

Premium toy experience comes to SA with first Lego Certified Store

The Great Yellow Brick Co is opening South Africa's first Lego Certified Store in Sandton City on 28 July 2018, following a multi-million-rand investment and exclusive deal with The Lego Group.



A Lego Certified Store in the U.S.

The 179m2 Sandton store will be first Lego Certified Store on the African continent too, with similar stores found in 20 other countries in Europe, Asia, Australia, Middle East and North America. The Great Yellow Brick Co plans to open additional certified stores throughout South Africa in the future, expanding its investment in its relationship with Lego South Africa and creating up to 20 new jobs per outlet.

The Great Yellow Brick Co, founded by Robert Greenstein, Hayley Greenstein and Greg Bergh, will also be transferring the experience of a Lego Certified Store into the online world, offering online shoppers in South Africa access to the most extensive Lego range available in the region.

Recognition of SA market

While Lego products are available at franchise and independent toy retailers elsewhere in South Africa, The Great Yellow Brick Co is the first Lego Certified Store in the country, signalling the Danish company's recognition that South Africa is ready for a premium toy experience in an exclusively branded retail outlet.

"I've always loved Lego products, so I approached the company in 2014 to open a store similar to what I'd seen abroad, but at the time the brand felt that the local market wasn't ready for a certified store in South Africa. However, The Lego Group firmly believes in relationships, and we kept in touch until the time was right to explore the idea further. In 2016, we were given another opportunity to pitch for the contract," says Robert Greenstein.



Lego to launch its first sustainable, plant-based plastic bricks this year

Nick Lavars 5 Mar 2018



Experiential playground

Certified stores are designed by The Lego Group, and adhere to store fit-out and experience guidelines stipulated by the Group to maintain its focus on playfulness and creative experiences, rather than on conventional retail principles. Created as experiential playgrounds for Lego fans old and new, these stores offer unique features not seen in independent retailers.

“Sandton City is the perfect location for this flagship store. With the recent launch of Sandton City’s Fun District, a level dedicated to family entertainment, the introduction of a Lego Store enhances the centre’s offering for children,” says Jonathan Sinden, chief operating officer of Sandton City’s co-owners, Liberty Two Degrees.

The playful and personal retail environment aligns well with 2018 retail trends, which include product and experience personalisation, augmented reality, and the popularity of carefully curated product ranges. And while many adult fans of Lego sets, in particular, have purchased their limited editions online, the assortment will be even bigger than the current Lego offering in South Africa as they can now buy them directly from a certified local supplier.

“South Africans have had decades-long love for Lego sets and products, from children who learn the basics of construction, fine-motor skills or the sheer possibilities of the imagination, to adults who will go to extraordinary lengths to complete their themed collections,” says Kristian Imhof, country manager for The Lego Group in South Africa. “We are excited that this dedicated store will give fans old and new the opportunity to continue building their Lego world.”

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