

discover GLASGOW



A unique souvenir store concept that recreates a sense of the local culture within each outlet

The concept offers travelers an experiential playground, with a strong sense of place and a well thought customer shopping experience, where they can find authentic, high quality and affordable gifts and souvenirs.

Discover is able to establish a familiar shopping experience throughout the world, while simultaneously creating a strong sense of place in each store location. This delicate balance between brand familiarity and local individuality is achieved by Discover's uniquely flexible brand design and architecture that can be adapted to local environments while still embodying Lagardère Travel Retail deep understanding of souvenir store purchase dynamics.

The mix encompasses clothing, toys, food, wine and more, with a constant emphasis on provenance and quality. Within these categories, the product range is highly adapted to local consumer behavior and trends: orchid brooches in Singapore and boomerangs in Australia



12
countries



60
stores



32
airports



15
stations