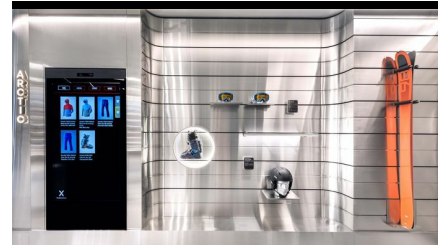


DURASPORT ELEVATES SPORTS EQUIPMENT RETAIL

By Livvy Houghton and Holly Friend

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Singapore – The interactive sportswear boutique targets pro-formance athletes and sporting enthusiasts.

Located in the recently-opened Jewel terminal in Singapore’s Changi Airport, **Durasport** is a high-end retail space that provides hands-on experiential zones for cyclists, skiers, climbers and triathletes to test sportswear and equipment before making a purchase.

Designed and co-curated by Ministry of Design, the sleek store design includes an immersive ski simulator, a rotating climbing wall, a swim training bench, and a ‘magic mirror’ that allows customers to virtually try on sportswear and capture and share photos of their looks.

Durasport is targeting **pro-formance athletes** with the space, integrating technology previously only available to professionals into the retail experience.