

Three for Lacoste at Changi in strategic push

Last week, Lacoste opened a 79sq m boutique in terminal one at Changi airport, completing a trio of units following recent opening of two other stores in T2 & T3 at the Singapore hub.

The fashion brand known for its crocodile logo had reduced duty free and travel retail doors in high single digits in 2015 as part of its 'fewer bigger better' strategy, but is now expanding again.



Jean-Louis Delamarre Lacoste CEO for Asia Pacific and Global Travel Retail, tells *TRBusiness*: "Now we have a footprint of close to 200 doors in travel retail, and Asia and Europe combined are 85% of the business in this channel. Asia is the fastest growing region and I think for the next five to 10 years it will still be growing the fastest."

The new store in Changi T3.

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At Changi, in keeping with the brand's concept 'Standard Premium', Lacoste offers a wide variety of apparel, leather goods and accessories covering caps, sunglasses and watches. To highlight the brand's iconic polo shirts, it has incorporated a new polo wall with visuals shot by fashion photographer Karim Sadli as a focal point of the store.

Brand identity is intensified through 'curiosity cabinets' which are adorned with Lacoste croc emblems in diverse designs. In addition, customers can experience the Lacoste universe through various props and images connected to tennis, golf and nautical pursuits.