



Build-A-Bear Unveils New ICON Park Experiences Ahead of Grand Opening

October 5, 2026

Scheduled to open in November, the three-story Workshop at ICON Park in Orlando debuts first-of-its-kind Design Studio, interactive Bakeshop, 'Personalize Me' customization and more

Key Points:

- Build-A-Bear Workshop is bringing its largest and most immersive retailtainment experience to ICON Park in Orlando, with a multi-level location set to open in November featuring exclusive experiences found nowhere else.
- The first-ever Build-A-Bear Design Studio offers a premium, appointment-only experience where guests work one-on-one with a Design Consultant to create a fully customized, one-of-a-kind furry friend.
- Inside the Workshop, guests can taste baked goodies at the interactive Build-A-Bear Bakeshop and customize furry friends and apparel with embroidery, screen printing, patches and more at the new 'Personalize Me' station.

ST. LOUIS, Oct. 5, 2026 /PRNewswire/ -- Build-A-Bear Workshop, the brand known for adding a little more heart to life, today unveiled a selection of the signature experiences coming to its highly anticipated retailtainment Workshop at Orlando's ICON Park, giving guests a preview of what is inside the brand's largest and most ambitious experience ahead of its scheduled official opening in November.



The three-story Workshop will introduce new ways for guests to personalize, celebrate, and create memories together through exclusive concepts including the Build-A-Bear Design Studio, Build-A-Bear Bakeshop, and

'Personalize Me' station where custom embroidery and screen printing bring a special final touch to guests' furry friends.

Located in the heart of one of the country's premier entertainment and tourism destinations, the new location builds on the iconic Build-A-Bear Workshop experience while offering families and visitors even more reasons to spend time together. Today's announcement is just a preview, with additional features and grand opening details to be revealed in the weeks ahead.

Among the first experiences to be revealed are:

- **Build-A-Bear Design Studio:** A first-of-its-kind, appointment-only plush atelier where guests collaborate one-on-one with a dedicated Design Consultant to create a truly one-of-a-kind furry friend. Guests explore an exclusive library of premium fabrics, textures, and materials available only here within the Design Studio. Every detail, from preferred animal style to fur type and shade, to eye color and paw design and more, is selected through a highly personalized design experience. Interactive digital tools bring each creation to life before it is built, allowing guests to visualize and refine their design every step of the way. Once finalized, guests can watch one of Build-A-Bear's skilled seamstresses personally create their bespoke furry friend. The experience culminates in an exciting reveal of the designed bear, Build-A-Bear's signature Heart Ceremony, and exclusive keepsakes, including a special birth certificate and Design Studio Cub Condo. The Design Studio builds on the brand's iconic make-your-own experience, taking it to brand-new heights to deliver an unforgettable design experience and one-of-a-kind memory.
- **Build-A-Bear Bakeshop:** An interactive dessert destination that extends the fun well beyond the make-your-own experience. Rather than a traditional café, the Bakeshop gives guests the creative freedom to frost and decorate their own cupcakes and cookies as they please, for a true hands-on experience that's hard to resist. Whether it's a birthday, a day out with friends, or a spur-of-the-moment treat, the Bakeshop adds colorful, photo-worthy moments to every visit.
- **'Personalize Me':** Guests can add an additional personal touch to any furry friend's wardrobe at Build-A-Bear's 'Personalize Me' station, including custom embroidered initials, names, numbers and more for T-shirts and hoodies. They can also personalize further with patches and select custom screen prints or even embroider the ears of select furry friends. It's a lasting detail that makes every furry friend unmistakably their own.

"For nearly 30 years, Build-A-Bear has created memorable make-your-own experiences centered on connection, imagination and heart," said Chris Hurt, CEO of Build-A-Bear Workshop. "Our ICON Park Workshop represents our most ambitious experience yet, a place where families can step into the world of Build-A-Bear, share meaningful moments together and create memories that last well beyond their visit. We can't wait to welcome guests from all over the world inside this truly one-of-a-kind tourist destination this November and continue our mission of adding a little more heart to life."

To bring the vision to life, Build-A-Bear partnered with design firm Chute Gerdeman, known for dreaming up immersive retail spaces, including the FAO Schwarz New York flagship, where Build-A-Bear operates a highly successful shop-in-shop. The Build-A-Bear Design Studio, Build-A-Bear Bakeshop, and 'Personalize Me' station are just the first of several experiences the brand will reveal ahead of the ICON Park opening — each a new reason to make the trip to Orlando.

Please find additional image assets [here](#). Learn more at buildabear.com/ICONPark.

About Build-A-Bear Workshop, Inc.

Founded in 1997, Build-A-Bear is a leading global retailtainment brand on a mission to add a little more heart to life. At Build-A-Bear, guests are invited to create personalized furry friends through a unique stuffing, dressing, accessorizing and naming process, accentuated by a memorable "heart ceremony" that creates

moments of connection for people of all ages.

Over the years, Build-A-Bear has grown into a multi-generational phenomenon, positioned at the intersection of pop-culture trends. Beyond its signature retail experience, the brand also offers pre-stuffed plush, gifting, partnerships with best-in-class licensed and collectible characters, and original storytelling through Build-A-Bear Entertainment, LLC. Build-A-Bear's current brand platform and message, "The Stuff You Love," crosses ages and cultures while celebrating nearly 30 years of helping people mark life's meaningful moments.

Today, Build-A-Bear operates more than 650 company-owned, partner-operated and franchise experience locations across more than 30 countries, complemented by buildabear.com. Build-A-Bear Workshop, Inc. (NYSE: BBW) reported \$529.8 million in total revenues for fiscal 2025, representing the company's 5th consecutive year of record results. Learn more at the Investor Relations section of buildabear.com.



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