



## **FAO Schwarz® Fifth Avenue** *(Located at 58th Street & Fifth Avenue)*

Since opening in 1986, FAO Schwarz® Fifth Avenue has been a must-see destination, bringing the nearly 150 year legacy of the FAO Schwarz brand to life for tourists and New Yorkers of all ages. Filled with toys beyond kids' wildest dreams – from a grand-scale dragon and other stuffed animals of every kind to customized Barbie® dolls and a larger-than-life piano that visitors can play with their feet – amazing opportunities for fun can be found around every corner. The store offers first-class customer service via dedicated Concierge and personal shoppers to help customers find the perfect presents, in addition to an awe-inspiring, world-renowned retail presentation and a vast array of incredible playthings.

### **Feature Shops, Attractions and Services**

#### **Level One**

Every trip to FAO Schwarz Fifth Avenue begins with a warm greeting from the store's Toy Soldiers – a renowned icon of the FAO Schwarz brand. Stationed at the Main Entrance on Fifth Avenue, as well as at the 58th Street Entrance, Toy Soldiers are always willing to pose for a photo or take guests on a store tour while ushering crowds of eager customers into the world famous toy store. And from there the journey into a child's quintessential wonderland begins.

- **FAO Café** – Whether looking for breakfast, lunch or a just a nosh, New Yorkers and tourists are in for a treat when they visit FAO Café. Conveniently located just steps inside the store's 58th Street entrance, this scrumptious shop offers a variety of high-quality, fresh foods from several of New York City's finest eateries, including Crumbs® Bake Shop, Jumbo Bagels, Doughnut Plant, Peanut Butter and Co.® and more.
- **FAO Schweetz®** – When it's time to satisfy that sweet tooth, kids can head over to FAO Schweetz! With over 1,700 square feet of candy, chocolate and fudge, and an entrance flanked by two large Toy Soldiers made entirely out of Jelly Beans, guests can create their own mix of sweet treats at the store's out-of-this-world sugary shop.
- **Muppet™ What-Not Workshop** – An experience unlike any other and super fun to boot! At the Muppet™ What-Not Workshop, customers have the ability to create their very own Muppet. The process begins by choosing from a selection of bodies and facial features, then hair pieces, and finally donning the Muppets in one of many fun, classic and fanciful outfits. Guests can create their Muppet look-a-like, or just a fantasy friend!
- **Myachi®** – A stop by the Myachi area will allow shoppers to learn how to perform tricks with a hand sack – a new extreme sport that uses almost the entire body, no palms allowed. Kids of all ages can learn from the best and become a Myachi Master!
- **Plush** – Even the most exotic animals are found in their most cuddly form at FAO Schwarz. These plush creatures are available in countless sizes and styles, perfect for animal lovers of any age!
- **Steiff™** – The world's oldest and best-known European designer of stuffed animals has an impressive catalogue of new and collectible plush, from wild animals (both towering and tiny), traditional Teddy

Bears, classic cartoon and children's book characters, American Kennel Club dogs and more.

- **Studio Plush** – FAO Schwarz boasts some of the largest stuffed animals on the planet. These life-size creatures are so realistic it's amazing they don't walk out of the store all on their own! Elephants and grizzly bears, lions and giraffes – these colossal creatures add to the store's ambiance and make fun pets for any grand-scale play area.

## ***Concourse Level***

**The Baby Department at FAO Schwarz** is the ultimate destination when luxury shopping for little ones. From the most popular clothing brands to the best in classic and modern playthings, this area offers a one-stop shop for the tiniest tots. Take the escalator down to the Concourse Level to discover an array of all things baby!

