

Revealed: The new Toys”R”Us locations set to open in WHSmith this summer



Sean Toal, Managing Director, High Street

Nearly one year ago, Toys”R”Us returned to the UK - with a new home at WHSmith.

After five years, we were very proud to help bring the beloved toy brand back to the UK’s high streets with the launch of nine shop-in-shops inside WHSmith.

Every time I’ve been out visiting these stores since, I have seen first-hand how positively our customers have responded to the new ranges. Many tell me it feels like a back to the future moment – a brand they had known and loved since the mid-eighties which is back to deliver the magic to a whole new generation of families!

So, I was very pleased to announce recently that WHSmith would be bringing Toys”R”Us to even more towns and cities across the UK. We’ve now signed an exclusive agreement to open a further 30 shop-in-shops over the summer months, all around the UK.

From Hereford to Hastings, today we’ve unveiled the first 17 locations for the new Toys”R”Us stores in WHSmith. Not only is this an exceptionally exciting time for our colleagues and customers, but we’re also proud to be bucking the trend by continuing to invest in the UK high street.

WHSmith, as many know, is a retailer that was founded over 230 years ago. Our first store opened in Little Grosvenor Street in London and was soon followed by our first ever travel retail store at London Euston Station. Today, we’re a global travel retailer operating in over 32 countries with over 14,000 colleagues.

Our High Street business is made up of over 500 stores and 5,000 colleagues and we’re in major towns and cities across the UK. We are very proud of our history and the longstanding relationships we have with many of the local communities we serve.

But we never rest on our laurels, and we know that in the current environment retailers must continuously adapt and respond to changing customer dynamics by offering new services, ranges and experiences for customers.



That's something I believe sets WHSmith apart. Our High Street business has been resilient for over 230 years, and in the face of more recent challenges the team is always searching for new ways to delight our customers. We constantly challenge ourselves to look at what's next and we're not afraid to embrace change and be bold and back something different.

Our partnership with Toys"R"Us epitomises this and shows exactly what we are about. We're known for being the Hub of the High Street by providing customers with a range of great products and services, from books and stationery to Post Office services across 200 locations. With Toys"R"Us set to be in a further 30 stores by the end of August this gives customers even more reasons to shop with us.

Retail has that entrepreneurial spirit and I know that many retailers are doing everything they can to make their stores a success, making the sector a major contributor to the economy and significant employer along the way. That's why I'm delighted that Toys"R"Us will be in more WHSmith stores in the future, ensuring our High Streets can continue to deliver the magic for future generations.

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Notes to Editors:

17 new Toys R Us shop-in-shop locations set to open this summer

Hereford

Fosse Park

Leamington Spa

Guildford

Sutton

Shrewsbury

Salisbury

Nottingham Victoria

Maidstone

Woking

Hastings

Thurrock

Newton Abbott

Halifax

Lancaster

Richmond George Street

Taunton

Nine existing Toys"R"Us shop-in-shop locations

York (Monks Cross)

Canterbury (St George Street)

Chelmsford (High Street)

Cheltenham (High Street)

Cwmbran (The Mall)

Oxford (Cornmarket Street)

Poole (Towngate Shopping Centre)

Reading (Broad Street)

Solihull (Mell Square)

About WH Smith

WHSmith is a leading global retailer in news, books and convenience for the world's travelling customer. With more than 1,700 stores across 30 countries worldwide, WHSmith offer customers a wide range of books, newspapers & magazines, travel and digital accessories and food and drink. The Company has a growing international business with over 600 stores primarily across the world's leading airports. In November 2018, WHSmith acquired InMotion, a leading global technology retailer in US airports, now operating over 120 stores, including stores in the UK, Spain and Australia. In December 2019, WHSmith acquired Marshall Retail Group, a leading and fast-growing US travel retailer with over 170 stores.