

DISTOY

2024



still

bringing the right people together

A vibrant, surreal scene of a city street in Milan. The street is filled with a variety of toys, including teddy bears, cars, and dolls, scattered across the pavement. In the background, the Duomo di Milano is visible, surrounded by tall buildings. The sky is filled with colorful balloons and streamers. The overall atmosphere is festive and celebratory.

WINTER

WINTER VIDEO
MILANO

www.wintervideo.it

Welcome to Distoy 2024.

In terms of numbers there are fewer than we hosted last year - but we had expected lower numbers in view of the developments in Los Angeles. This speaks volumes about the level of confidence our "regulars" have in Distoy. In addition, we've signed a better-than-expected number of brand new exhibitors.

It has to be said that the circumstances this year are very different compared with the prevailing conditions in 2022 and 2023. There are two main reasons for the reduction in numbers: -

Number one the toy industry's performance in 2023 was below expectations and as a result profits suffered significantly. This brought about peremptory revisions of budgets across the board. As is often the case, travel budgets were among the first to be cut - but other cuts followed. Trade show participation came under close scrutiny and many companies decided to support fewer events this year. The City of Angels will feel the same effect of the economic constraints that face Distoy right now.

Number two the popularity of Hong Kong having somewhat diminished, Los Angeles emerged as an alternative venue to host previews and accommodate new permanent showrooms - this has also contributed to the reduction in Distoy numbers but no more than Hong Kong always did before and actually it's reason number one that is responsible for more exhibitors opting not to show this year!!

For future shows it's entirely possible that whilst Los Angeles will be attractive to companies based in North and South America, Distoy will continue to be accommodate the Europe-based companies. "The jury is out", so to speak, but we feel confident that Distoy has already made its mark on the international toy industry and with its history and pedigree is well set for the future. We've already gone ahead and booked the same facilities for 2025.

If it becomes a slightly smaller event - so be it... but let's remember that in previous years we have been criticised for having **too many!!!** The result this year ought to be less pressurised schedules - good news indeed!!

All the best

Team Distoy



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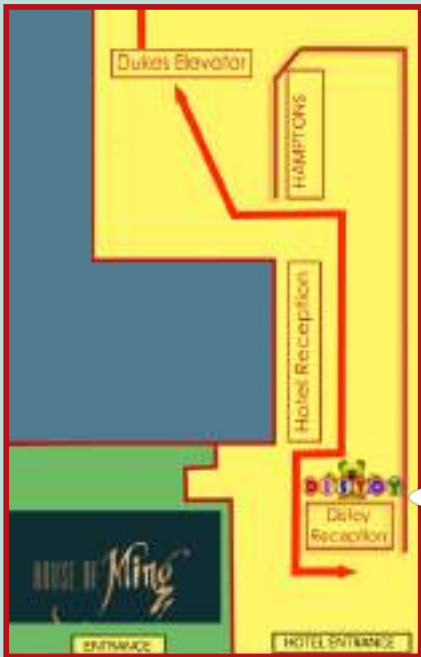


Taj





ST. JAMES' COURT GROUND FLOOR



A-Z

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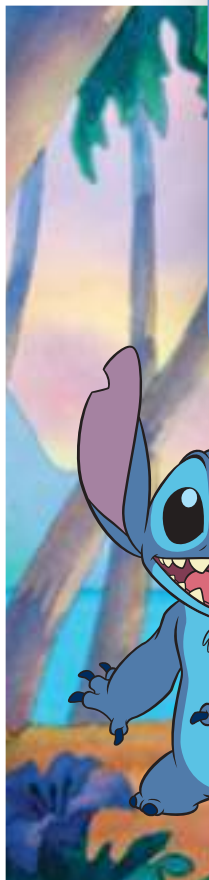
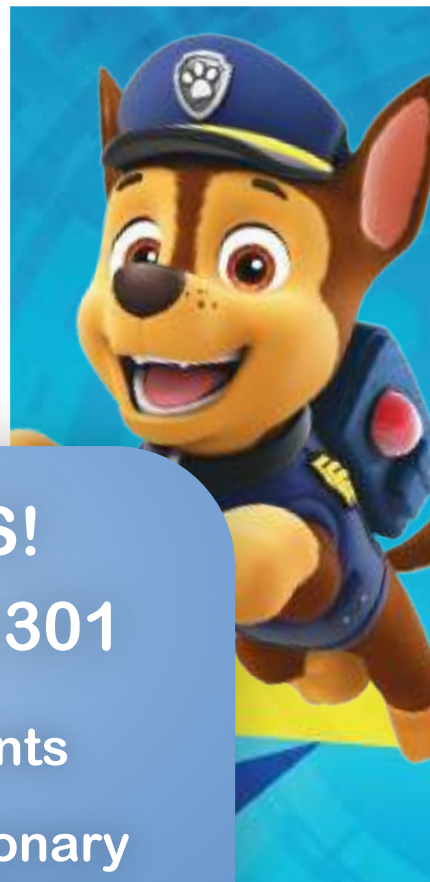
We specialize in seamless logistics, providing import and export services to ensure your exhibits arrive safely and on time.

