



Build-A-Bear Workshop Becomes First Brand Partner to Open a Store Experience Inside Hard Rock Cafe Piccadilly Circus in London

October 21, 2026

The iconic brands unite for the first time to bring the Make-Your-Own Experience to Hard Rock Cafe's Piccadilly Circus location beginning Oct. 26

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ST. LOUIS, Oct. 21, 2026 /PRNewswire/ -- Build-A-Bear Workshop®, the beloved global retailtainment brand known for its interactive Make-Your-Own furry friend experience, today announced a new partnership with Hard Rock Cafe® that will bring the Build-A-Bear experience to Hard Rock Cafe Piccadilly Circus in London beginning Oct. 26. Located in one of the city's most recognizable entertainment and tourism destinations, the store will introduce guests from around the world to the unique Build-A-Bear experience inside one of Hard Rock's most iconic venues.



Marking the first retail partnership of its kind for Hard Rock Cafe, the new location combines two globally recognized brands known for creating memorable experiences for guests around the world. This partnership will introduce visitors to Build-A-Bear's signature Make-Your-Own furry friend experience, where guests can build their own furry friends to dine with at Hard Rock Cafe.

"This collaboration represents the coming together of two brands built on creating unforgettable memories," says Chris Hurt, Chief Executive Officer of Build-A-Bear Workshop. "By combining Build-A-Bear's interactive experience with the energy and global appeal of Hard Rock Cafe, we're creating a one-of-a-kind destination in the heart of London that will inspire connection, self-expression and fun for guests of all ages."

"Piccadilly Circus welcomes millions of visitors from around the world each year, making it the perfect setting for this exciting collaboration," said Eric Martino, President of Hard Rock Cafe & Retail. "By bringing Build-A-Bear's beloved interactive experience into our Cafe, we're creating another memorable reason for families, travelers, and fans to visit, explore, and make lasting memories together."

To commemorate the exciting partnership between Build-A-Bear and Hard Rock Cafe London, guests can dress their bears in miniature versions of Hard Rock's most iconic apparel. The collection features authentic replicas of the legendary Hard Rock Cafe London Classic Tee and Hoodie, inspired by the brand's top-selling and globally recognized merchandise.

Adding to the collectability of the collaboration, guests can also purchase a special commemorative pin set created exclusively for the partnership. The collectible includes a traditional collector pin alongside a uniquely designed bear-sized companion pin, allowing both bear owners and collectors to celebrate this memorable collaboration together.

The partnership reflects Build-A-Bear's continued growth through destination retail experiences and strategic collaborations that expand the brand's reach while delivering unique ways for guests to engage with the company. The exclusive collection brings together two beloved brands through iconic fashion, collectible keepsakes, and a shared spirit of self-expression and individuality.

The new experience is expected to appeal to a wide range of guests, from local families and international travelers to music enthusiasts, collectors, and longtime Build-A-Bear fans. The location may also feature exclusive offerings and partnership opportunities developed specifically for the London destination.

The location's hours of operation are Mon-Fri 9 a.m. - 10 p.m., Sat 9 a.m. - 11 p.m., Sun 9 a.m. - 10 p.m.

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.

About Hard Rock®

Hard Rock International (HRI) is one of the most globally recognized companies with venues in nearly 75 countries spanning more than 300 locations, including owned/licensed or managed Hotels, Casinos, Rock Shops®, Live Performance Venues and Cafes. Beginning with an Eric Clapton guitar, Hard Rock owns the world's largest and most valuable collection of authentic music memorabilia with more than 88,000 pieces displayed at locations around the globe. The Unity by Hard Rock™ global loyalty program rewards members for doing the things they love across participating properties. In addition, Hard Rock Digital spotlights the sports betting and iGaming experience with products remixed in the spirit of Hard Rock for players worldwide. HRI has received numerous industry and destination awards across the travel, hospitality, gaming, entertainment and food & beverage sectors. HRI currently holds investment grades from primary investment-grade rating agencies: S&P Global Ratings (BBB-) and Fitch Ratings (BBB). For more information on Hard Rock International, www.hardrock.com or shop.hardrock.com.

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