



A focused selection of travel-related technology accessories tailor-made for travelers

The design of Tech2go store plays an important part in the overall story of the concept, bringing customers into a futuristic, high tech, yet social retail experience. Young, playful and technical, the store design also focuses on interaction, with the Headphone Wall Bay, a highly valuable asset for technology outlets. Digital tools are displayed in the store, helping time-pressed travelers choose the right products efficiently. In addition, lifestyle images placed on walls, balance the “tech” aspect of the store and fuels proximity with the customer.

Merchandising brings entertainment to the store and highlights the core categories of Tech2go (headphones, phone accessories, chargers & adaptors) adapted to all age groups and budgets. Innovation, exclusivity in certain brands and competitive prices vs high street reinforce the attractiveness of Tech2go.

As a specialist in innovative and complex tech accessories, the tech savvy staff of Tech2go compensates its technical approach with a forthcoming attitude towards customers. The staff is trained by the vendors themselves and customer service is based on clarity and simplicity, to meet the needs of novice and/or travelers pressed for time.



12
countries



60
stores



32
airports



15
stations