



media release

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Lagardère Services Asia Pacific opens Diva store at Changi International Airport, Singapore

Located in Terminal 2, the new store marks the brand's debut at the international gateway airport and is also the first Diva outlet to be opened by the travel retail specialist.

An experienced operator of fashion concepts and an established retailer at Changi Airport, Lagardère Services Asia Pacific is confident Diva will fit well within the Terminal 2 retail offer, filling a gap for fast fashion jewellery. Lagardère Services Asia Pacific CEO, Scott Raisin, cites Diva's fast fashion retailing model as a fundamental reason behind the recent collaboration in Changi Airport. "Diva is a brand that specialises in value priced fashion jewellery. As a key hub for travellers in the region, Changi Airport offers one of the best retail experiences in the world. It is our belief that there is a gap in the offer for fast fashion jewellery and accessories delivered in a bright and fun environment. Diva is clearly positioned to meet this demand."

With a talented team of designers constantly scouring the world's catwalks and fashion hotspots for the latest trends, Diva products take the leading edge in fashion, vitality and innovation. Diva CEO - Asia, Steven Hubbard, said of the new Changi Airport store "We are extremely excited to be opening our first Diva airport store in Asia as we continue our global expansion. The opening of the Changi T2 store is an important step for Diva and we look forward to working closely with our partners Lagardère Services Asia Pacific in developing the Diva brand through other key travel retail locations across Asia".

Notes to the editor:

Lagardère Services Asia Pacific is the region's leading news and books travel retailer and operator of the Relay and NewsLink concepts. Its growing portfolio of innovative specialty retail concepts includes Discover (gifts and souvenirs), Virgin (multimedia), Kaboom (toys), Lonely Planet (travel and books) and many more. The company also operates a number of branded stores including Billabong (fashion) and Smiggle (stationery). In total Lagardère Services Asia Pacific operates more than 150 outlets in Australia, China, Hong Kong, Taiwan and Singapore.

The company is part of the global Lagardère Services group, whose extensive Travel Retail expertise covers 20 countries across four continents. The group also includes duty free and luxury goods specialist, Aelia.

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