

THE MEDIA BRAND FOR DENIM AND FASHION TRENDS

# SPORTSWEAR INTERNATIONAL® #289

## THE RETAIL ISSUE



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## THE FUTURISTIC SPORTS STORE



### DURASPORT/SINGAPORE

Changi Airport, Jewel Public L2 #02-224/225, Singapore 819666  
[durasport.com.sg](http://durasport.com.sg)

Opening year: 2019 / Size: 189 sqm

If you enter Durasport, you can get a good impression of what the future of brick-and-mortar stores should look like. The shopfitting impresses with its unusual silhouettes: shiny stainless steel and discreetly used but effective light fittings have been created to resemble a futuristic research and development lab. Durasport offers a variety of activity zones, including an indoor climbing-wall, a ski simulator, a magic mirror that allows customers to virtually try on ski clothing, a swim bench and cycling trainer rollers, which can simulate various slope gradients and cycling experiences. Target groups are athletes and triathletes, whether local or tourists, as well as transit passengers.

Durasport is an offshoot of Singapore brand Durasafe, which specializes in premium sport products across running, cycling, swimming, skiing and rock climbing. The store is located within Singapore's recently completed Jewel Changi Airport.