



## THE FULL DREAMTOYS LIST 2014

### THE 72 TOYS THAT WILL DOMINATE THIS CHRISTMAS

*2014 set to be the biggest Christmas for toy sales since 2010*

**LONDON 5<sup>th</sup> November 2014:** The DreamToys list has been announced by The Toy Retailers Association. The list is the most accurate predictive list of which toys will dominate the wish lists this Christmas. The list has been broken down into ten categories and 12 Top Toys.

“The 2014 DreamToys list is the perfect illustration of how the toy industry continues to innovate and evolve – creating new lines every year whilst finding new and ever increasingly creative ways to reinvent established brands. If the predications are right, and 2014 turns out to be a bumper year, the biggest credit has to go to the toy makers and their endless creativity and imagination,” commented Gary Grant, chair of the DreamToys committee.

The ten categories are:

\*Indicates one of the 12 Top Toys

**Tech Tastic!** – From robots to talking birds, technology in toys continues to evolve, these toys are some of the best examples:

AirHogsRC Rollercopter	Spin Master	£44.99
Flutterbye Deluxe Light-Up Fairy	Spin Master	£39.99
Furby Boom-Crystal Series	Hasbro	£64.99
Kidizoom Smart Watch*	VTech	£39.99
LeapBand (assorted)	LeapFrog	£29.99
LeapTV	LeapFrog	£119.99
MiP	Trends/WOW WEE	£98.99
My Friend Cayla*	Vivid	£58.99
Teksta T-Rex	Character	£59.99
Xeno	Flair	£79.99
Zoomer	Spin Master	£79.99

Zoomer Dino – Boomer*	Spin Master	£99.99
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**Wheely Good Fun** – cars, trains and fantasy play are always high on the Christmas wish lists; this selection has something for every age group:

Fisher-Price Thomas and Friends TrackMaster Avalanche

Escape	Mattel	£39.99
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Hot Wheels Super Loop Chase Race	Mattel	£44.99
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Mega Bloks Thomas & Friends 1-2-3 Count with Thomas	Mega Brands	£12.99
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Fisher-Price Thomas and Friends Motion Control Thomas	Mattel	£39.99
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**Hugs n’ Heroes** – From the perfect baby to the ultimate super hero, these toys make fantasy play magical, all they need is a child’s imagination:

Baby Annabell Learns to Walk	Zapf Creation	£49.99
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Barbie & The Secret Door Princess Alexa Doll	Mattel	£24.99
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Barbie Malibu House	Mattel	£99.99
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Dragons Giant Fire Breathing Toothless	Spin Master	£34.99
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Emotion Pets- Bruno	Flair	£69.99
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Little Love Baby Talk	VTech	£29.99
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Marvel Super Hero Mashers (assorted)	Hasbro	£21.99
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Monster High Freaky Fusion Hybrids Dolls (assorted)	Mattel	£26.99
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My Little Pony Equestria Girls Twilight Sparkle	Hasbro	£22.99
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Ninja Turtles Movie Figures (assorted)	Flair	£9.99
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**The Collectables** – These lines fire the imagination and feed the passion:

Little Live Pets Bird Cage*	Character	£19.99
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Minecraft Animal Mob Pack	Character	£19.99
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Minecraft Figures (assorted)*	Character	£7.99
My Magical Mermaid Water Wonderland	ZURU	£24.99
Shopkins Small Mart	Flair	£19.99

**Let's make**– Making and creating has been a big theme this year in toys, this selection ranges from food to knits – it's good to share!

