

# DFS brings FAO Schwarz to JFK T4 for a first-ever airport store

By **Wendy Morley** on November, 7 2017 | Airlines & Airports



Probably the most famous toy store in the world and a must-see place for many travelers to New York City, FAO Schwarz – together with luxury travel retailer DFS – has just opened a shop in JFK’s Terminal 4, in time for the gifting season.



The 28 square-meter pop-up shop, which offers the magical, nostalgic feel of the iconic store on 5<sup>th</sup> Avenue, will operate until the end of December. The Terminal 4 shop, the store's first-ever airport location, will offer a selection of its classic luxury toy items including vintage and plush toys, and even its infamous floor piano that has featured in many Hollywood films.

After closing its 5<sup>th</sup> Avenue store in 2015, FAO Schwarz was bought late last year, and a gala relaunch celebration was held just last month at its new pop-up shop in Bergdorf Goodman. The "pop-up" retail model appears to be a focus for the store under its new owners. This shop is an appropriate addition to JFK T4's expansive - and expanding - concessions program.

"We are thrilled to welcome FAO Schwarz's iconic toys and products to Terminal 4," said Gert-Jan de Graaff, President and CEO of JFKIAT, which operates T4. "This imaginative in-store retail experience will provide travelers with yet another option to purchase premium goods while on the go. With more than 50,000 international and domestic passengers each day, and even more expected during the holiday season, this pop-up shop will surely be a familiar name and another reason for travelers to explore Terminal 4's retail hall throughout the busy holiday season."

Brooke Supernaw, DFS Group's Senior Vice President Spirits, Wine, Tobacco, Food and Gifts, expressed the company's delight at working with FAO Schwarz. "This pop-up store is a perfect complement to the excitement of travel, the thrill of discovery and the joy of the holidays," she said.