ensure that they are ready to supply the industry and then get them in front of the key decision makers.

We aim to keep the distribution process smooth – by working with the German freight company Kühne + Nagel. They help to ensure that all of our customers' supply chain challenges are simplified. Also, we always buy from our brands and then sell to our retail clients – as opposed to agents who require a commission on invoices which are raised by them individually – thereby, eliminating another headache for our retail clients.

That's what we love to do, create tailor-made solutions for our clients. It comes with the joy of having a personal relationship with them. To us, that is the diamond!

SPECIAL REPORT ON OUR TRAVELLING CUSTOMERS

RETAIL THERAPY FOR THE WANDERLUST

In travel retail we are all in business due to one powerful desire; the urge to travel. That sweet wanderlust. And collectively, we just tapped \$60 billion on its sibling, shopping. Great numbers for two small urges but capturing this customer isn't easy.

So a short psychoanalytic-profiling tour on the customers under the influence of these two urges. To start with, in the coming years, we may expect many more Asians to be travelling around. Their demand for established high-end luxury is still strongly present, however they also start to show preferences for fresh authentic brands with especially Western ties to legacy and craftsmanship.

"we can see a GREAT DEMAND FOR EXQUISITE PRODUCTS CRAFTED WITH AUTHENTIC STORIES, AFFORDABLE BUT EXCLUSIVE"

Be warned - don't patronize them by adding a number or a symbol to a Western brand's accessory – it's not what they are looking for. Also the Millennials are starting to move around with their own budgets and with a self-confident attitude on style, they love great stories and digital-social connections. Their life is a fest in terms of keeping things affordable but still exclusive. And then we have the silver-headed baby-boomers moving around their retirement and not willing to settle for veteran fashion. They are still in to expressing their advanced taste for design, accessories and lifestyle enhancing gadgets. Without neglecting other profiles in the travel-consuming world, we can see a great demand for exquisite products crafted with authentic stories, affordable but exclusive, far-from-mainstream and celebrating life in a healthy but festive way. Lots of niches and urges to cover, and a lust to create premium values and affordable luxury. Don't keep them wandering!



OUR PARTNERS

OUR PARTNERS HELP US TO BE AS GOOD AS WE POSSIBLY CAN. IN THE AREAS THAT THEY ARE EXPERTS IN, THEY ARE SIMPLY BRILLIANT. THANK YOU FOR YOUR CONTINUED SUPPORT:

PINKPOPE

Melvin is probably far too clever for most people, but we're quite in awe of this Amsterdam-based visionary. He figures out the trends that we should be following, puts it in to our G-english and points us in the right direction. He calls himself an Experience Architect. We call him a genius. www.pinkpope.com

WTS STEUERBERATUNGSGESELLSCHAFT MBH

WTS are our accounting partners in Munich – Thomas loves them! Barbara and the team make sure that every bill is paid, that we are true to our GmbH requirements in every fiscal sense & that we keep our exemplary credit rating. They dot every i and cross every t and they're everything that you'd expect from a large German accountancy firm. Except that the people which we deal with smile and encourage our creativity. www.wts.de

ESSENTIAL COMMUNICATIONS

Rowena runs the trade PR element of our business ensuring that our brands have a great share of voice in this ever-changing Travel Retail business sector. She's terribly important in our industry and her London-based agency manages the PR for lots of huge companies; she's quite 'Ab Fab'. Thankfully, she has a soft spot for us and helps us a lot. www.essentialcommunications.org

STEFFI STAGGE DESIGN & KONZEPT

Steffi runs the creative visual element of SKY-link from Berlin. She ensures that everything we do looks the part – our brand and product imagery. She epitomises the Berlin zeitgeist and humbles us with her eye for detail. When our customers need an advertisement to be vertical, Middle East-compliant and the deadline's already passed, Steffi will coolly take care of it all in a heartbeat. www.steffistagge.de

KÜHNE + NAGEL (AG & CO.) KG

What does a Hamburg-based distribution business do when the owners don't want to have a distribution warehouse? (Stock counting is just too boring for words). They call the largest logistics company in the world, which just happens to be based around the corner and ask them to manage the delivery of stock from suppliers to customers. Well, that's what we did, and they are amazing. You've got to love German efficiency. www.kuehne-nagel.com

FAIRS & AFFAIRS

WHERE TO FIND US In case you are on your own exploratory journey around the world, you can find us at these fairs. We attend them for sourcing, meeting our customers and for inspiration. Of course, we are already excited to meet you on your journey!





SKYlink

Creative Travel Retail

www.creative-travel-retail.com

info@creative-travel-retail.com

TEL +49 40 350 852 16

Poststrasse 33 . 20354 Hamburg. Germany