

BENJAMIN POLLOCK'S TOYSHOP

A destination toyshop unlike any other, with storytelling at its heart for over 100 years, we are passionate about celebrating creativity & play for adults and children alike. A British heritage brand, Benjamin Pollock's Toyshop is uniquely positioned in the UK's retail landscape to exploit the rise in making, creativity and storytelling and 'real games in the real world' experiences.

FROM COVENT GARDEN TO CHINA



BENJAMIN
POLLOCK'S
TOYSHOP

2018 - 2022

From a miniature toy theatre for Disney to a giant model for a theatrical extravaganza at L'Avenue, Shanghai we have forged creative partnerships based on our heritage.

PARTNERSHIPS & COLLABORATIONS

- Strand Palace
- The Savoy
- Four Seasons
- Society of London Theatre

COLLABORATIONS

- L'Avenue, Shanghai
- "Dreamyland"
- Changsha IFS, Changsha
- Disney - Frozen the Musical
- John Macfarlane & The Birmingham Royal Ballet - The Nutcracker

PRESS/MEDIA -

LOUISE HEARD AS SEEN IN...

- Financial Times (HTSI magazine) - Collecting Antique Toy Theatre (Nov 2022)
- Christmas in London TV1 (French News, Dec 2022)
- American Express - shop small social campaign (Dec 2022)
- Scouting for Toys - Yesterday TV (March 2022)
- Kirstie's Handmade Christmas - Channel 4, (Dec 2022) Judge
- The People's Piazza documentary on Covent Garden by David Olusoga (Nov 2022)



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POP-UPS

- Heals, London Xmas 2019
- Covent Garden London Christmas Shop Xmas 2020
- L'Avenue, Shanghai Xmas 2020
- Changsha IFS, Changsha Xmas 2022

We are open to creative collaborations at Benjamin Pollock's Toyshop and over the last 5 years have played a part in the cultural life of the West End.

- Participating in West End Live in 2019, running a marquee and workshop in Trafalgar Square.

- Supplying local hotels such as The Savoy and The Four Seasons with Christmas Gifts for the young guests.

- A Benjamin Pollock's Toyshop Theatrical Christmas Afternoon Tea with neighbour The Strand Palace (Xmas 2022) - this marketing campaign was so successful they decided to extend it through to Easter 2023.

- Our small team has risen to the challenge of creating a pop-up Christmas shop during the pandemic lockdowns in Covent Garden. After agreeing to the aesthetics of our shop selection of Christmas ornaments to appear in the Universal Film 'Last Christmas' (2019) written and starring friend of Benjamin Pollock's Toyshop Emma Thompson, we created a real shop based on the fictional shop in the Covent Garden location of the film.

- Louise Heard has 35 years of toy buying experience and has created a product range unique to the shop in Covent Garden which is licensed exclusively with our partners in Hong Kong for sale at Pop-Ups in China.

Louise's knowledge in the field is now sought after for media appearances.

Email, louise@pollocks-coventgarden.co.uk for enquiries

