Ending our writing...

Today the Lego brand is known the world over. What started with the humble building brick, is now a company which has over 120 shops worldwide. The company is now much more than toy it once was; Lego clothing, books, television programmes, board games, computer games and even a Lego film are all part of the Lego brand. It is now featured on most toy aisles in supermarkets, stocked in most toy shops and in 2015 Lego replaced Ferrari as the ‘world’s most powerful brand.’ The wish to encourage children to explore, experience and express their own world remains at Lego’s heart. It is a company which believes that children deserve the best, and we would undoubtedly all agree with that!