

# Lagardère Travel Retail brings All Blacks store to Christchurch Airport



The new All Blacks store at Christchurch Airport is Lagardère Travel Retail's second All Blacks store in New Zealand

Lagardère Travel Retail has announced today that it opened its second official All Blacks store in New Zealand's Christchurch Airport.

The 120 square meters new store is located at the main Landside Terminal and available to domestic and international departing passengers. It sells a wide range of licensed merchandise including apparel, jerseys, rugby balls, beanies and various gift items, as well as the latest world cup merchandise.

Inspired by the design of a traditional locker room, the store features two LED archway entrances inviting shoppers into the store. To enhance travelers' experience, there is also an area featuring the Haka 360 experience, digital highlights reel showing iconic All Blacks' moments, the Wall of Champions, and a roof adorned with a super-sized silver fern to replicate the excitement and atmosphere experienced by the current world cup.



Lagardère Travel Retail's new All Blacks store at Christchurch Airport sells various merchandise including apparel, jerseys, rugby balls, beanies and various gift items, as well as the latest world cup merchandise

In a press release, Lagardère said its strong partnership with Christchurch Airport and NZ Rugby "provides a truly unique retail experience where customers can fully immerse themselves into this champion teams' story." The store was also opened to coincide with the 2019 Rugby World Cup.

Commenting on the partnership, Przemyslaw Lesniak, CEO of Lagardère Travel Retail in the Pacific said: "We are proud to work together with our leading partners to bring such an iconic offering as the All Blacks store to the retail space in the terminal, creating a true sense of place and an unforgettable experience - one we are all very proud of."

Christchurch Airport's Chief Aeronautical and Commercial Officer, Justin Watson, said the new store is an exciting and aspirational addition to the terminal.

"The new store is opening at the same time the Rugby World Cup is about to open and at the centre of a lot of conversation across the city and country," he says.

"The store offers new experiences, new merchandise and new ways to support the All Blacks. We are always proud to see our rugby heroes and their fans travel through Christchurch Airport, and are sure they will be drawn to the spectacular new store."

NZR Chief Commercial Officer, Richard Thomas, said expanding the retail concept to a second location demonstrated the popularity of the All Blacks brand.

"We ventured into the retail sector in 2018 with the launch of the first Official All Blacks Store in a move to diversify our income streams - and it's been well received. We are excited to launch a second store in Christchurch," he says.

Lagardère Travel Retail opened its first official All Blacks store in Auckland Airport in 2018, and

operates 38 stores across Auckland, Christchurch, Dunedin, Queenstown, Nelson, Rotorua and Palmerston North Airports.