



chute gerdeman **retail**

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Chute Gerdeman Designs a Russian Fairytale in Central Moscow

MOSCOW—Skazka, an interactive flagship toy store designed by Columbus, OH-based Chute Gerdeman Retail, will open next month near Moscow's historic Red Square.

Located on Tverskaya Street in the center of Moscow, the new 12,000-sq. ft. store is owned and operated by F.D. Lab, one of Russia's largest consumer goods companies.

Skazka will meld traditional Russian style with the most modern retail concepts. The environment combines an underlying motif of Russian fairytales with elements of modern fun that children worldwide will appreciate.

As soon as customers enter the store, they will find themselves immersed in an interactive fairytale world filled with fun and magic. Race cars speed by on tracks, while helicopters fly overhead and favorite toys come alive in the artful hands of animators.

Each of Skazka's four levels features a unique world with its own magical atmosphere. In addition to areas for Science, Arts and Crafts, and



Construction, there are also areas for Games and Puzzles, Magic, Cars, and Dolls.

Skazka and Chute Gerdeman gave particular attention to preschool-aged children, who will be invited to have fun and learn in unique play areas, such as LEGO.

A magical Party Room is the perfect setting to celebrate special family occasions and birthday parties.

In addition, collectors will find an extensive inventory of exclusive and collectible items at Skazka. And Skazka will carry treasured toys of Russian origin, appealing to parents who want to introduce their children to toys rich in Russian history.

Denny Gerdeman, Chute Gerdeman Principal and Co-founder says, “Chute Gerdeman’s experience in designing children’s retail around the world enabled us to understand the category quickly. Skazka is truly a destination toy store for kids, and their families, and is sure to become a new landmark for all who visit and live in Moscow.”

About Chute Gerdeman Retail

Founded in 1989, Columbus, Ohio-based Chute Gerdeman Retail is a retail branding and design firm. The firm’s client list includes Mattel (Barbie Shanghai), M&M’S/Mars, Hamleys, Target, Levi Strauss, C&A Brazil, Tween Brands, and Kohl’s. In addition to its recognition as one of the industry’s “Most Exciting Design Firms” by the readers of *DDI* magazine for 12 years in a row, the firm has received numerous awards for its design leadership. For more information, please visit www.chutegerdeman.com.

F.D. LAB GROUP

F. D. Lab Group has been one of the largest Russian distributors of apparel, footwear, accessories and other mid-market consumer goods for more than 10 years. F.D.Lab Group has 17 brands in its portfolio—Marc O’Polo, Tom Tailor, Warehouse, Moa and others—sold in its own and partners’ retail outlets. Transparency of business processes allowed F.D. Lab Group to obtain its international certificate ISO9001:2001. For additional Information and store opening credentials, contact Polina Titova, pvt@fdlab.ru, + 7 (495) 9806800 (ext.270)