

Lagardère TR and local partner Monument Books introduce new brand in Cambodia



The Discover store opened at the Angkor Wildlife & Aquarium in Siem Reap

Lagardère Travel Retail has announced the extension of its franchise agreement with the signing of a 10-year contract with Monument Books to showcase the Discover gifts and souvenirs brand in Cambodian travel locations. This partnership comes to life with a first opening in the world-renowned city of Siem Reap.

Building on its extended partnership with Lagardère Travel Retail, Monument Books has opened the first Discover store called "Discover Siem Reap" at the Angkor Wildlife & Aquarium in Siem Reap.

The Angkor Wildlife & Aquarium is the first Cambodian aquarium and zoo that provides sanctuary for endangered species from Cambodia and the Gulf of Thailand and offers linked education programs to raise awareness. The location of this Discover store is close to Angkor Wat, the millennium-old temple ruins of the Khmer Empire.

Siem Reap is a small provincial capital that offers hundreds of sightseeing opportunities such as well-preserved colonial buildings, traditional markets, and the floating villages on the Tonle Sap Lake, as well as museums, cultural and culinary attractions.

Discover' is a unique souvenir store concept with a highly flexible brand design and architecture that can be adapted to regional environments to reflect the local culture within each store location. The concept creates an experiential playground for travelers, with a strong sense of place and a well thought out customer shopping experience, where they can find authentic, local, high quality and affordable gifts and souvenirs. The Discover brand is currently present in 15 countries (including four via franchisees), with over 50 stores.

Discover Siem Reap is promoting a range of specially selected Khmer craft gifts and souvenirs. made in Cambodia – from Krama scarves, stone carvings, ceramics and traditional jewelry to seasonal dried fruit, the world-famous Kampot-terroir pepper and Cambodian cashew nut cookies, as well as natural essential oils and herbal cosmetics, all of which are highly valued and sought after by visitors.

According to the *Travel Experience Voices* report, developed by Lagardère Travel Retail and based on airport and brand partners' insights, localness is best embodied through a broad range of local products and an in-depth understanding of local markets.

Beyond the product offer, store design is important to create an authentic shopping experience. Discover Siem Reap' immerses travelers in an ambiance deeply rooted in Cambodia's culture with the integration of large visuals of key Siem Reap touristic attractions.