

Lagardère Travel Retail inaugurates Tory Burch store at Changi Airport T2



At the Tory Burch at Singapore Changi Airport Terminal 2 ribbon cutting ceremony: (from left to right) Chandra Mahtani, Thibault Villet and Ann Pang

Lagardère Travel Retail and Tory Burch celebrated the recent opening of their Singapore Changi Airport Terminal 2 store with an official ribbon cutting ceremony and launch of an in-store personalization and embroidery service activation.

The special event was attended by Thibault Villet, President APAC of Tory Burch, Ann Pang, CEO Singapore & Malaysia of Lagardère Travel Retail and Chandra Mahtani, Senior Vice President, Airside Leasing & T5 Commercial Planning Changi Airport Group.

The celebrations began with a ceremonious ribbon cutting, followed by a tour showcasing the curated array of Tory Burch pieces and a demonstration of the in-store embroidery activation for clients. Guests were welcomed with canapes coupled with specially created beverages for the event by Marche, one of the Lagardère Travel Retail's restaurants in Singapore.



Exclusive Tory Burch products attract the interest of Singapore Changi shoppers

The highlight of the celebrations was the launch of a specially curated in-store personalization service. Clients at Tory Burch Terminal 2 Singapore Changi Airport are invited to select a thread color of their choice for up to 3 initials to be embroidered on-the-spot on dustbags to accompany their purchase. This special activation marks the first time that this service has been offered at a Tory Burch boutique in Asia, both in downtown stores and in travel retail.

The embroidery service was available in-store at Terminal 2 until October 24, and moving December for a limited time to the brand-new Tory Burch Boutique at Terminal 1 Singapore Changi Airport, proudly unveiled earlier this year in June 2024 by Lagardère Travel Retail.

Lagardère Travel Retail Singapore has a robust presence at Changi Airport featuring a diverse range of fashion brands and gift and souvenir stores. In addition, the travel retailer operates Marche restaurants in key tourist and downtown locations, offering travelers a comprehensive shopping and dining experience throughout Singapore.