

Press Release, May 15th 2024

## **FAO SCHWARZ in PARIS**

To all dream lovers,  
to all those who love the extraordinary and have kept their childlike spirit...

### **The iconic New York toy store comes to Paris !**

FAO Schwarz is one of the world's oldest and most iconic toy brands. For over 160 years, FAO Schwarz has been celebrating the joy of playing with rare, high-quality toys, unique experiences, spectacular demonstrations and unique entertainment for generations of adults and children around the world. FAO Schwarz has made the dream come true by setting up shop in Paris. Now young and old, Parisians and tourists from all over the world can discover or rediscover the unique and magical world of FAO Schwarz on the 5th floor of Galeries Lafayette Paris Haussmann.

#### **FAO Schwarz in Paris**

In 2021, the Californian company ThreeSixty, owner of the FAO Schwarz brand since 2016, agreed with PRG Retail Group to hand over exclusive management of the license for Europe. This additional partnership, which aims to introduce the FAO Schwarz brand in Europe, celebrates the joint project of offering consumers distinctive sales experiences and providing quality and toy and gift brands.

PRG Retail Group is the first Kids & Family Hub in the childhood and toy sector with **528 stores in 5 countries** (Italy, Spain, Portugal, Greece, France), It includes the Prénatal, Bimbostore, and Toys Center brands and, in the Iberian Peninsula, Toys "R" Us. Now a minority shareholder, PRG Retail Group has supported the King Jouet group since 2010, helping it to expand and consolidate in the French, Swiss and Belux markets.

PRG Retail Group's distribution know-how and knowledge of the European market will be joined by the ThreeSixty group's expertise of in-store and online experiences. In 2021, ThreeSixty and PRG retail Group made this shared vision a reality with the opening of a store in Milan, and since May 6th, 2024, the famous brand with the Grand Piano has opened in Paris. *"Following the arrival of FAO Schwarz in the heart of Milan in 2021, marking the brand's entry into continental Europe, we have long sought another location that could fully embody the brand's DNA,"* stated **Amedeo Giustini, Executive Vice President of PRG Retail Group.**

*"Paris and Galeries Lafayette Haussmann perfectly represent the answer to the objective we have pursued together with ThreeSixty Group. A cult destination for luxury icons, it is the perfect setting to introduce the uniqueness of FAO Schwarz to the French and millions of tourists. A name that, together with the high quality and uniqueness of its products, offers its audience something that goes beyond the material and carries with it the experiential value of discovery and wonder. This is an important new milestone that will help strengthen our presence and strategy in the French territory, a large market that we have always presided over thanks to our participation in King Jouet, a leading toy specialist brand."*

For its arrival in France, FAO Schwarz chose the world-famous French department store leader: Galeries Lafayette Paris Haussmann. The store, which welcomes 37 million tourists a year, is once again supporting the capital's cultural development by welcoming this famous brand to its 5th floor. **David Niggli, Chief Merchandising Officer - FAO Schwarz**, explains: *"Our mission at FAO Schwarz is to inspire awe and wonder around every corner of the store, and we're excited to bring that same experience to Paris! Visitors can expect to find world-class specialty toys and interactive experiences along with our amazing team of demonstrators and Toy Soldiers to bring them to life in the most theatrical, magic way!"*.

**Arthur Lemoine, Galeries Lafayette Supply and Purchasing Director**, continues: "Since its creation, Galeries Lafayette has been evolving and transforming. As part of the reinvention of our flagship store on Boulevard Haussmann, we are delighted to welcome FAO Schwarz exclusively to France. This concept is unique and differentiating thanks to its ability to create extraordinary, individualized experiences. We're sure that all our customers, and Parisians in particular, will be delighted to discover this new space".

**Alix Morabito, Director of Women's, Children's and Toy Sales and Purchasing**, adds: "Toy retailing has changed a great deal in recent years, with the development of both digital and specialist retailers. To continue serving and satisfying our customers, it was vital for us to reinvent ourselves in this category by enhancing the in-store experience and discovery. To achieve this, we wanted to collaborate with a group specializing in this market, whose ambition we share to create wonder for young and old alike".

## Come in and let the magic happen

To enter an FAO Schwarz store is to experience the magic of an incredible place where imagination, curiosity and wonder combine for children young and old. These are the emblematic Toy Soldiers who welcome you to FAO Schwarz on the 5th floor of Galeries Lafayette Paris Haussmann, for a unique journey punctuated by discovery, a novel journey thanks to brand experiences and a selection of exclusive toys.

Here, as in the 7 other stores worldwide, you'll find the entire FAO Schwarz universe: the brand's historic red and black colors and gold lettering, and don't forget the iconic Grand Piano, where you can dance to the music of giant keys. the emblematic Clock Tower and its 6 mini-clocks, each at the same time as the other stores around the world: London, Dublin, Milan, Beijing, Seoul, New York.

