

Lagardère Travel Retail introduces 2 new toy stores to Sydney Airport



Lagardère Travel Retail has opened the first LEGO store within the Pacific region in travel retail at Sydney Airport's Terminal 2

Lagardère Travel Retail has added 2 new toy store concepts – Kaboom and LEGO to its portfolio at Sydney Airport Terminal 2.

According to Lagardère, the LEGO store is the first within the Pacific region in travel retail. The 50-square-meter store is located in the recently revitalized Terminal 2 Pier B. It will offer a range of exclusive LEGO products, including family favorites.

Commenting on the opening of the store, Przemek Lesniak, CEO of Lagardère Travel Retail in Pacific region said: "Being the first to bring such an iconic brand as Lego® to travel retail is an exciting development for Lagardère Travel Retail and it's sure to bring much excitement to the many passengers travelling through Sydney T2."

Adjacent to the LEGO store is Lagardère Travel Retail's toy concept store Kaboom. The 65-square-meter sells an international range of toys, activity packs, games, books, educational products, appare

and specialty confectionery, as well as products suitable for adults.



Lagardère Travel Retail's toy concept store Kaboom has relocated to a larger space at Sydney Airport's Terminal 2