- **Arts & Crafts by Alex®** – Even babies can be crafty! Arts & Crafts by Alex® allows toddlers to let their imaginations run wild with educational and age-appropriate crafts and games. It's never too early to let kids show their true colors!
- **Barefoot Books™** – Choose a bedtime story from this extensive collection of early childhood classics like *Good Night, Moon* and *The Very Hungry Caterpillar*. Collections from classic children's authors such as Dr. Seuss, Eric Hill and David McKee are there for the choosing.
- **Bunnies By the Bay** – Since 1986, Bunnies By The Bay has been known for unique baby gifts that celebrate little ones' first year of life. Moms and babies who visit this boutiques will smile when they see cuddly stuffed animals, plush security blankets, furry bunny coats and slippers, storybooks about best friends who live in Good Friends Garden, and more waiting to become part of every baby's life.
- **Chicco®** – From plastic stacking blocks and rattles to learning toys that teach counting and colors, Chicco is the perfect place to load up on fun and educational toys for the kiddies.
- **Clothing** – New parents have the opportunity to dress their babies in attire from the best brands available. From bright colors and patterns by Zutano® and Trumpette™ to soft pastel plush blankets, clothing and stuffed animals from Bunnies by the Bay®, everything new mommies and daddies need to ensure their little ones are happy and comfy can be found right here.
- **Crocodile Creek®** – This brand defines the art of play with thoughtful, beautifully designed, high quality products for children. Items that include lunchboxes, placemats, bibs, balls and floor puzzles, are all available in fun colors and patterns.
- **Kidlandia® Personalization Boutique** was designed to allow families to create personalized designs onto 24 x 18-inch **Kidlandia®** fine art prints, including the **Kidlandia®** Patchwork USA Boys and Girls Map, **Kidlandia®** Whimsical Maps, Family Trees, Disney Princess, Winnie the Pooh, Dora the Explorer, SpongeBob SquarePants, an FAO Schwarz-exclusive keepsake map of Manhattan and a **Kidlandia®** World Map.
- **LeapFrog® Shop** – The store's smallest shoppers can hop on over to the LeapFrog Shop, where kids are sure to adopt a lifelong love of learning. This department is teeming with the latest learning products, including dozens of educational toys and games, as well as interactive books covering subjects as diverse as reading, spelling, math, music, geography, phonics and science.
- **Melissa & Doug®** – Puzzles and puppets take center stage, alongside plush, play food, magnetic activities, music and more in this classically-styled area. Melissa & Doug, one of the leading designers and manufacturers of educational toys and children's products, offers exciting products designed to stimulate the imagination.

## Level Two

Filled with a mix of interactive experiences, customizable toys and even a private party room, the largest floor in this three story toy emporium is filled with so much fun that most visitors can't bear to ever leave.

- **Action Figures** – For kids who crave adventure and excitement, a world of action can be found in this department at FAO Schwarz. From *Star Wars*®, G.I. JOE®, and members of the *Justice League*®, to Spider-Man® and Wolverine®, action enthusiasts will be anything but disappointed.
- **Arts & Crafts by Alex**® – The crafty section boasts an incredible selection of kits that will bring out the artistic style of every child. Whether interested in making jewelry, clothing, or traditional coloring, this shop can't be missed.
- **Vehicles** – Future mechanics will be thrilled by this ultimate selection of wheeled wonders. From micro-mini Hot Wheels® and the ultimate in remote-control car technology to classic toy-train favorites, kids can find vehicles big and small in this garage. Before zooming out, kids are sure to check out the Pink Barbie® Cadillac® Escalade, Blue Mercedes-Benz® SL 2002 and Green Jeep® Wrangler that are sitting high above their smaller-scaled counterparts.
- **Barefoot Books**™ – Bookworms rejoice! Barefoot Books is a colorful, wonderful place for kids to relax and read. Kids can listen to storytellers read their favorite books and with a different theme every month, FAO Schwarz keeps kids entertained year round! Visitors are encouraged to pick up a copy of the Barefoot Books Calendar of Events for a full schedule to help plan trips accordingly!
- **Big Piano** – Kids and adults flock to FAO Schwarz to relive a classic scene from the movie *Big* on this oversized Piano. Whether jumping on the piano's humongous keys to create a masterpiece or while professional pianists play classical pieces like "Heart and Soul" and "Fur Elise," guests are encouraged to kick off their shoes to tickle the ivories.
- **Dollhouse and Miniatures** – Those looking for that perfect dollhouse can choose from any number of ready-made dollhouses or have a personalized dream house created from scratch! Whether choosing one tiny item or decorating an entire house, this department will satisfy all mini wishes.
- **Dolls** – Dolls of every shape and size are on display in this department devoted to fashionable play. From new favorites and classics like Barbie® and Corolle® dolls, every little girl is guaranteed to find a best friend in one of the countless collections offered at FAO Schwarz.
- **Dress-Up** – Little princesses will be ready to meet their princes all year round when they choose the perfect fairy tale costume from this amazing display.
- **Fantasma**® **Magic** – Harry Potter isn't the only magician in town! In this department, little illusionists will find everything needed to learn all the tricks of the trade, from magic kits and wands to capes and magic hats!
- **Fashion Angels**® – This jewelry counter offers kids the opportunity to customize their own jewelry creations. Whether a necklace or earrings, sparkly or colorful, these custom jewels are sure to catch everyone's eye.
- **Harry Potter**® – J.K. Rowling's universe comes alive in this area themed to look like a shop on Diagon Alley, where wizards and witches in training go to shop before beginning their term at Hogwarts™. Whether Gryffindor or Hufflepuff, kids can find a selection of robes and scarves in all House colors or a wand from Olivander's shop. Harry Potter's Castle has what every sorcerer needs to make magic come to life!
- **LEGO**® **Factory** – It's LEGO® bricks galore in this incredible LEGO® factory overlooking Madison Avenue. Kids and collectors alike can choose from a variety of playsets to create a masterpiece at

