

RETAIL

Selfridges ushers FAO Schwarz into Europe

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FAO Schwarz store on 59th Street and Fifth Avenue in 1973. Image credit: FAO Schwarz

By STAFF REPORTS

British department store chain Selfridges is ushering a New York icon, which just recently made its return, into Europe.

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Iconic toy store FAO Schwarz recently reopened in New York after famously closing its doors in 2015. Not only has it returned in its home city, but FAO Schwarz will also now have its first flagship location in Europe, located within Selfridges' Oxford Street store in London.

New York to Europe

Set to open on Nov. 1, in time for the holiday season the toy store is so famous for, FAO Schwarz's new European location will take up 20,000 square feet of Selfridges' store.

While the shop will be inspired by its New York location, it will have its own unique brand, including signature toy and differentiated experiences. However, FAO Schwarz staples will be featured, including the iconic dance-on grand piano, its clock tower and a new addition, a rocket ship.

To focus on creating the experience-driven retail environment that consumers look for today and that FAO Schwarz is known for, customers will be able to interact with in-store demos.

Included in this experience-heavy strategy will be the new FAO Raceway, which is currently live at the New York location in which guests are able to build remote-control cars for optimal customization.

Selfridges and FAO Schwarz are working with product developer and distributor ThreeSixty Group to create more one-of-a-kind experiences by working with third-party brands.

"FAO Schwarz is the world's most inventive and inspiring toy store and the perfect partner for Selfridges' reimagined Toy Department," said Eleanor Robinson, director of accessories, kidswear and toys at Selfridges, in a statement.

"We like to think of Selfridges as a retail playground," she said. "The unparalleled product and experience that FAO Schwarz will bring to our Oxford Street store will mean that sentiment has never been more true."

Selfridges recently embraced the intersection of art and fashion with a creative campaign that spans stores and

digital channels.

The newly announced "State of The Arts" initiative influenced everything from Selfridges' window displays and product offerings to podcast episodes. Retailers continue to seek ways to differentiate their in-store and online experiences from competitors' ([see story](#)).

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