



## **MEDIA RELEASE**

### **HAMLEYS BRINGS THE ICONIC BRAND TO ITALY WITH THE OPENING OF MILAN FLAGSHIP STORE IN PARTNERSHIP WITH GIOCHI PREZIOSI S.P.A**

**Milan / Mumbai, 14<sup>th</sup> September 2023:** Hamleys, the world's oldest toy retailer and a beloved British icon, has inaugurated its very first exclusive retail store in Italy with franchisee GIOCHI PREZIOSI S.P.A (GP), a prominent player in Italy's toy manufacturing and distribution industry. Under the terms of the franchise agreement, GP has secured the exclusive rights to operate Hamleys stores throughout Italy, paving the way for flagship Hamleys locations in Italy's most iconic cities and promising enchanting experiences for families nationwide.

Situated in the heart of Milan, at the renowned Corso Vittorio Emanuele II, a well-known bustling thoroughfare adjacent to the historic cathedrals of Piazza del Duomo and Piazza San Babila. This store opening will soon be followed by the grand launch of a flagship store in Rome.

Hamleys was founded in 1760 by William Hamley and acquired by Reliance Brands Limited (RBL) in 2019. Currently with a footprint of 191 stores spread across 15 countries, Hamleys heart stays firmly at its world-famous Regent Street Store that continues to be one of the most visited destinations in United Kingdom. Hamleys continues to expand into newer markets, most recently the Balkans, with its first store in Albania and Kosovo, and further its reach in existing territories like India and Middle East with a store in Qatar.

*“The finest toy shop in the world is all set to bring its theatrical magic to Italy! We are excited to spread smiles with our expansion and are proud to partner with the Giochi Preziosi Group (GP Group). Guided by our singular vision: crafting memories through the joy of play, we are looking forward to becoming a centerpiece store in the popular shopping and tourist destination of Corso Vittorio Emanuele II, Milan. The new store launch is timed perfectly with a refreshed store design concept, and we're eager to weave new unparalleled experiences for children and families.”* said **Sumeet Yadav, CEO, Hamleys Global.**

Covering an expanse of 13,300 sq. ft., the flagship Milan store spans two levels and it's vibrant red and white interior serves as a vivid portrayal of Hamleys' enchanting universe. Capturing the brand's essence of fun, magic, and theater, the new store offers several engaging experiences, with play at their heart, including the iconic carousel and the meticulously curated brand sections spotlighting the most loved toys brands like Lego, Nerf, and Barbie. The store also boasts an extensive assortment of toys across all kids play categories with a healthy mix of Hamleys' propriety line and vendor branded merchandise.



*“Giochi Preziosi is extremely delighted with the conclusion of the exclusive franchising agreement with the iconic Hamleys brand and is very excited with the launch of the first store in Milan and looking forward to the upcoming projects lined up and to continue with the Retail development plan in the Country over the years ahead.”* said **Enrico Preziosi, founder of Giochi Preziosi Group.**

The grand inauguration of Hamleys Milan is set for September 14th, marked by a celebratory parade in front of the store, culminating in a bell-exchange ceremony. The doors to the store will swing open to the public on the same day, inviting all to experience the Hamleys magic.

### **ABOUT HAMLEYS**

Hamleys rich history began with William Hamley, a Cornishman from Bodmin, England. Mr Hamley dreamed of opening the best toy shop in the world, which was realized when he opened his first shop at Holborn, London in 1760. Some 263 years later, Hamleys as the finest toy shop in the world, is synonymous with bringing magical experiences and joy to children. Hamleys’ unique retail experience includes opportunities for children to play, engaging store design, expertise in customer service and incredible toy demonstration. Extending significantly further than the famous London toy shop, Hamleys as a global brand, is currently trading across 15 countries with 191 stores in countries such as UK, India, UAE, China, Malaysia, and Mexico among others.

In July 2019, Reliance Brands Limited [RBL] marked its first international foray by acquiring Hamleys global operations. RBL had been operating Hamleys’ India franchisee stores since 2010.

### **ABOUT RELIANCE BRANDS LIMITED**

RBL is a subsidiary of Reliance Retail Ventures Ltd and began operations in 2007 with a mandate to launch and build global brands in luxury to premium segments across fashion and lifestyle.

Its current portfolio of brand partnerships comprises Armani Exchange, Bally, Bottega Veneta, Brooks Brothers, Burberry, Canali, Coach, Diesel, Dune, EA7, Emporio Armani, Ermenegildo Zegna, G-Star Raw, Gas, Giorgio Armani, Hamleys, Hugo Boss, Hunkemoller, Iconix, Jimmy Choo, Kate Spade, La Martina, Lenscrafters, Manish Malhotra, Michael Kors, Mothercare, Muji, Paul & Shark, Paul Smith, Pottery Barn, Pottery Barn Kids, Pret A Manger, Raghavendra Rathore, Replay, Salvatore Ferragamo, Satya Paul, Steve Madden, Superdry, Scotch & Soda, Tiffany & Co., Tod’s, Tory Burch, Tumi, Valentino, Versace, Villeroy & Boch, and West Elm. RBL today operates 2,169 doors split into 905 stores and 1,264 shop-in-shops in India.

In the past five years, RBL has also invested in building and operating homegrown designer brands besides acquiring the iconic British toy retailer Hamleys. Globally Hamleys has 191 doors across 15 countries.



### **ABOUT GIOCHI PREZIOSI**

The GP Group was founded in 1978 by Enrico Preziosi as a wholesale distributor of traditional toys. It subsequently began the exclusive distributor of leading international toy manufacturers. The first transformation of GP Group took place after a few years: when the group began selling of internally developed toys. Later on, the group gained accreditation with the main worldwide licensors for the distribution of toy lines connected to famous children's cartoons and films. Finally, by exploiting and capitalizing on the experience gained in distribution activities and in the development of its properties, GP Group became one of the main partners of the international entertainment companies for developing master toy licenses at the European level.

GP Group currently is one of the European market leaders for traditional toys. It has strengthened its position through the acquisition of the Spanish market leader, the Famosa Group. GP Group is made up of more than 30 legal entities and operates in 6 European countries, in addition to Turkey and Mexico, through its subsidiaries. The group serves the rest of the world via local distributors.

GP Group currently holds franchising agreements with around 400 Italian toy stores operating under the own trademark "Giocheria" and during the last two years, in the context of a development retail business project, has opened 5 direct stores under the trademark "Giochi Preziosi" and "Giocheria" in some of the main Italian cities.

### **Press Contacts:**

#### **FOR RELIANCE BRANDS LTD. / HAMLEYS**

Surabhi Negi  
Surabhi.Negi@ril.com

#### **FOR GIOCHI PREZIOSI**

Davide Manca  
Davide.manca@aidapartners.com