

DFA first in TR to launch Pat McGrath cosmetics

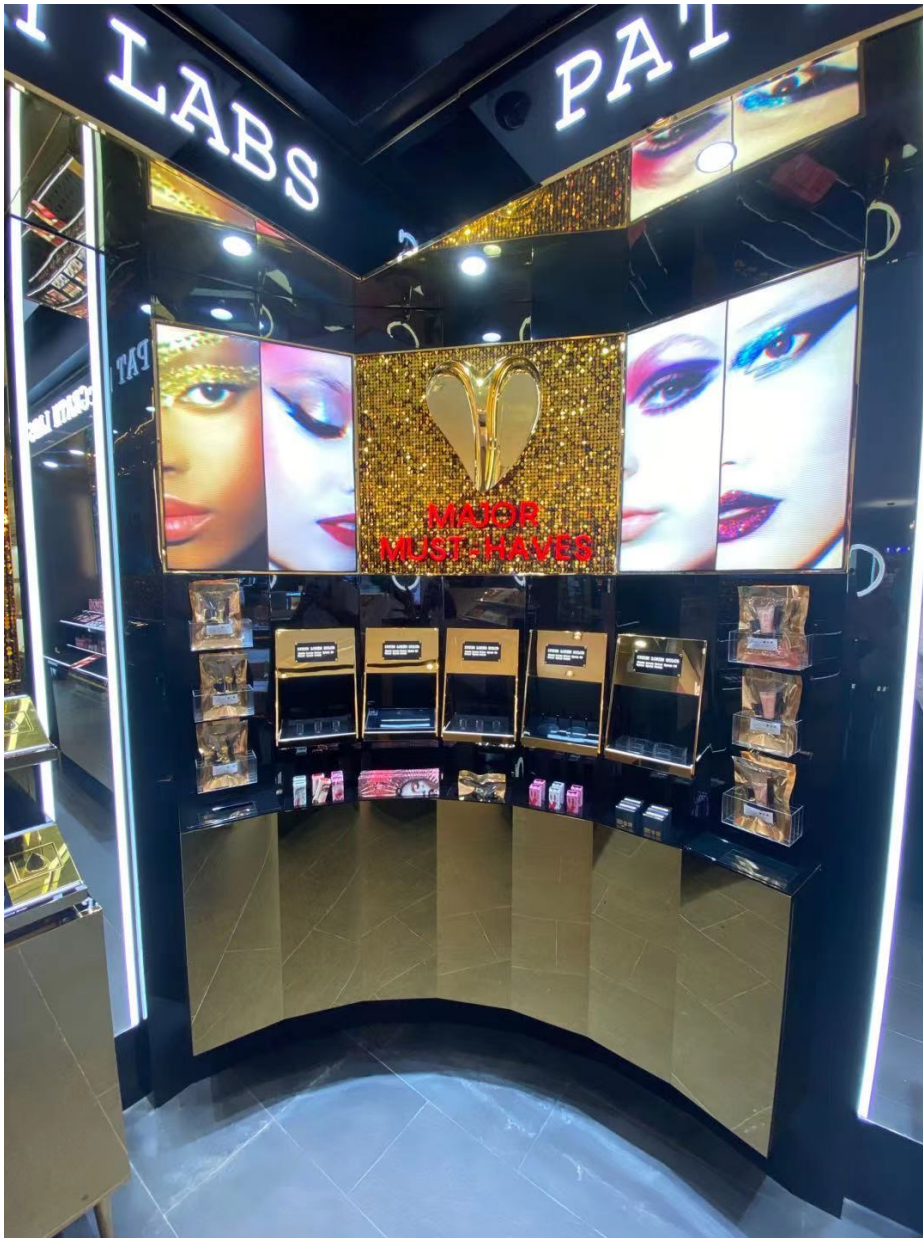
Duty Free Americas has officially launched Pat McGrath cosmetics at its flagship 11,500 square foot store in the Venetian Macau Resort Hotel, and is the first travel retailer in the world to do so.

British-born Pat McGrath has been named one of the most influential make-up artists in the world by *Vogue* magazine, and was included in *Time* magazine's 100 most influential people list. She has won countless awards and her makeup line has become hugely popular.



Pat McGrath is one of the most influential make-up artists in the world, according to *Vogue*, and one of the most influential people in the world, according to *Time*

This launch is an important step in DFA's strategy of pioneering strategic collaborations with global beauty and fragrance houses, and further cements the operator's Beauty-heavy presence in Macau. For the brand, this partnership is a major step in expanding its influence and demand in Asia.



Pat McGrath brings a high-fashion, modern vibe to the shop

Jerome Falic, Chief Executive Officer of Duty Free Americas, said: “We could not be more excited about being the first travel retailer in the world to carry Pat McGrath. DFA aims to ensure that our customers are offered the latest and greatest beauty products from global brands. Partnering with a brand like Pat McGrath in this first-of-its-kind launch not only enhances our store's variety and distinctiveness, but also speaks to our customers who appreciate the finer things in life. We are grateful to the entire Pat McGrath team for working creatively with us to ensure the long-term success of this launch.”



Pat McGrath cosmetics are in line with DFA Macau's strong Beauty focus, and the operator will help bring the line to the Asian market

"On behalf of Pat McGrath Labs we are thrilled to announce our first ever partnership with Duty Free Americas with the launch of our cosmetics line at the Venetian Macau Resort Hotel," said Thierry Maman, Global Managing Director of Pat McGrath Cosmetics. "This partnership will further grow our Asian market footprint, and will be an exciting step towards further awareness and demand-- as we continue to expand our edgy, luxurious makeup brand business."