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Hamleys Regent Street—Past and Present

Chute Gerdeman to Design New Hamleys Prototype

LONDON—Chute Gerdeman Retail, the Columbus, OH (U.S.A.)-based retail design firm that has received numerous awards for its design leadership, has been retained by Hamleys, the iconic British toy retailer, to design a new prototype store concept.

The location for the 30,000-35,000-sq. ft. prototype store has not been announced, but it will be a “global” franchise location, according to Chute Gerdeman Principal Denny Gerdeman. The store is expected to open in 2008. Upon completion of the prototype design, Chute Gerdeman also will translate the concept to Hamleys’ 54,000-sq. ft. Regent Street flagship store.

“We are extremely excited about our international expansion plans,” said Hamleys’ Trading Director Paul Currie, “and it is of primary importance for us to ensure that we are providing customers across the globe with a fantastic Hamleys experience. A significant part of this will be maximizing



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impact and revenue from our extensive and unique Hamleys own brand products.

“We can’t wait to begin making our mark on international territories and creating an even more exciting and experiential offering on Regent Street!”

Founded in 1760, Hamleys has been a London tradition for close to 250 years. When William Hamley first opened his toy shop, Westminster Bridge had just opened to traffic—horses and carts. Even gas lights would not illuminate the city’s streets for another half a century. In the years since, Hamleys has developed an international reputation for choice, quality and innovation.

Today, Hamleys’ iconic Regent Street flagship store has developed an international reputation for its magical atmosphere, choice of products and spectacular window displays. With ambitious plans to further grow the brand through global expansion, Hamleys’ magic will be delivered throughout the world.

“Effectively translating and communicating the Hamleys brand essence and identity into a new prototype environment is an exciting opportunity for Chute Gerdeman,” said Gerdeman. “We look forward to creating a retail environment that is both experiential and innovative, while retaining the powerful history behind the Hamleys brand.”

“We are delighted to have appointed Chute Gerdeman Retail to convey Hamleys’ brand values of magic, theatre and entertainment within our retail environment in Regent Street and abroad,” said Currie.

About Chute Gerdeman Retail

Since 1989, Chute Gerdeman Retail, based in Columbus, OH, has created retail brands, their identities, their environments, and every other customer touch point, including brand communication materials, merchandising fixtures, and packaging. The firm’s client list includes: Mars Retail Group (M&M’S®), Target, Marriott Vacation Club Resorts, the Limited, Lane Bryant, Club Libby Lu, Disney, Kohl’s, the Smithsonian and LensCrafters. In 2006, Chute Gerdeman was voted “Designer of the Year” by readers of DDI magazine. The design firm’s work for M&M’s World® Orlando was



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recently voted “International Store of the Year” by the Institute of Store Planners, a professional design organization. For more information, go to www.chutegerdeman.com

About Hamleys

Hamleys was established by William Hamley in London in 1760. Hamleys has developed an international reputation for choice, quality and innovation and is an internationally recognized toy retailer with ambitious plans to further grow the brand through international stores in territories such as Dubai, China and India. Our six airport stores and www.hamleys.com enable Hamleys’ magic to be delivered throughout the world.