

First South African Lego Certified Store opens in Sandton

More than 3,000 people flocked to South Africa's first Lego Certified Store that opened in Sandton City recently. Operated by the Great Yellow Brick Co, the store stocks and displays a variety of Lego options, installations, exclusive and extended sets, and experiences not yet seen in South Africa.



According to Great Yellow Brick Co, Lego sets that are exclusive to the Certified Stores were extremely popular on the day, with more than 35 Lego Bugatti Chirons and 30 Lego Rollercoasters flying off the shelves, while Lego Disney Castles and LEGO Downtown Diners sold out in two days.

"This resounding welcome from South Africa's Lego fans is the best encouragement that we could hope for as we continue with our plans to expand the footprint of Lego Certified Stores in South Africa," says Robert Greenstein, co-founder of the Great Yellow Brick Company. "Sales in our opening weekend exceeded our expectations by a long shot, and we're looking forward to bringing even more exciting Lego experiences to fans of all ages."



Certified Stores are designed by The Lego Group and each store adheres 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.

The new store's signature features include:

- Pick A Brick Wall – a custom-built fixture with round canisters, each filled with an assortment of Lego bricks and elements that fans can purchase in set priced cups or by weight
- Build a Minifigure Station – customise up to three minifigures for a set price, from a variety of parts and accessories
- A Johannesburg-specific model
- A mosaic of the iconic Big Five, designed and built only out of Lego bricks, especially for the store.

South Africans not able to get to the Sandton City store will soon be able to buy the Lego sets exclusive to the Certified Store on the Great Yellow Brick Co's website.

For more, visit: <https://www.bizcommunity.com>