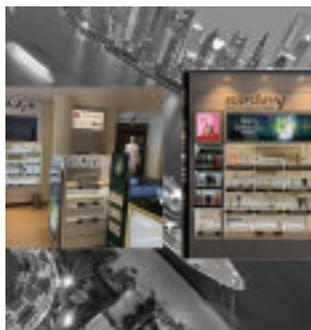


Actium sets sail with cruise initiatives

▶ Cruise business

Beauty distributor Actium has revealed a number of projects across the cruise sector to boost its brand portfolio. These included the launch of men's fragrance Bad Boy from Puig, with a unique presence on Symphony/Mariner and Carnival Panorama ships. A sampling campaign featured scratch cards and personalised perfume bars to make a statement on board.

Actium Lifestyle and Beauty Division Director Hanan Fraysse told *DFNI*: "We also reinforced our success on US ships with Sisley and expanded into key strategic vessels in partnership with Harding, launching Sisley on board



Virgin Voyages' *Scarlet Lady*. We will launch on board more ships soon, with Harding to continue our journey in building Sisley on premium and experience ships. We also recently relaunched Allure OTS and Oasis OTS, and are soon to launch CEL Apex."

For Hermès, Actium had an important year building the brand on Asian ships, but for now all projects are postponed, so it will redirect the focus to US vessels.

Aroma Holiday plots UK break

▶ Candles

Luxury candle and home fragrance brand Aroma Holiday is looking to enter the UK travel-retail market with a range of Travel Tin. Featuring 18 world destinations, the line was recently introduced to selected John Lewis stores. Director Mark Jordan's vision is to introduce freestanding units with a world theme in selected locations.



Lalique looks to the sun

▶ Fragrance

Soleil Lalique, and three new fragrances from Les Compositions Parfumées, will mainly continue as the travel-retail focus for the Lalique Group this year. Soleil Lalique is aimed at "feisty, independent and free-spirited women" who love the sun, according to the brand. New Les Compositions Parfumées feature Blue Rise, Infinite Shine and Velvet Plum.



Hair and beauty retail concept Marie Claire Jet Style will open its first salon at Kings Cross St Pancras station in April before rolling-out the initiative globally to airports and train stations. Founded and created by editorial and celebrity hair stylist and entrepreneur Steph Stevenson, it will offer a manicure, pedicure and 3D shine blow dry in under 45 minutes.

InterParfums' 2020 focus

▶ Strategy

Beauty house InterParfums has revealed the most important launch for US operations will be a new women's Guess fragrance this spring. The new Hollister fragrance duo, Canyon Escape, is also slated for introduction, while the company is looking to Anna Sui's Sky to reignite sales when it debuts in the autumn. Its first fragrance under the Graff collection will preview in Harrods under a six-month exclusive in the spring, followed by select distribution.



BeRelax in North America push

▶ Wellness

Spa retailer Be Relax plans to have 26 spa outlets in North America by the end of this year. By mid-2020, it will open in LaGuardia, New York JFK, San Francisco and Atlanta Hartsfield Jackson airports. A further location is also scheduled for JFK and two at Toronto Pearson International airport.