

# DFD announces the opening of its first LEGO Shop-in-Shop

By **Jas Ryat** on January, 30 2020 | Gifts & Children's Products



Located in the recently expanded and renovated Duty Free Shop in Colon 2000 Cruise Port, the Shop-in-Shop reflects the success of DFD's business model

Duty Free Dynamics (DFD) is pleased to announce the opening of its first Certified LEGO Shop-in-Shop (SIS), located in the recently expanded and renovated Duty Free Shop in Colon 2000 Cruise Port, Terminal II.

With the main purpose of serving the cruise ships on international trips, the Colon 2000 Cruise Port opened in October 2000. Years later, the service for the cruise ships was improved with the construction of Terminal II, better known as the "Home Port" of cruises, providing the opportunity to passengers from Latin America to take cruises in the Caribbean.

Several other LEGO stores will be opened over the next few months, through DFD's partners within the Americas Travel Retail Market. Different concepts of LEGO Stores will be implemented, like

Premier Format, Stand Alone or Shop-in-Shops, depending on the diverse needs and guidelines of the aforementioned partners.

Tatiana Pinto, LEGO Brand Manager, DFD, comments: “This store opening reflects the success of DFD’s business model, providing our LEGO franchisees with optimal revenue potential and their customers with the most exclusive LEGO experience.

We are very grateful for the trust that our partners have placed in our company and for the support of the LEGO Group in the development of this initial project.”

Nicolas Dobry, CEO, DFD, adds: “These upcoming openings are another milestone for our expansion in the region. It demonstrates the value of our development strategy for brands and partners alike and emphasizes our commitment to excellence in all aspects of our activities”