

**Skiservice launches a new Kids Pop-up Store at Nira Alpina**

**December 2016:** Small in size but big in style, that's what the new mini pop-up boutique will offer little guests to [Nira Alpina](#) this winter. Created by leading sport distributor, [Skiservice](#), the new pop-up store will be the smallest sport shop in the Alps and will cater exclusively to children.

Nestled under the grand staircase at Nira Alpina, this little boutique is just 6 square metres wide and 1.70 metres high, catering exclusively for the ski resort's little guests. Selling an assortment of children's skis, ski shoes, and outdoor winter clothes, the pop-up store will ensure that children stay both warm and stylish on the slopes.

"We created this pop-up store to offer kids their very own shop, one which they feel completely at ease in" says Skiservice owner and manager, Karin Conrad. "The size, décor and, of course the products, all just add to the fun experience for our little guests".

"The Skiservice Kids Pop-up Store is a very special new addition for our little guests" says Claudia Pronk, General Manager of Nira Alpina. "It perfectly compliments our family offerings which include our Kids Club, Kids Supervisors, Family Rooms and Kids Menus".

*The Skiservice Pop-Up store at Nira Alpina is the fourteenth Skiservice store in the High Engadin. The store will be open 24 hours daily to both hotel guests and the general public.*

-Ends-

**Notes to Editors:****Nira Alpina**

The cutting-edge Nira Alpina, a member of Design Hotels, is situated at the upper end of the spectacular Engadin valley with panoramic views over the endless expanse of turquoise lakes that lie along the plateau. Elegant swathes of glass bring the outside world into almost every part of the building's interior, while the best skiing in the St. Moritz region is easily accessible via a private walkway into the cable car building.

[www.niraalpina.com](http://www.niraalpina.com)

**Skiservice Corvatsch**

Skiservice Corvatsch is the leading distributor of sport articles and clothing in the canton of Graubünden. At 14 locations in Silvaplana, St. Moritz, Celerina and Pontresina, in leading hotels of the region, as well as at Gondola stations in the valley and in the mountains of the ski region Corviglia, 90 team members offer tailor made and seasonal products and services for sale and rent. [www.skiservice-corvatsch.com](http://www.skiservice-corvatsch.com)