



Brown-Forman to unveil \$3m Chambord bottle

THE BROWN-FORMAN DUTY FREE TEAM will be unveiling arguably the world's most expensive spirits container: a Chambord liqueur bottle fashioned with \$3 million worth of diamonds, gold and pearls.

Designed by international jeweler Donald Edge, the iconic Chambord royal orb bottle is decorated with more than 60 carats worth of diamonds including 1,100 round brilliant cut diamonds, pear cut diamonds, a square cut emerald diamond, the finest round pearls, and hand-wrought eighteen-carat yellow gold.

"We jumped at the chance to have the \$3 million Chambord bottle present at the IAADFS Show. Chambord is a very regal and fashionable black raspberry liqueur and this expensive bottle is a great way to bring it to the attention of the Duty Free/Travel Retail industry," said Jim Perry, managing director for Brown-Forman Duty Free.

The bottle will be on display during a Chambord cocktail reception on Tuesday 23 February, from 16:00 to 18:00. A draw will also take place during the reception for a one-carat diamond with an appraised value of approximately \$2,500. The winner must be present to claim the prize.

Other Brown-Forman activities will include a post-Mardi Gras party on Monday 22 February from 16:00-18:00 to unveil the new Southern Comfort bottle. In addition, the Gentleman Jack luxury tour bus will be on display as part of the 'Perfect Gentleman Tour'.

BOOTH 1421



'Best-dressed' eyewear

NEW EXHIBITOR

HARSTON GROUP WILL BE PRESENTING the new Pepe Eyewear collection, featuring 34 sunglass styles in a range of up to six exciting colors, at the Duty Free Show of the Americas. The collection includes a range of trendy new styles aimed towards the younger, fashion conscious wearer and are offered at a price point that makes them easily accessible for this target market. Travel retail prices start at US\$66.

TV presenter and model, Alexa Chung, is the face of the Pepe Jeans London Spring Summer 2010 advertising and marketing campaign. Alexa is renowned for her music and fashion orientated TV programmes, both in the UK and now the US, where she hosts her own show.

For the 'best-dressed' man, Harston Group is also presenting the latest collections from Cuffwear: fun and fashionable cufflinks at an affordable price. New additions include Helicopter, Dice, Raised Squares, and Black and White. The cufflinks are priced in travel retail at US\$63.

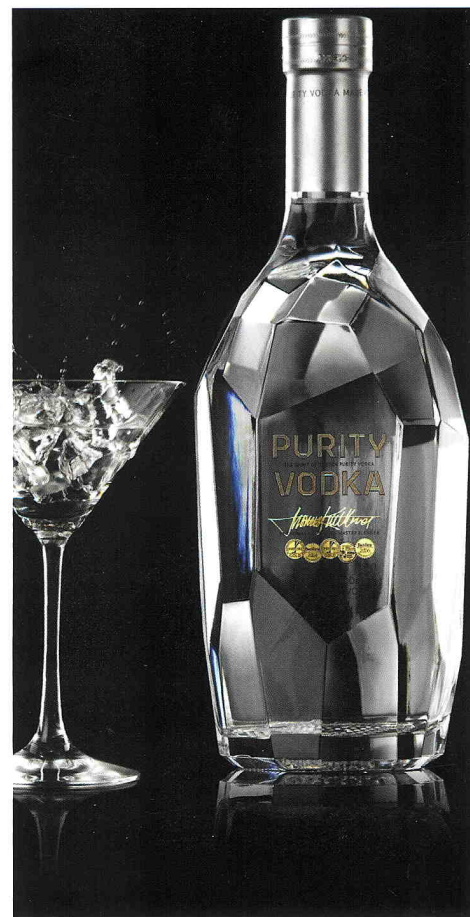
BOOTH 931

New line for Kaloo



Kaloo Parfums will be presenting its new line of unique fragrances for infants for 2010. As well as the new Kaloo and Clayeux Parfums editions, the company is also launching its new range of eaux de toilette, Parfums Corolle. With four different fragrances available – Vanilla, Cherry, Rose and Flower – the new Parfums Corolle can be bought either as individual bottles or as part of a special gift box along with a Corolle doll, making Parfums Corolle perfect for gifting. The stylish perfume bottles were developed by renowned French designer Serge Mansau, creating the bottle in the shape of a young girl that young users can dress up in different outfits, just like they do with their Corolle dolls.

BOOTH 1713



Party spirit

MONARQ GROUP IS SHOWCASING ITS range of products, including Purity Vodka, which is new in travel retail and is being targeted towards the Caribbean, US duty free and Latin American markets. Purity Vodka is an organic, unfiltered Swedish Vodka based on wheat and barley. It is targeted towards male and female consumers aged 25+.

La Fée Absinthe NV is new in the Americas and is similarly being targeted towards the Caribbean, US duty free and Latin American markets. From THE ORIGINAL Absinthe brand La Fée, La Fée NV – at 38% alc. – is described as the perfect party spirit for today's generation of spirits drinkers. It is targeted towards male and female consumers aged 21+.

Cachaça 51 is described as the number three selling spirit in the world and the number one Cachaça in the world. It is particularly being targeted towards consumers aged 21+ in the Caribbean, US duty free and Mexico.

Molinari Sambuca is new in travel retail and is similarly being targeted towards consumers aged 21+ in the Caribbean, US duty free and Latin America.

BOOTH 1037