

Beat: Entertainment

## PRESENTATION OF CHRISTMAS TOYS 2015

### TOYS R US

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**USPA NEWS** - On Tuesday September 15, 2015 in Paris were introduced to journalists the presentation of Toys' trends for this Christmas. How the company is expecting to hit the children's market. toys'R'uUs is one of the largest standalone toy store chain in the world...

On Tuesday September 15, 2015 in Paris were introduced to journalists the presentation of Toys' trends for this Christmas. How the company is expecting to hit the children's market. toys'R'uUs is one of the largest standalone toy store chain in the world.

The presentation was divided into five different categories of hit products:

- Total immersion (dark vader lightsaber, Thor's Hammer, Rebel bow, Captain America costume..)
- Between illusion & Fairy tail (Starlily the magic Unicorn, Elsa's Glove,..)
- Tech Share ( Action cam, Zoomer Kitty, Robot I-que, Tritan Hurrigan spin,..)
- Double Face (Dark Vader, hulk Buster interactive, Bob, Risk Game of thrones, Vilaine Kids The Descendants,..)
- Be a star (Headdresser set, Fashion creators..)

The company currently operates more than 35 Toys'R'Us stores in France, as well as more than 10 Side-by-Side locations, which combine the Toys'R'Us and Babies'R'Us brands under one roof. The Toys'R'Us, France flagship location in La Défense (Paris) is not only larger than other locations across the country, but also has dedicated feature shops that showcase brands like Corolle, Disney, Orchestra, LEGO, Papo/Schleich, Playmobil and more.

#### Article online:

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#### Editorial program service of General News Agency:

UPA United Press Agency LTD  
483 Green Lanes  
UK, London N13NV 4BS  
contact (at) unitedpressagency.com  
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