



BOARD ELECTION CANDIDATE'S PROFILE



Ms. Erin Clare Lillis

Lacoste
Travel Retail Director

Personal Statement

I am a passionate member of the travel retail community-based in Hong Kong for over twelve years. I have worked in many different roles for Lacoste over more than twenty years but been solid as the APAC Travel Retail Director for nine years, extensively travelling & dealing with all operators (large & small) & many airports, thus have a strong understanding of the travel retail channel.

I am on the TFWA Management Committee since Oct 2020, which is also adding to my knowledge & fuelling my existing passion even further to ensure that TR remains a key part of the brand focus, a driver for business & image and that customers/travellers continue to make travel retail part of every trip. I feel I can add further to APTRA's great work with my strong team spirit & drive!
