HASBRO HUB LONDON TO OPEN IN PICCADILLY CIRCUS ON AUGUST 16

12 Aug, 2025

Limited-time pop-up store to feature fan-favorite brands, immersive activations and the largest selection of Hasbro products in one place

PAWTUCKET, RI – August 12, 2025 – **Hasbro**, a leading games, IP and toy company, is bringing the fun to central London this summer with the opening of **Hasbro Hub London**, a new multi-brand retail pop-up store in the heart of Piccadilly Circus. Opening its doors on Saturday, August 16, the limited-time retail experience will invite fans of all ages to explore, play, shop and capture unforgettable moments with some of Hasbro's most iconic brands.

The store will feature characters, products and experiences from across Hasbro's expansive portfolio, including DUNGEONS & DRAGONS, FURBY, Hasbro Games, LITTLEST PET SHOP, MY LITTLE PONY, NERF, PEPPA PIG, PLAY-DOH, TRANSFORMERS and more.

Spanning over 3,000 square feet across two floors, Hasbro Hub London is located at *Below the Lights*, a new destination for branded experiences at one of the city's most recognizable landmarks. Timed to coincide with peak summer tourism and UK school holidays, the pop-up promises to deliver high-energy engagement for families, kids and kids at heart of all ages.

"Hasbro Hub London is a celebration of play, storytelling, and fandom—right in the heart of one of the world's most iconic cities," said Matt Proulx, SVP, Global Experiences, Partnerships & Music at Hasbro. "Whether you're embarking on an epic adventure with DUNGEONS & DRAGONS, jumping in muddy puddles with PEPPA PIG, or hunting for exclusive TRANSFORMERS collectibles, there's something here for every generation of fan. This is Hasbro like you've never experienced it before."

Featured experiences include:

- Life-size CONNECT 4 and oversized photo ops
- Product demonstrations and interactive gameplay
- Hasbro claw machine and collectible pick & mix souvenirs
- Exclusive merchandise across brands
- Legacy artwork and behind-the-scenes moments from Hasbro's world of play

Location & Hours

Hasbro Hub London
Below the Lights, Piccadilly Circus, London W1D 7ET

- Opens Saturday, August 16, 2025
- Hours
    - Monday-Saturday: 10am-10pm
    - Sunday: 12-6pm

Hasbro Hub London is operated by Event Merchandising, the team behind the TRANSFORMERS and PEPPA PIG Stores at Battersea Power Station.

About Hasbro

Hasbro is a leading games, IP and toy company whose mission is to create joy and community through the magic of play. With over 164 years of expertise, Hasbro delivers groundbreaking play experiences and reaches over 500 million kids, families and fans around the world, through physical and digital games, video games, toys, licensed consumer products, location-based entertainment, film, TV and more.

Through its franchise-first approach, Hasbro unlocks value from both new and legacy IP, including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, MONOPOLY, HASBRO GAMES, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands. Powered by its portfolio of thousands of iconic marks and a diversified network of partners and subsidiary studios, Hasbro brings fans together wherever they are, from tabletop to screen.

For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, a 2025 JUST Capital Industry Leader, one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50, and a Brand that Matters by Fast Company. For more information, visit https://corporate.hasbro.com or @Hasbro on LinkedIn.