

Marshall Retail Group opens first US Lego airport store in Salt Lake City

Marshall Retail Group (MRG) has opened its newest retail space and first US Lego airport store at Salt Lake City International Airport (SLC).

The new Lego store at Salt Lake City International Airport features top-sellers and unique features items.

MRG says the new Lego outlet enables guests to experience first-of-its-kind shopping for hard-to-find products from the Lego portfolio, top-sellers and unique featured items.

SLC's Lego storefront offers six product sets and display models. These are designed to elevate the customer's in-store experience and enchant travellers with first-hand access to play materials.

Michael Wilkins, Chief Executive Officer, Marshall Retail Group said: "Marshall Retail Group is honoured to open the first-ever Lego retail store in the United States in an airport. We're thrilled to partner with The Lego Group as they continue to inspire and develop the builders of tomorrow through creative play and learning."

PLAYFUL IN-STORE ATMOSPHERE

He added: "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."

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Shoppers visiting the store can purchase Lego Duplo toddler-friendly play-sets featuring 'colourful, creative, imaginative and developmental toys.'

The real-life heroes of Lego City invite children to impersonate their heroes, which can be astronauts, firefighters, police officers or train drivers. Children can also indulge in the adventures of the five Lego Friends characters.

Shoppers seeking a more complex and challenging build can try more complex models like the Lamborghini Sián FKP 37 from Lego Technic.

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Simon Bast, Head of Sales for Travel Retail Americas, Marshall Retail Group commented: "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 traveller and engages families, children and adults with a broad range of products, from Lego Duplo to very sophisticated Lego Technic models."