A visit to this new store will be an opportunity to appreciate the famous FAO Schwarz products: FAO Schwarz plush of all sizes, FAO-Abulous Fashion Role play, educational, and creative toys. It's also an opportunity to discover brands such as Great Pretenders, Bunnies by the Bay, Discovery and Sharper Image, finally available in France. And let's not forget the always incredible magic trick demonstrations by Marvin's Magic.

## 6 unique experiences at FAO Schwarz Paris Haussmann

What undeniably makes FAO Schwarz a legend are the unique experiences offered along the way, by some of the world's leading brands.

And Paris is not to be outdone, with 6 new experiences for this store: Barbie Styled by You, My FAO Doll, Build Your Car by Majorette, Build a Bear, Bunnies by the Bay and Jelly Cat.

**Barbie Styled by You**, a new retail experience by Mattel & FAO Schwarz is now available at Galeries Lafayette: a paradise for Barbie doll lovers just landed in town. A special customization designed to showcase the full Barbie experience, featuring two large Barbie styling stations supporting a step-by-step design process. Barbie fans get to personally select a doll as well as the fashions, accessories, a doll case and more.

**My FAO Doll :** an exceptional interactive experience that lets children take care of their own doll, choosing their baby carrier, outfit and accessories. Each doll comes with a unique birth certificate, and becomes a true member of the family. In Paris, as in Milan, the experience is renewed to offer children, in addition to a new toy, the desire to take care of their doll.

**Build your car by Majorette :** personalize your own car. Through various stages, you can choose your car and its customized elements to make it unique and special.

**Build a Bear :** Here, you don't just choose your teddy bear off the shelf, you can create it by actively participating in every stage of its production. From selecting the different types of bear to stuffing and choosing your favorite clothes. Everything you need to make your plush bear unique, and enjoy making it yourself! You can even enter your bear's name in the register, to obtain an official birth certificate for your new friend.

**Jelly Cat :** This plush brand is known for its playful designs from a cute avocado to a pizza plush. In addition to their whimsical characters and classics, they will open a plush patisserie in July where customers can buy various pastries and have them boxed like real pastries to take home and love.

**Bunnies by the Bay :** Stop to remember! Choose your favorite bunny (or teddy bear, goose, owl or elephant) from all the adorable models and personalize it and all its accessories as you wish. You can embroider a first name, a message of love or a motif of your choice, thanks to the splendid sewing machine and the skilful hands of an ever-present member of staff.

Finally, to keep everyone happy, we'll of course be stocking all the major toy brands, including Corolle, Doudou et compagnie, Histoire d'Ours, Lego, Moulin Roty, Papo, Sentosphère, Sophie la Girafe, Steiff, Sylvanian Families and Vilac. In all, 24 major toy brands are represented.

### **FAO SCHWARZ in Paris**

- 5th floor of Galeries Lafayette Paris Haussmann
- 24 brands
- 6 experiences
- 620 m2
- 28 employees
- Open : Mon - Sat from 10.00 am to 8.30 pm, Sun 11.00 am -8.00 pm

### **FAO SCHWARZ worldwide**

8 stores: New York, Milan, London (at Selfridges), Dublin (at Arnott's), Beijing, Seoul (2 stores) and Paris (at Galeries Lafayette Paris Haussmann).

In 2021, the Milan store opened, the first in continental Europe thanks to the exclusive partnership between PRG Retail Group and ThreeSixty Group. On May 6, 2024, the legend moves to Paris, with the arrival of the FAO Schwarz store on the 5th floor of Galeries Lafayette Paris Haussmann

### **About PRG Retail Group**

PRG Retail Group, established in Italy in 2015, is the first Kids & Family Hub in the childhood and toy sector with 528 stores in 54 countries (Italy, Spain, Portugal, Greece, France) and a workforce of 4,000 people. It includes the Prénatal, Bimbostore, and Toys Center brands and holds exclusive licenses for FAO Schwarz and, on the Iberian Peninsula, Toys "R" Us, as well as a minority shareholder in the King Jouet Group.  
[www.prenatalretailgroup.com](http://www.prenatalretailgroup.com)

### **About ThreeSixty Group**

The ThreeSixty group, founded in 2001 in California, now has offices all over the world. The group designs, manufactures and distributes diversified products, with a portfolio of own brands and licensed brands. The brands - developed in-house, acquired and licensed - number over 20 and are sold in more than 90,000 stores in the United States and around the world. They include the iconic Fao Schwarz, Sharper Image, Vornado and Discovery brands.  
[www.threesixty-brands.com](http://www.threesixty-brands.com)

### **About Galeries Lafayette**

France's leading department store chain and famous the world over, Galeries Lafayette has been an undisputed specialist in fashion and events retailing for 130 years, dedicated to making every visit a unique experience and offering its French and international customers a constantly renewed selection of the best brands, from accessible to premium and luxury. Present in the fashion and accessories, home decoration, food and restaurant segments, the Galeries Lafayette brand shines through a network of 67 stores in France and abroad, its e-commerce site [galerieslafayette.com](http://galerieslafayette.com), and its Galeries Lafayette L'Outlet destocking activity.  
[www.galerieslafayette.com](http://www.galerieslafayette.com)

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