

# AIDA Cruises opens second LEGO Store



The store's new modular retail design concept picks up on the typical LEGO design language and offers a unique shopping experience onboard AIDAperla

The cruise company [AIDA Cruises](#) has expanded its cooperation with the Danish toy manufacturer LEGO Group. A second LEGO Store opened on October 6, 2022, on AIDAperla, implementing the manufacturer's full-store concept.

Young and adult fans can stop by the 75-square-meter LEGO store to check out the range available: from classic LEGO worlds such as LEGO® DUPLO® and LEGO® City to the 5,000 brick LEGO® Hogwarts Express™.

The official LEGO mascot, a two-meter-tall sailor, has also signed up. Visitors can look forward to exciting activities and events where they can discover their creative side. The store's new modular retail design concept picks up on the typical LEGO design language and offers a unique shopping experience onboard AIDAperla.

The world's first LEGO store on board a cruise ship opened on AIDAprima in September 2021.

"We are very excited to further expand our LEGO experience. The positive feedback from our guests on the first LEGO Store aboard AIDAprima has encouraged us to develop this concept further. The new store on AIDAperla is a real highlight for grown-ups and children alike and serves as the perfect addition to our extensive family offering," says Casper Koch, Director Onboard Revenue at AIDA Cruises.

"We are very pleased to extend our co-operation with AIDA Cruises with our second LEGO cruise shop onboard AIDAperla. This store will differentiate from the first store onboard AIDAprima, with our new retail design offering several fun, playful and engaging touchpoints for the whole family, and we really look forward to thrill AIDA guests in all ages with this new experience," adds Annette Rosendahl, Head

of Travel Retail Development, LEGO Group.

With its diverse product range, the long-established Danish company is one of the largest toy manufacturers in the world. The LEGO Group has twice been named "Toy of the Century."