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Disney Store Innovates Times Square Retail with All-New Magical Shopping Experience Opening Fall 2010

PASADENA, Calif., Jan 05, 2010 (BUSINESS WIRE)—Disney Store will transform an expansive retail space in the heart of New York's Times Square into a magical state-of-the-art, interactive retail destination set to open in fall 2010. The lease signed with Vornado Realty Trust, negotiated by RCS Real Estate Advisors, and brokered by SRS Real Estate Partners secured the location at 1540 Broadway, between 45th and 46th Street. Inspired by Walt Disney's legacy of creativity and innovation, the new Disney Store will celebrate Disney's long-standing history with the city that never sleeps.

Since the debut of Walt Disney's audio-animatronic figures at the New York World's Fair in 1964, Disney designers, architects, and engineers have utilized technology to bring new immersive experiences to the city. Continuing the legacy, Disney Store will incorporate technologically advanced displays including an interactive Disney Princess castle to serve as one of many magical centerpieces at the new Times Square location. An all-new children's theater will feature the latest Disney entertainment, classic animation, and continue Disney's rich tradition of storytelling.

"Bringing Disney Store to the center of Times Square is a monumental achievement, and we have created a retail experience that complements the energy and innovation that Times Square inspires," said Jim Fielding, president of Disney Stores Worldwide. "We're focused on reinvigorating retail and providing a unique shopping destination to millions of families from all over the world who travel to New York for a magical experience."

"Disney's bold move to restore 42nd Street's greatest landmark theater in the 1990s was the turning point in Times Square's recent history. We are thrilled that Disney is bringing its creative energies yet again to Times Square with this new Disney Store. An iconic brand is coming again to America's most iconic place," said Tim Tompkins, president of Times Square Alliance.

Renovations will begin soon at the Times Square location, designed to showcase a wide assortment of products inspired by iconic Disney characters and key entertainment properties. The newly designed Disney Store will facilitate interactive play and imagination, host children's activities, special events, and celebrity appearances. Over the next five years Disney Store plans to strategically balance its retail portfolio, enter new markets, and transform more than 300 locations across the US and Europe to feature the new design.