



Breaking new ground at Battersea.

13 Dec. 2024
We celebrate our first ever PEPPA PIG and TRANSFORMERS retail locations, now open in London.

Hasbro's Global Experience team has an equally fun and important job: to help connect fans with the world of Hasbro. Through immersive location-based experiences, they create unforgettable moments for fans and families worldwide. Custom Runway Shows, Exclusive Stage Performances, Global Experiences, and more. The Global Experience team works tirelessly to find great partners and develop brilliant activations that bring Hasbro's IPs to life. This year, the team broke new ground as they partnered with Event Merchandising, renowned experts in the event- and branded retail industry, to create two special new stores.

Not one, but two grand openings!

In November, the team celebrated the opening of two retail stores at the Battersea Power Station in Southeast London: a TRANSFORMERS store and a PEPPA PIG store. Themed closely to TRANSFORMERS 40th anniversary, the recent release of the TRANSFORMERS ONE movie, and PEPPA's 20th anniversary, these are the world's first standalone stores serving fans of each of these iconic brands.

Each store, Battersea Power Station is an iconic London landmark, and so we had the concept for each store work with the existing environment. The TRANSFORMERS store in particular, which has been renovated to house all things, with the building's heritage involving industrial elements that perfectly blend with our TRANSFORMERS look and feel. Battersea was also looking for more family-friendly brands to appeal to their residents and consumers, so this was the perfect match!

In partnership with Event Merchandising, the team infused each element of each brand's narrative into their physical stores at the power station. Together, they've developed exclusive merchandise, themed events and activities for visitors to enjoy.

Play with Peppa Pig.

To the Peppa store there is a new Peppa Goes to London (Penguin) book featuring Battersea Power Station, which has been Peppa Pig for the first time. Families can capture memories of their special day by posing in front of the photo wall, which features a bespoke backdrop of Peppa beneath the Power Station's iconic silhouette. And, if visitors had a bit of luck after their shopping, they can also indulge in Peppa-themed sweet treats from the Horningsford Bakery stall.



The Peppa store has no shortage of activations. Fans can also browse around an oversized fluffy puddle, relax in the cozy play area, and even enjoy only those engagements with Peppa – a big 'Hi' with young fans.



Red roof. An action-packed space for fans of TRANSFORMERS. The TRANSFORMERS store offers a wide range of toys and features a stunning graffiti mural, created by Mark Wall. Right now, the store is home to the full set of TRANSFORMERS ONE statues for fans to take photos with and Robocon TRANSFORMERS Series cubes, which perform voice-activated transformations at fan's commands. And if anyone feels like playing in-store, there's an interactive Veeva Studio Augmented Reality trading card area and an arcade space with the latest TRANSFORMERS video games from Outright Games.



Sign Review: My favorite product is the re-issue of the first ever TRANSFORMERS Skybound comic, with a new limited-edition cover that shows Optimus Prime basking over Baltimore Power Station. I have already purchased both versions of it and the matching shirt and hoodie!



Heat up your GC, pass the sugar!

Roscoe says there's more action on the horizon: "There are so many exciting projects in the pipeline. Heat up in the UK, we're launching our MONOPOLY tea bar here in London in January!"

London's glitzy, afternoon tea and digital bar on the classic game of MONOPOLY? Now that's a winning combination.