Chill Factor Ice Cream Maker	Character	£12.99
Cra-Z-Knitz Ultimate Designer Knitting Station	Character	£29.99
Cra-Z-Loom Bracelet Maker	Character	£14.99
DohVinci Style and Store Vanity	Hasbro	£19.99
Play-Doh Cake Mountain	Hasbro	£19.99
Sew Cool Sewing Studio	Spin Master	£34.99

**Build the World** – from castles to spaceships the construction choice is endless:

City Mobile Police Unit	LEGO	£29.99
Disney Princess Cinderella's Romantic Castle	LEGO	£59.99
Friends Heartlake Shopping Mall	LEGO	£79.99
Lego DC Comics Super Heroes: Batman Man-Bat Attack	LEGO	£19.99
The LEGO Movie – Benny's Spaceship, Spaceship, SPACESHIP!*	LEGO	£79.99

**Toys 4 Tots** – Toddlers today get to have some serious fun:

Doc Mc Stuffins Get Better Talking Mobile	Flair	£59.99
Fisher-Price Laugh and Learn Crawl Around Car	Mattel	£69.99
Fisher-Price Little People Skyway	Mattel	£39.99

Peppa Pigs Muddly Puddle Jumbo Jet	Character	£19.99
Peppa Pig Weebles Wind & Wobble Playhouse	Character	£29.99
Toot-Toot Animals Safari Park*	VTech	£39.99

**My Go!** – From chickens to moustaches, the board game continues to bring the whole family; these are a selection of the best:

Bop It! Beats*	Hasbro	£21.99
Bunny Jump	University Games	£19.99
Chicken Charades	University Games	£19.99
Don't Take Buster's Bones	John Adams	£19.99
Elefun & Friends Mousetrap	Hasbro	£19.99
Goey Louie	John Adams	£19.99
Hotel Tycoon	Esdevium Games	£24.99
LOGO Grab	Drummond Park	£13.99
Moustache Smash	Spin Master	£17.99
My Monopoly	Hasbro	£21.99
Simon Swipe	Hasbro	£21.99

**Ready to Rumble** – Hero or villain, these toys lets their imagination soar:

Nerf Demolisher 2-in-1*	Hasbro	£44.99
Nerf Rebelle Agent Bow	Hasbro	£29.99
Nerf Zombie Strike Crossfire Bow	Hasbro	£21.99
Star Wars Rebels Inquisitor Lightsaber	Hasbro	£29.99
The Amazing Spider-Man 2 Web Slingshot		
Spider-Man	Hasbro	£34.99
Transformers Flip N Change (assorted)	Hasbro	£22.99
Transformers Stomp and Chomp Grimlock*	Hasbro	£89.99

**Frozen's the Word** – The epic journey of the fearless princess continues here in the land of toys with this highly popular selection...

Disney Frozen Elsa Classic Dress	Rubies	£14.99
Disney Frozen Snow Glow Elsa*	Jakks Pacific	£34.99
Disney Frozen Ice Skating Doll (Assorted)*	Mattel	£29.99
Disney Frozen Magical Lights Palace	Mattel	£44.99
Disney Frozen Olaf the Snowman	Mattel	£14.99
Disney Frozen Sparkle Dolls (Assorted)*	Mattel	£16.99

Full details of the entire DreamToys 2014 list can be found at  
[www.toyretailersassociation.com/dt2014](http://www.toyretailersassociation.com/dt2014)

All prices quoted are RRP

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**For more information on the day please contact the DreamToys reception on 07802 898110**

[dreamtoys@bastion.co.uk](mailto:dreamtoys@bastion.co.uk)

**Bastion**

**T: 020 7269 7900**

**Please follow: [twitter.com/dreamtoysuk](https://twitter.com/dreamtoysuk) #dreamtoys14**

## **Notes to Editors**

Spokespeople from the Toy Retailers Association, the British Toy and Hobby Association, and all of the participating toy companies as well as the research company, NPD, will all be available for interview throughout the day. Child models will also be available for photography.

### **The Toy Retailers Association**

The Association's role is to inform and advise members on current and future legislation, as well as ethical practices in respect of toy safety, requirements under the Health and Safety Executive, consumer and employer rights.

It acts as both a watchdog and persuader to ensure fair play for toy retailers and represents the toy retail sector on government panels and safety organisations in the UK & Europe.

### **About The NPD Group, Inc.**

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5<sup>th</sup> November 2014