

Grown Up Licenses presents the LEGO® Signature Collection

Grown Up Licenses

18.09.2020 00:00

Press release

Bags & Luggage - Bricks and Knobs
Signature Collection

The Signature Collection is the caption of LEGO® bricks into bags and luggage. A collection build with brand DNA, suitable for a versatile consumer group of both age and gender and a collection being attractive all year round – and for the next decade.

Why the brick?

We believe this to be a clear signature of the LEGO® brand with a design so distinct that only we can bring it to market. This is a collection that is easily recognizable, playful and fun. The brick comes in many shapes and in multiple colors, giving it endless opportunities.

The Signature Collection is a powerful store concept, bringing together styles with strong DNA, available in multiple colorways – all year round.

Brief information about the exhibitor

Grown Up Licenses

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All press releases from this exhibitor

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