

# IAADFS welcomes L'Oréal's Julia Seve to Board of Directors



Julia Seve has joined the IAADFS Board of Directors

The International Association of Airport and Duty Free Stores (IAADFS) has welcomed the addition of a fourth supplier member to the IAADFS Board of Directors.

Julia Seve of L'Oréal Travel Retail Americas has over 20 years of experience at the L'Oréal Group. She has served in several capacities, including various roles in Brazil, France, and most recently, the US, as the Managing Director for L'Oréal Travel Retail Americas.

L'Oréal Travel Retail Americas is dedicated to offering beauty solutions for each traveler through a rich portfolio of powerful brands, while driving innovation and creating value within the travel retail industry.

Rene Riedi, IAADFS Chairman, said, "We are delighted that Julia is joining our Board. Her knowledge of the whole industry and of the expanding beauty sector in particular will be invaluable as we launch our new initiatives and explore ways to better serve our members."

Michael Payne, IAADFS President and CEO, added, “Julia brings tremendous expertise and insights to the association through her many years representing one of the most prestigious brands in the industry. We are honored and excited to have her join the IAADFS Board.”

Seve’s appointment to the IAADFS Board of Directors comes on the heels of the March 11 announcement of the appointment of three new supplier members to the Board, including Greg Ford, General Manager - TR Americas, Pernod Ricard; Felipe Grant, General Manager, Puig Travel Retail Americas and Markus Suter, Sales & Market Manager GTR-The Americas, Lindt.