



media release

16th September 2009

Smiggle and leading travel retailer agree to expand

Fashion-forward stationery brand Smiggle has formed an agreement with leading travel retailer Lagardère Services to open and operate Smiggle stores in Airports and Passenger Terminals in the Asia Pacific.

As a leading travel retail specialist, Lagardère Services are always expanding their concept portfolio and are excited to partner with the contemporary stationery brand.

Luc Mansion, General Manager – Australia said, “We are honoured to be partnering with Smiggle to represent them in travel retail locations throughout Australia and New Zealand and explore opportunities in Asia. Smiggle are well known in Australia and New Zealand for their great design, use of colour and fun in innovative stationery stores.”

“Smiggle is such a bold and progressive brand offering stationery at great prices. The brand will be well accepted by travellers and we look forward to opening the first Smiggle store in travel retail soon,” said Mansion.

Jason Murray, Managing Director of Just Group said, “Smiggle is a fast growing business with a lot of potential. Entering the travel retail market through a franchise agreement with Lagardère Services provides another exciting avenue for growth of the Smiggle brand in its existing markets of Australia and New Zealand, as well as new markets throughout the Asia Pacific.”

Lagardère Services operates the world’s largest network of cultural leisure retail stores, with over 4 000 stores located across Europe, North America, Asia and the Pacific. Locally, Lagardère Services Asia Pacific operates more than 150 stores throughout the Asia Pacific in Hong Kong, Taiwan, China, Australia and Singapore.

Founded in 2003, Smiggle filled a gap in the Australian stationery market for fashion-forward, bold stationery. Since then Smiggle has grown rapidly to over 65 stores becoming Australia’s hottest stationery brand. Smiggle is owned by The Just Group, which operates over 950 stores across seven retail brands throughout Australia and New Zealand, and via a joint venture in South Africa.

For media information contact:

Smiggle
Michael Clark
Porter Novelli
T: +61 3 9289 9555
M: 0434 317 021

Lagardère Services Asia Pacific
Luc Mansion
General Manager, Australia
T: +61 2 8218 1116
luc.mansion@lsaspac.com
www.lsaspac.com

