

Marshall Retail Group opens first-ever airport LEGO store



With its opening at SLC Airport, MRG continues its growth as America's leading travel retailer in the airport, casino and resort marketplace

Marshall Retail Group (MRG), a WHSmith Company, recently opened its newest retail space and the first-ever airport LEGO store in the United States at Salt Lake City International Airport (SLC). Entrusted with opening a LEGO branded airport retail location, MRG continues its substantial growth as America's leading travel retailer in the airport, casino and resort marketplace.

The new store allows visitors the opportunity to experience first-of-its-kind shopping for hard to find products from the LEGO portfolio, top sellers, unique featured items and more. From princess universe to cool cars, SLC's LEGO storefront offers six exciting product sets and innovative display models designed to elevate the customer's in-store experience.

"Marshall Retail Group is honored to open the first-ever LEGO retail store in the United States in an airport and we're thrilled to partner with The LEGO Group as they continue to inspire and develop the builders of tomorrow through creative playing and learning.

With their inimitable products and playful atmosphere, we're confident the LEGO storefront will provide visitors of all ages an unforgettable experience as they travel through the newly-constructed Salt Lake City International Airport," comments Michael C. Wilkins, CEO, Marshall Retail Group.

Shoppers looking for precious moments of playful learning with little ones can purchase LEGO DUPLO

toddler-friendly playsets featuring colorful, creative, imaginative and developmental toys. The real-life heroes of LEGO City invite the builder to impersonate their heroes such as astronauts, firefighters, police officers or train drivers to make them feel cool and confident.

The builder can also indulge in the adventures of the five LEGO Friends characters where anything can be achieved, as long as they follow their heart.

Shoppers looking for a more complex and challenging build can tap into engineering excellence with more complex models like the Lamborghini Sián FKP 37 from LEGO Technic.

“We are proud to have the first out of many LEGO airport stores in the US here in Salt Lake City. The LEGO airport store offers a premium retail experience to the traveler and engages families, children, and adults with a broad range of products from LEGO DUPLO to very sophisticated LEGO Technic models,” adds Simon S. Bast, Head of Sales, Travel Retail Americas.