home, or simply stop by to take a picture with Batman® and Chewbacca® – both made entirely of LEGO® Bricks!

- **LittleMissMatched™** – Style-savvy girls are always looking to update their closets with fun accessories. From leg warmers and toe socks to T-shirts and sweatshirts, LittleMissMatched™ offers separates in a variety of eye-catching styles and patterns, ideal for miss-matching!
- **Madame Alexander® Doll Factory** – Little girls love to create dolls that fit their specific interests, and Madame Alexander's Doll Factory is the perfect place to make that happen. Girls can choose hair style and color, skin tone, eye color and outfit from an unbelievably large selection available in store.
- **Newborn Nursery®** – Make-believe mommies can experience the thrill of adopting a newborn with these life-like dolls. Designed to look and feel like real infants, “parents” to be can choose their “baby's” eye and hair color. To make the experience complete, each doll comes with adoption papers and new “parents” receive their “babies” from an FAO Schwarz staff nurse.
- **Playmobil®** – This area dedicated to the world famous German brand presents a wonderful world in miniature that transports children's imaginations to the ancient ruins of Egypt, historic land of the dinosaurs, adventurous seas with the pirates, and many other themed play worlds.
- **Puzzles and Games** – With an extensive selection of the newest board games and most creative puzzles available, kids looking for a challenge need look no further than FAO Schwarz. There's Operation® for doctors-in-the-making, telescopes for scientists and ant farms for the coolest insect-enthusiasts!
- **Schleich®** – These hand-painted, miniature toys come in a variety of different, life-like styles, including the Wild Wild West, Safari, Under the Sea and even Smurfs®. The possibilities for playtime fun are endless!
- **Sports** – Whether catching some wind on a Razor® scooter or participating in safe play with NERF® products, the Sports section is sure to fuel every kid's unlimited energy.
- **“Style by Me” Barbie® Workshop** – For a truly one-of-a-kind toy, kids can design their very own Barbie® using state of the art computer technology. Before taking her home, kids can see their doll strut her stuff on the runway, complete with background music and commentary by FAO Schwarz fashion experts!
- **Ugly Dolls®** – Turning ugly creatures into cute and cuddly fun, Uglytown offers kids an entrance into the world of Ugly Dolls, with feature-themed “storefronts.” Residents of the town include plush characters, key chains and miniature versions of the Ugly Dolls including Ice-Bat, Wage, Ox and the rest of the gang.
- **Wild Republic®** – Kids interested in an imaginary safari will find this passageway filled to the brim with the wildest plush animals from the plains in Africa to the jungles of the Amazon. With lions, tigers, parrots and alligators to choose from, children will have their pick of the litter in this roaring collection.

## ***Special Services***

- **Concierge** – Conveniently located at the Fifth Avenue entrance to FAO Schwarz, the Concierge representatives can direct guests to different areas of the store or provide an overview of places to see and things to do while visiting New York City.
- **Shipping/Gift Wrap** – Whether shipping to Bali or Brooklyn, guests are invited to take advantage of the wonderful shipping opportunities at FAO Schwarz. Beautiful gift wrap is available and all standard fees apply.

- **Party Room** – FAO Schwarz is the most fun, first-class space to host parties in New York City! The Concierge can provide additional details on planning the perfect party – from birthdays to corporate events – at the FAO Schwarz Party Room located on the Concourse Level.
- **Personal Shopping** – Can't find that perfect toy? Sit back, relax and let the professional shoppers work their magic. Your wish is their command.

## **Store Hours\*:**

**Sunday 10am - 6pm**

**Monday - Wednesday 10am - 7pm**

**Thursday - Saturday 10am - 8pm**

\*Store hours are subject to change on a seasonal basis. Please call the store to confirm hours.

**For all inquiries, please call: 1-800-426-8697**