

The LEGO Group enters Singapore travel retail with “Retailtainment” store concept



An exterior shot of the new LEGO® Airport Store in Terminal 3 at Changi Airport

The LEGO Group has marked its entry into the travel retail channel in Singapore with the opening of two new stores, the LEGO® Airport Store at Changi Airport in Terminal 3 and Terminal 4. According to the Group, the two shops showcase the brand’s “Retailtainment” concept, which consists of its latest design and retail experiences intended to inspire creativity, encourage hands-on play and build brand awareness.

Global Travel Retail Magazine connected with Danny Wong, APAC Travel Retail Channel Lead at The LEGO Group, to learn about the company’s growing interest in travel retail and presence in the APAC region. Wong provided three reasons for its interest in the channel: the relevancy of the audience, the gap for toys because of high barriers of entry and the opportunity for brand building.

“The audience in travel retail is highly relevant. Having the right demographic (both families and adults) with the right spending power - in addition to the mindset of shoppers when traveling - makes it an attractive audience segment,” says Wong. “We also find that some shoppers don’t end up making it to a downtown store, so it’s seen as incremental business.”

Wong also says since there is a gap in the market, The LEGO Group can help to fulfill part of the traveler’s journey. “If there is a toy company that can succeed in this space, it would be The LEGO Group - as we are more than toys, and we have expanded our portfolio toward lifestyle and art, as well as tapped into consumers’ passion points.”

With all of this in mind - and having recognized Singapore as a key leisure and business hub for

travelers - the company decided to open its first-ever LEGO® Airport Stores in Singapore at one of the top airports in the world. The shops mark the brand's eighth and ninth shops in Asia, in addition to placements in Hong Kong, Taiwan, Malaysia (and Australia). "With the opening of our new LEGO® Airport Stores, we hope to build a strong presence across key airports in Asia Pacific and bring meaningful LEGO play to more outbound travelers, families and children across the region," explains Wong.



An interior shot of the new LEGO® Airport Store in Terminal 4 at Changi Airport

Raising the retail bar

Following two years of consumer research, the Group's "Retailtainment" store concept has been developed to raise the bar in retailing across its shops. According to Wong, the concept takes shoppers on a journey based on three core experiences: newness, brand immersion and personalization. It also incorporates a hybrid of digital and physical retail experiences. See the framework below:

- To highlight the intricate details of new LEGO sets, shoppers can visualize assembled models using an Augmented Reality Digibox kiosk that features an interactive disruptor and moveable magnifying glass
- To immerse shoppers in the LEGO brand experience, the company has incorporated 3D models and a giant mosaic wall displaying local landmarks; both of which make for great photo opportunities
- To make the experience memorable, customers can personalize their own minifigures via the LEGO®Build a Minifigure station; this is proving to be a win in travel retail as a way of designing a souvenir to take home

When asked how the concept specifically inspires creative play in connection to the world of travel, Wong refers back to the recent openings. The LEGO® Airport Stores at Changi Airport feature 3D

models and mosaic walls not found anywhere else. Both shops display a 3D LEGO model of local landmarks such as a Merlion Minifigure and the Changi Airport Tower. Specially designed and handbuilt by The LEGO Group with 35,832 bricks, the models' welcome visitors into the store by recreating the popular tourist attractions. Plus, crafted by homegrown artist and LEGO® Certified Professional Nicholas Foo, the stores' Singapore-exclusive mosaic walls -each made up of 41,472 pieces - present a day and night depiction of the iconic HSBC Rain Vortex at Changi Airport.

“We are thrilled to welcome The LEGO Group to the Changi Airport community. The addition of this iconic brand brings a new level of creativity and imagination to our diverse tenant mix. The Group's commitment to inspiring play and learning aligns perfectly with our goal to provide enriching experiences for travelers. We believe this partnership will not only captivate the hearts of LEGO fans, but also introduce a world of fun and discovery to even more passengers at Changi Airport,” says Chandra Mahtani, Senior Vice President of Airside Planning & Leasing and T5 Planning, Changi Airport Group.



'Rain Vortex at Night' mosaic wall at Terminal 4 LEGO® Airport Store



LEGO® Merlion Microbuild Make & Take and Postcard Activity