



World of Disney Stores

Fact Sheet

Contact:

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When guests step through the doors of a World of Disney store, they enter a world like no other – an interactive, entertaining and immersive shopping environment.

The three World of Disney stores – in California, Florida and New York – inspire guests' imaginations and bring the magic of Disney to life. With incredible interactive experiences and a vast array of Disney merchandise, the World of Disney Stores create the "ultimate Disney shopping experience." Each store also features a broad assortment of men's and women's apparel, infant and children's clothing and accessories, as well as toys, mugs, watches, stationery and a wide variety of Disney keepsakes and collectibles. It's a Disney shopper's dream come true.

The first World of Disney store opened in October 1996 in Downtown Disney at the Walt Disney World Resort in Florida. A second store followed in December 2000 in Downtown Disney at the Disneyland Resort in California. The third World of Disney store – in the heart of New York City, at the corner of Fifth Avenue and 55th Street – opened in October 2004.

The World of Disney stores also offer distinctive entertainment and activities:

- At the Walt Disney World location, little princesses ages 3 and older can get their hair styled, nails painted and even outfitted as a beautiful Disney princess at the Bibbidi Bobbidi Boutique – a magical salon that transforms little girls into princesses. Reservations are needed – call 407-WDW-STYLE.
- At the World of Disney store in California, guests can create their own art on demand at an interactive kiosk – choosing from hundreds of images featuring Disney attractions, scenes and characters.
- Guests at the World of Disney store in New York get a special treat: unique Disney souvenirs with a New York twist and the chance to meet characters such as Minnie Mouse and the Disney princesses. These beloved characters will share autographs, photos and hugs – providing guests with memories to last a lifetime. Visit www.worldofdisney.com for more New York store information.



The World of Disney Store in Downtown Disney at the Walt Disney World Resort



Each World of Disney store features a broad assortment of clothing, accessories, toys and collectibles



A princess is crowned at the Bibbidi Bobbidi Boutique at the World of Disney Store in Florida

Established: October 2, 1996

Workforce: Approximately 750 Cast Members

Locations: 3

Florida

Walt Disney World Resort, Downtown Disney Marketplace

Hours:

Sunday – Thursday: 9:30 am – 11 pm

Friday and Saturday: 9:30 am – 11:30 pm

General Information: 407-937-2648

California

Disneyland Resort, Downtown Disney

Hours:

Sunday – Thursday: 9:30 am – 10 pm

Friday – Saturday: 9:30 am – Midnight

General Information: 714-300-7919

New York City

711 Fifth Avenue (at 55th Street)

Hours:

Monday – Saturday: 10 am – 8 pm

Sunday: 11 am – 6 pm

General Information: 212-702-0702

In New York, Character Meet-and-Greets:

Mondays, Thursdays, Fridays and Saturdays at 11 am, 12 pm, 1 pm, 2 pm, 4 pm, 5 pm, 6 pm

Sundays at 11 am, 12 pm, 1 pm, 2 pm, 3:30 pm, 4:30 pm, 5:30 pm

*Entertainment subject to change.



Shopping for jewelry at a World of Disney store



Each World of Disney Store brings the magic of Disney to life (along with a few favorite characters)