

Toy shop Hamleys to open at Chantry Place

The world's oldest and largest multinational toy retailer, Hamleys, is coming to Norwich's Chantry Place.

Due to open this month, Hamleys new 2,750 sq.foot store will transport visitors to a world of fun, magic and theatre. The new store is expected to create 10 jobs and will be located on the Lower Ground Floor.

Founded in 1760, Hamleys has been creating magic for over 260 years. Today, there is always something to see, from crazy flying drones to giant bubbles floating through the store. Customers may even get to meet Hamleys' regulars, Ragdoll, or Toy Soldier.

Across the store, children will have their pick from a wide range of top brands, from the iconic Hamleys Bears to super speed racing cars, Barbie and L.O.L dolls, plus all the classic family favourites.

Sumeet Yadav, Chief Executive Officer at Hamleys owner, Reliance Brands Limited, commented: "We are delighted to open at Chantry Place. Every year more than 10 million families visit us across the world for a unique Hamleys experience where we bring to life many Worlds of Play. Every visit to Hamleys is a reward in itself, the toy purchase is a bonus for the child. I am sure children will build lasting memories of fun and joy while adults will relive memories of their childhood at Hamleys in Norwich."

Paul McCarthy, General Manager at Chantry Place, said: "We know that more and more of our customers are looking for an experience when they visit Chantry Place. Our aim is to provide them with the best shopping and visitor experience, and we know that families will love the addition of globally recognised name, Hamleys, at Chantry Place, which will offer something new and exciting when they visit."

Chantry Place is also home to House of Fraser, Apple, Zara, River Island, Wagamama and many other big names. H&M HOME is also due to open at Chantry Place this week.

For more information on Chantry Place, visit www.ChantryPlace.co.uk or follow chantryplacenorwich on social media.

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Notes to Editors:

About Hamleys www.hamleys.com

Hamleys rich history began with William Hamley, a Cornishman from Bodmin. Mr Hamley dreamed of opening the best toy shop in the world, which was realised when he opened his first shop at Holborn in London in 1760. Some 260 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 185 stores in countries such as UK, India, Japan, UAE, China and Russia among others.

Chantry Place

Chantry Place is home to over 90 fantastic shops, cafés and restaurants, including Apple, Zara and House of Fraser, and offers an unrivalled retail and dining experience in Norwich. With national, international and homegrown brands, an Escape Hunt experience and convenient, city centre parking, Chantry Place has everything under one roof and is the perfect destination to shop, meet, dine and enjoy.

Media contacts:

For more media information, contact: Danielle Sparks at FOUR at danielle@fouragency.co.uk