

# F BUYERS' FORUM

**F**rontier magazine invites three senior buyers to assess products that are now available to the duty free shopper. The buyers are drawn from different sectors of the industry and the panel changes every three issues. This month's judges are:

**Patricia Wang**, *vice-president of merchandising department, Ever Rich Duty Free*



With over 20 years of travel retail industry experience, Patricia is responsible for the buying strategy and commercial development across all 17 operations of Ever Rich Duty Free's shops in Taiwan. Throughout her career she has built and managed relationships with global suppliers and has also specialised in analysing sales performance and forecasting market trends.

**John Bradley**, *Electronics/merchandising buyer, Hudson Group*



John Bradley has more than 25 years of retail merchandising experience, including international markets. Bradley joined the Hudson Group four years ago as a buyer specialising in the electronics category. He has held previous senior buyer roles at major retailers such as Amazon, Office Depot and Circuit City Stores. In just a few years, his team has more than doubled the percentage of the electronics business and now has 23 free-standing electronics stores with a target of 30+ by year-end. In addition, his team is starting to test mid to high-end electronics brands in select Dufry and Nuance Group duty free stores.

**Chloe Lerner**, *general manager, Inflight Retail*



Chloe joined the business in 2008 and her role oversees all aspects of the inflight retail offering from strategy implementation, product development and innovation, to buying, negotiation, marketing, commercial and crew/customer engagement. Leading a dedicated team of five people, Chloe and her team continually work hard with suppliers to strive to create a range that is perfect for the customer and delivers optimum commercial results.

## LAST ISSUE'S



Orla Kiely

Orla Kiely Daisy Chain Collection



### SCORING SYSTEM

Judges award each product up to 10 points in each category: quality, price, packaging, innovation and sales/potential. Points are awarded on these lines:

1-2	Poor
3-4	Below average
5-6	Average
7-8	Good
9-10	Excellent

### HOW TO ENTER

If you have a product suitable for inclusion in the Buyers' Forum or want to reply to any points raised, contact [luke.barras-hill@frontiermagazine.co.uk](mailto:luke.barras-hill@frontiermagazine.co.uk) or call +44 20 8253 8394



### SCAN & DOWNLOAD

Scan the QR code now to visit the *Frontier* website, where you can download our supplier form to enter a product into the Buyers' Forum.

For the first time in the history of Frontier Buyers' Forum we are delighted to announce that we have three joint winners based on our judges' scores, all receiving 122 points.

This winners are:

Royal Agio Cigars  
**Balmoral Dominican Selection Private Collection**

Eco Chic  
**Eco-friendly bag**

Tweexy  
**Tweexy nail polish holder**

In addition to the judges' verdict on the following pages please see some quotes outlining the high standard of these products...

*“This beautiful presentation box of cigars would make a wonderfully impressive gift or an indulgent self-purchase to entertain guests at a social occasion”*

**CHLOE LERNER,**  
 GENERAL MANAGER,  
 INFLIGHT RETAIL

*“Our buyer of bags will be contacting them for a product review”*

**JOHN BRADLEY,**  
 ELECTRONICS/MERCHANDISING BUYER,  
 HUDSON GROUP

*“Tweexy is the product you didn't know you needed until you tried it”*

**CHLOE LERNER,**  
 GENERAL MANAGER,  
 INFLIGHT RETAIL



## Royal Agio Cigars

Balmoral Dominican Selection Private Collection 25, €120

### PRODUCT INFO

- STATUS** Travel retail exclusive
- TARGET** For gifting or self-indulgence
- CONCEPT** By crafting exceptional cigars at an affordable price and creating an unrivalled retail experience, cigar lovers will be enticed with this new gift box. The 25-cigar assortment comes in a beautiful piano lacquer-finished wooden box.
- LAUNCH** TFWA Singapore 2016
- CONTACT** Gertrude Stormink
- EMAIL** g.stormink@agio.nl

### JUDGES' VERDICT

WANG	BRADLEY	LERNER
It is a very nice product as a gift or for personal use. It is also a very smart selection of different sizes of cigar for customers. The tubo cigars make the gift box more convenient for cigar lovers to travel with. The smaller size of the box could also increase the sales potential.	World-class packaging and out-of-the-box experience. Several co-workers commented how “fresh” the product appeared and the brand has a high-end feel. Feedback from other colleagues included positive comments about how smooth and mild the cigars taste.	The wooden box is of extremely good quality and the variation of cigars within gives the consumer choice and flexibility. When you open the box it really has a ‘wow factor’. The product is good value for money and the fact that it is a travel exclusive adds to its appeal and sales potential.
QUALITY 8	QUALITY 8	QUALITY 8
PRICE 8	PRICE 7	PRICE 7
PACKAGING 9	PACKAGING 10	PACKAGING 8
INNOVATION 10	INNOVATION 7	INNOVATION 7
SALES/POTENTIAL 9	SALES/POTENTIAL 8	SALES/POTENTIAL 8

Total Marks out of 150 = 122