Conveniently located in the lobby of St. James Court, our dedicated team will be available from Tuesday to Friday, 10:00 am to 17:00 pm ready to assist you with all your logistical needs. Whether you're shipping in or out, we've got you covered.

For enquiries or assistance, you can visit us in person, contact us via email at events@longdrive.uk.com, or reach us on our mobile at 07393 022762.

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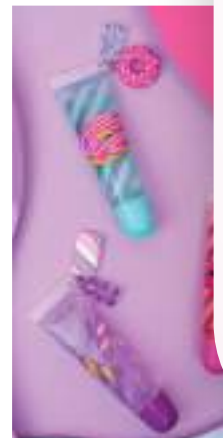




Lollipop look



Glamorous Christmas look



Summer eye challenge



Colorful hand

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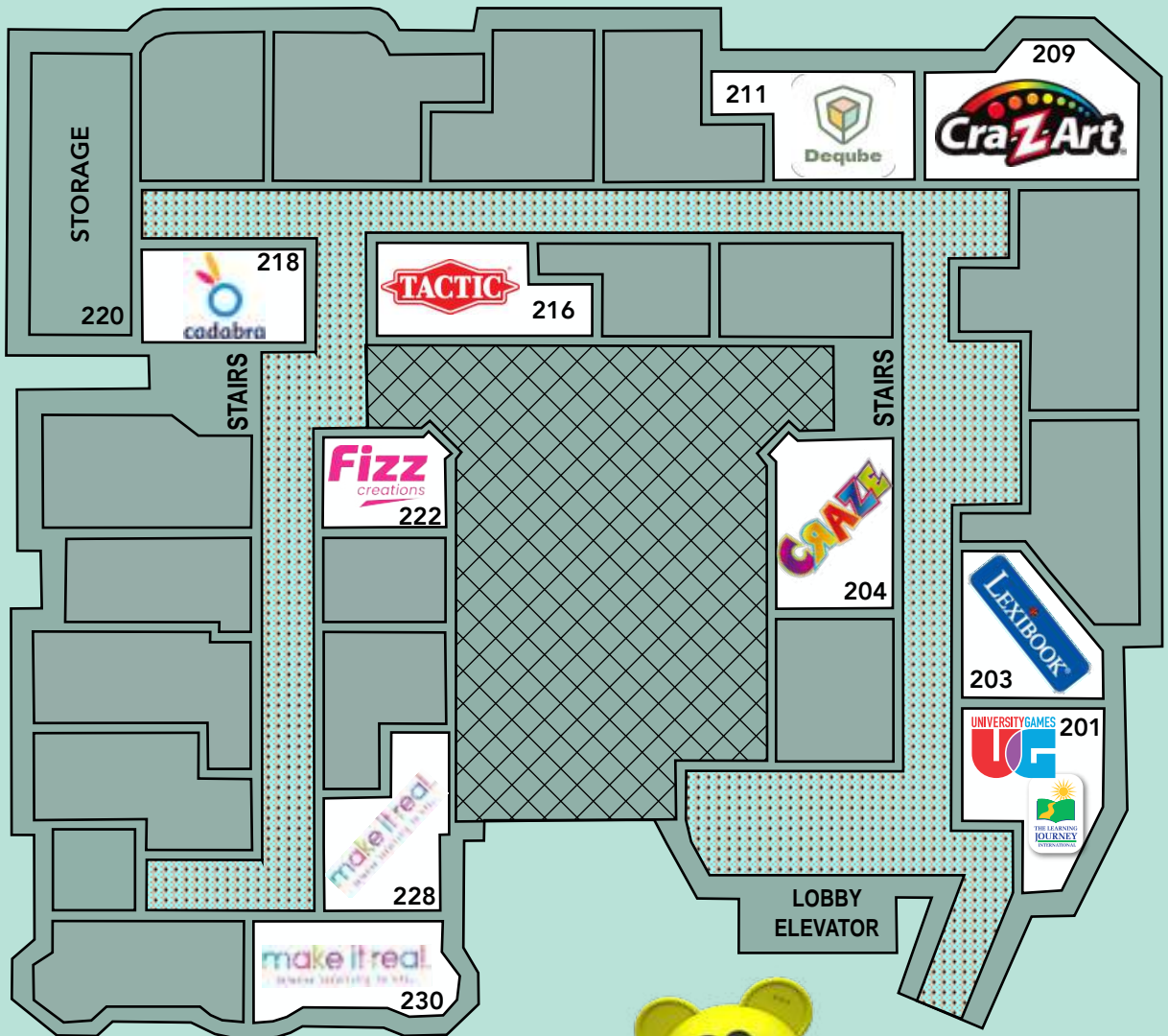
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ST JAMES' COURT 2nd FLOOR SHOWROOMS





OFFICIAL BUS REPLICA



3D CREST

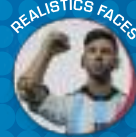
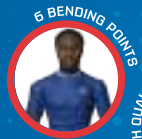


