



Barbie Day to Night Dreamhouse, Mattel and Smyths triumph at the 57th Toy Industry Awards

Toy Fair, 25-27 January 2022, Olympia London

25 January 2022: Barbie Day to Night Dreamhouse, Mattel and Smyths triumphed at this year's Toy Industry Awards winning Toy of the Year, Supplier of the Year and Toy Retailer of the Year, respectively. A TRA Outstanding Contribution Award was presented to Dream Toys' Gary Grant for his individual contribution to the Dream Toys event over many years.

As part of this year's Industry Awards preparations, it had been hoped that a physical presentation of Industry Award winners could take place. But in these unique circumstances which continue to be affected by COVID, a special video has been produced to feature all esteemed finalists and winners for 2021.

[The video can be viewed here](#)

The Industry Awards, which are presented by the British Toy & Hobby Association (BTHA) and the Toy Retailers Association (TRA) - are announced on the first day of London Toy Fair 2022, which is currently taking place at Olympia London.

The full line up of winners follows:

TOY RETAILER OF THE YEAR WINNERS:

Independent Toy Retailer of the Year (single store)	Toys & Games of Worcester
Independent Multi-Store Toy Retailer of the Year (up to 10 stores)	MIDCO Toymaster
Omnichannel Toy Retailer of the Year	Smyths Toys
Multiple Toy Retailer of the Year	B & M Stores
Online Excellence Award	The Very Group

Overall Toy Retailer of the Year

Smyths Toys

TOY AND SUPPLIER OF THE YEAR AWARDS:

Action Toy of the Year	Heroes of Goo Jit Zu Figures, Character Options
Construction Toy of the Year	Harry Potter Hogwarts Express, The LEGO Group
Kidult Toy of the Year	LEGO Technic Lamborghini, The LEGO Group
Interactive Toy of the Year	Magic Mixies, Moose Toys
Vehicle Brand of the Year	Hot Wheels, Mattel
Outdoor Sports Toy of the Year	Moon Shoes, Character Options
Craze of the Year	Fidget Box, H Grossman

CONT.

Fashion Doll of The Year
Plush Toy of The Year
Trading Game of the Year
Pre School Toy of The Year
Collectible Toy of The Year
Pre-School License of the Year
TRA Special Recognition Award
Toy of the Year
Toy Supplier of the Year

L.O.L. SURPRISE! MOVIE DOLL , MGA
Squish-a-boos, TY Toys
Pokémon Trading Cards , Asmodee
Cocomelon Bedtime JJ Doll, Bandai
Mini Brands, Zuru
Paw Patrol, Spin Master
Gary Grant, Dream Toys
Barbie Day to Night Dreamhouse, Mattel
Mattel

Graham Canning, Chairman of the BTHA: “On behalf of the BTHA, I would like to congratulate all the winners of this year’s Toy Retailer Awards. In what was another challenging year, all our judges were impressed with the high standard of entries received and the achievements made in 2021 by all the retailer finalists - who should be highly commended. Congratulations must also go to our worthy runners-up who, it should be remembered, were the best in their categories, and my sincere thanks goes to everyone for their participation.”

Alan Simpson, Chairman of the TRA, added: “ The Toy Retailers Association and our panel of retail judges were impressed with the choice of toys on sale throughout 2021 that brought education, entertainment and joy to children during the year. Congratulations to all the shortlisted toys, and especially the winners, that the retailers deemed to be the best of the year. I would also like to thank Gary Grant on behalf of the entire industry for his many years of running Dream Toys - bringing toys to the attention of the media and families in the run up to Christmas for so many years.”

NOTES TO EDITORS:

Associations: The BTHA (British Toy & Hobby Association) and the TRA (Toy Retailers Association)

Toy Fair: Toy Fair takes place 25-27 January 2022 at Olympia London. Please register at www.toyfair.co.uk and pick up your badges onsite.

For press information, please contact:

Bastion PR

Tel: 020 3927 6430 or at Toy Fair on 020 7598 6516

Email: toyfair@bastion.co.uk

