



PRESS RELEASE

Galerias Lafayette Haussmann welcomes FAO Schwarz as new partner at their Toy section with an exclusive agreement for France

Paris, May 15th 2024

Galerias Lafayette Haussmann has announced the exclusive arrival of FAO Schwarz, the world-famous New York toy brand, as the new permanent partner of its children's area on the fifth floor of the Paris department store's "Coupole" building.

The arrival of FAO Schwarz at the heart of the Children's floor represents the latest stage in the renewal of this 5300m² space, the largest in Paris dedicated to the 0-14 age group, initiated a few years ago as part of the department store's transformation project. Conceived as a gigantic playground, the fifth floor combines play areas, childcare, books, toys, and ready-to-wear clothing and footwear from the top creators in the child and preteen fashion universe. The depth of choice available from Galerias Lafayette covers the wants and needs of all its customers, including families.

The 620 sq. meter FAO Schwarz area will treat visitors to all the hallmarks that have forged the brand's success, including the emblematic red and black toy soldiers, clock towers and giant piano. The American brand's choice will include toy names that were previously unavailable in France, including Great Pretenders, Bunnies by the Bay, Discovery and Sharper Image, as well as its proprietary brands such as FAO Plush and My FAO Doll. Six new exclusive experiences from several of the world's greatest brands will be available for the first time in Paris, including Barbie Styled by You, Build Your Car by Majorette, Build a Bear, Bunnies by the Bay, and, this July, Jellycat.

Commenting the announcement, Arthur Lemoine, Galerias Lafayette's Offer and Buying director, said: *"Our mission as a department store has always been to team up with the world's best brands and gather them under one roof to dazzle our customers of all ages. This is the spirit behind this move to give FAO Schwarz a place to shine on the fifth floor of our Boulevard Haussmann flagship—a first in Europe. This collaboration strengthens our commitment to treating our young guests and their parents to a complete and unprecedented shopping experience, with a diverse, premium and exclusive selection we are renewing all the time."*

For Amedeo Giustini, Executive Vice President of PRG Retail Group: *"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. Paris and Galerias 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."*

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About Galeries Lafayette

A world-famous, leading French department store, Galeries Lafayette has been the undisputed expert in fashion and events for the past 130 years. It strives to make each visit a unique experience by offering French and international clients a constantly renewed selection of the best brands, ranging from the affordable to premium. Present in the fashion, accessory, beauty, interior decoration, fine foods and catering sectors, the brand is celebrated for its 57-store network in France – including 19 of its own and 38 subsidiarized ones – and 11 current and upcoming international stores, its e-commerce website galerieslafayette.com and its off-price activity Galeries Lafayette L'Outlet.

More information on galerieslafayette.com, on Facebook and Instagram ([@galerieslafayette](https://www.instagram.com/galerieslafayette)).

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 4 countries (Italy, Spain, Portugal, Greece) 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

**California-based ThreeSixty, owner of the FAO Schwarz brand since 2016, has agreed to transfer exclusive management of the license in Europe to PRG Retail Group in 2021.*