

Lacoste opens a new travel retail store at Mactan-Cebu International Airport



Located in Terminal 1, the French fashion brand unveils a new “Le Club Concept” store at CEBU Airport

Lacoste is pleased to announce the opening of a new “Le Club Concept” store at CEBU Airport.

Located in Terminal 1, the French fashion brand defines the 42-square meter store as a premium shopping experience for local and international travelers. Additionally, the team says that the new retail space will re-inforce the consumer experience and enhance channel specific product offering and visual merchandising.

As one of the strongest players in the travel retail industry, Lacoste has more than 170 boutiques worldwide. Often referred to as the “6th continent”, the industry provides a unique opportunity to connect with consumers highlight the brand.

Looking forward, Lacoste continues to leverage the channel by strengthening and/or expanding in new geographical areas, developing new retail points (via online duty free and cruises) and introducing new ways of connecting with consumers before, during and after their trips.