



chute gerdeman **retail**

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Contact:

Allison Short
Public Relations Coordinator
(614) 469-1001
ashort@chutegerdeman.com

Hamleys Opens Chute Gerdeman Retail-designed Store in Dubai

DUBAI—In its bid to create a global brand, Hamleys, the iconic British toy retailer, has unveiled its newest international store in Dubai with the retail design expertise of Chute Gerdeman Retail, the Columbus, OH (U.S.A.)-based branding and retail design firm.

The 32,000-sq. ft. prototype store opened its doors on level two of the Dubai Mall on November 4. The new experiential design creates a sense of wonder and magic while drawing on Hamleys' 248-year heritage. The storefront, which includes wrought iron detail, red canopies and signature Hamleys flags, is inspired by the brand's famous Regent Street flagship façade.

“Working with the Hamleys team was truly an immersive and fun experience. It was a very exciting time—learning about this heritage brand and then determining how to make it relevant to the diversity of today's kids,” said Brian Shafley, Chute Gerdeman President and Chief Creative Director.

Customers will enjoy an array of themed experience elements including, in the entryway, a Piccadilly Fountain which features a trumpet-playing William Hamley. Girls can choose dolls from the life size Doll Townhouse. And a wall of open steamer trunks features an exciting range of costumes and accessories in the Wardrobe Fantasy world. For boys, the construction department is a must-see on the journey. So, to, is the R/C RallyDome, which features a new approach to test-driving radio-controlled vehicles in a 360 degree immersive environment that allows drivers to maneuver vehicles within a glass-walled area.

Chute Gerdeman's design is both whimsical and innovative and evokes the colorful history behind the Hamleys brand. Children and adults in various



cities around the world will soon be able to experience the magic and wonderment that is Hamleys as this venerable toy store expands its global reach.

Members of the design team include Denny Gerdeman, Principal and Account Executive; Brian Shafley, Chief Creative Director and President; Wendy Johnson, Executive Vice President, Program Management; Adam Limbach, Vice President, Brand Communications; Bess Anderson, Director, Visual Strategy; Steve Boreman, Senior Designer, Brand Communications; Matt Jeffries, Senior Designer, Brand Communications; Katie Clements, Trends and Materials Specialist; George Waite, Senior Designer, Graphic Production; and Stephen Williams, Manager, Graphic Production.

Chute Gerdeman also served as designer for the recent modernization of the Hamleys Regent Street flagship. The store, which recently won the Retail VM & Display Awards for Best Non-Fashion Retail Concept has exceeded sales expectations.

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: M&M'S World, Kodak, Smithsonian, Target, Tween Brands, Kohl's, C&A Brazil, MGM, Shopko, Hanesbrands Inc. and West Marine. In 2006, the firm was voted "Designer of the Year" by readers of *DDI* magazine in addition to the numerous awards it has received for design leadership. For more information, go to www.chutegerdeman.com.

About Hamleys

Hamleys, the world's most famous toy retailer, was established by Cornishman William Hamley in London in 1760. Today it remains the world's most wonderful toy shop, synonymous with theater, magic and entertainment. The flagship Regent Street store contains seven floors of toys from much loved brands. 2007 saw the launch of five large format concession stores within House of Fraser in Birmingham, Manchester, Glasgow, Edinburgh and Belfast. Hamleys has ambitious plans to grow the brand further internationally through franchise stores in territories such as Jordan (opened June 2008), India, Russia, China and Turkey. Three stores are currently operating in Denmark. These stores and www.hamleys.com enable Hamleys' magic to be delivered throughout the world.