

Lagardere renews souvenir shop concessions at Changi Airport



The Discover Singapore store in Changi Airport Terminal 1 showcases the souvenir concept's sense of place and exciting Singapore offerings

Lagardere Travel Retail and Changi Airport Group have reaffirmed their 13-year partnership for the Singapore souvenir shop concessions through a renewal of the Discover Singapore retail concept at Changi Airport Terminals 1, 2 and 3.

Changi Airport was one of the first airports to debut the Discover concept by Lagardere Travel Retail, showcasing a sense of place with warm local hospitality. The concept delivered culturally-inspired designs and rich product offerings with one-of-a-kind, emotionally-driven design and storytelling concepts that have showcased many local brands, gifts and souvenirs since its inception in 2008.

The next-generation Discover Singapore concept was developed by Lagardere Travel Retail in collaboration with the Singapore Management University to address the changing needs of travelers.

The new concept piloted in Terminal 1 in December 2019 received an excellent response from the travelers, the companies said. Enhancements to the remaining stores will take place in the coming months to serve returning customers as travel restrictions gradually get lifted.

Inspired by the cosmopolitan garden city, emblems and icons such as the Merlion and the orchid will take centre stage. The new Discover Singapore will showcase a fresh concept, with lightness and greenery weaved into its design. It aims to evoke in travelers an emotional connection to Singapore and its people.

Travelers can also expect to find new and exciting curated gifts and souvenirs from all around Southeast Asia, a reflection of Singapore as the key trading port for the region.

Sustainability to the fore

Sustainability will be a key driver in the design, with the adoption of circular design principles, methods of construction and the use of innovative materials. Discover Singapore aims to embody Lagardere Travel Retail's commitment to Corporate Social Responsibility through its PEPS strategy (Planet, Ethics, People, Social).

Innovations include sustainable design and construction methodologies and environmental waste reduction, while increasing community involvement and social contribution.

Severine Lanthier, Chief Strategy and Development Officer & Regional COO Asia, Lagardere Travel Retail said: "We are ecstatic to strengthen our partnership with Changi Airport Group and serve travelers in one of the world's most awarded airports. Discover Singapore is our pioneering multi-brand concept with Changi Airport, a true sense of place experience. We have continuously worked together through the years to innovate and deliver the Gift and Souvenirs of tomorrow. Our shared aspirations, mutual trust and longstanding partnership for over two decades have made it possible for us to look past the current challenges in travel retail and focus on delivering a new and exciting concept which will exceed the travelers' expectations."

Teo Chew Hoon, Managing Director of Airside Concessions, Changi Airport Group, commented: "Lagardere Travel Retail has been a committed and supportive partner to Changi Airport for many years. With a joint vision to continue rejuvenating and developing the Gift and Souvenirs concept, the new Discover Singapore will showcase not only iconic and new local offerings but also popular Southeast Asia Gift and Souvenirs, with the aim of delivering best-in-class retail experiences. We are also excited to collaborate with Lagardere Travel Retail to bring Gift and Souvenirs to travelers and non-travelers through our digital platform - iShopChangi."

Today, Discover Singapore is home to local brands across various categories such as Artisanal Gifts, Wellness, Fashion, Travel and Local Delicacies. In addition to favorites like Tiger Balm and Prima, the concept also features notable local brands and special collections like Koli and Disney-in-Singapore.