

Lacoste opens TR boutique at Changi Airport



The 75-square-meter boutique is located in the Departure Hall of the airport, T3, and aims to offer a premium shopping experience to travelers

Lacoste has announced the opening of a duty free boutique at Terminal 3 of the Singapore Changi Airport, in LE CLUB CONCEPT EVOLUTION.

Thanks to the opening of this 75-square-meter travel retail boutique, in the Departure Hall of the airport, Lacoste aims to offer a premium shopping experience to travelers before sending them off to their destination. Sunil Tuli, Group CEO of King Power remarked, "We are extremely happy to partner with Lacoste on this key store opening and expect more projects to come soon - watch this space."

Travel retail, often referred to as the "sixth continent", provides a unique opportunity to connect with consumers and highlight the brand all over the world. Lacoste is today one of the strongest players in the travel retail industry with more than 170 boutiques worldwide. Lacoste reinforces the consumer experience, enhancing channel specific product offerings and visual merchandising.

Looking to the future, Lacoste continues to leverage the travel retail channel strengthening or expanding in new geographical areas, developing new channels (online duty-free and cruises), and new ways of connecting with consumers before, during, and after their trips.