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SCALE 1/6 30CM



FIGURE HEIGHT 20CM



A-Z

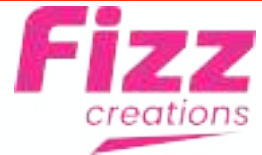
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ST JAMES' COURT 3rd FLOOR SHOWROOMS

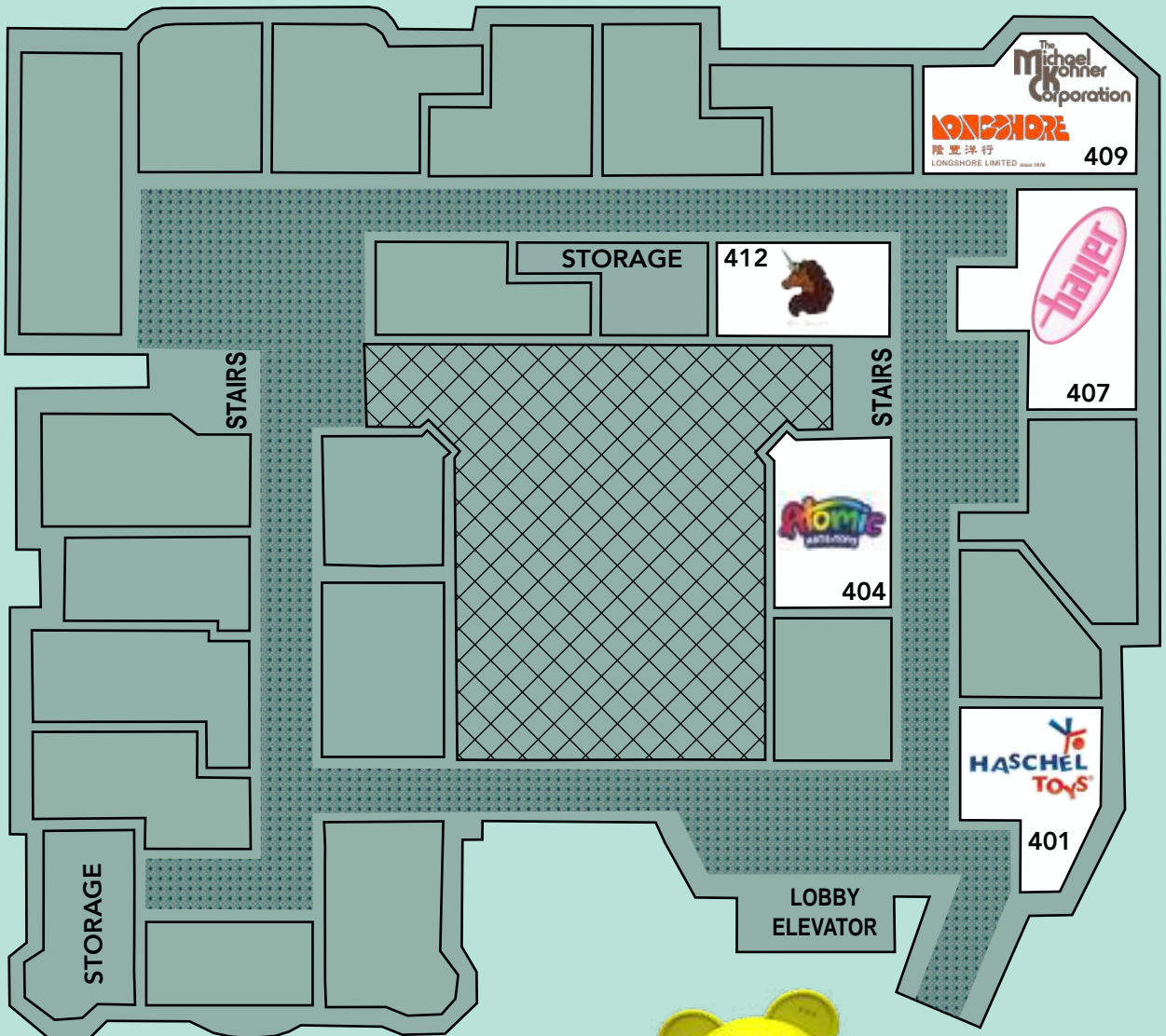


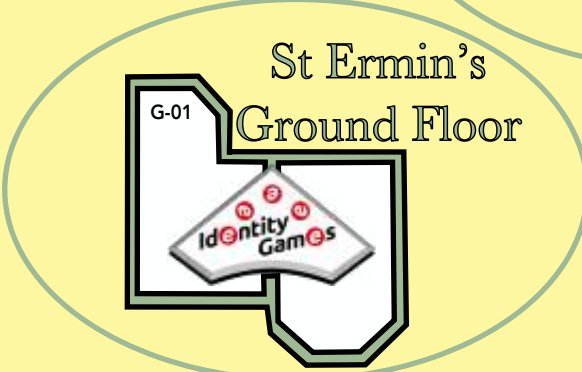
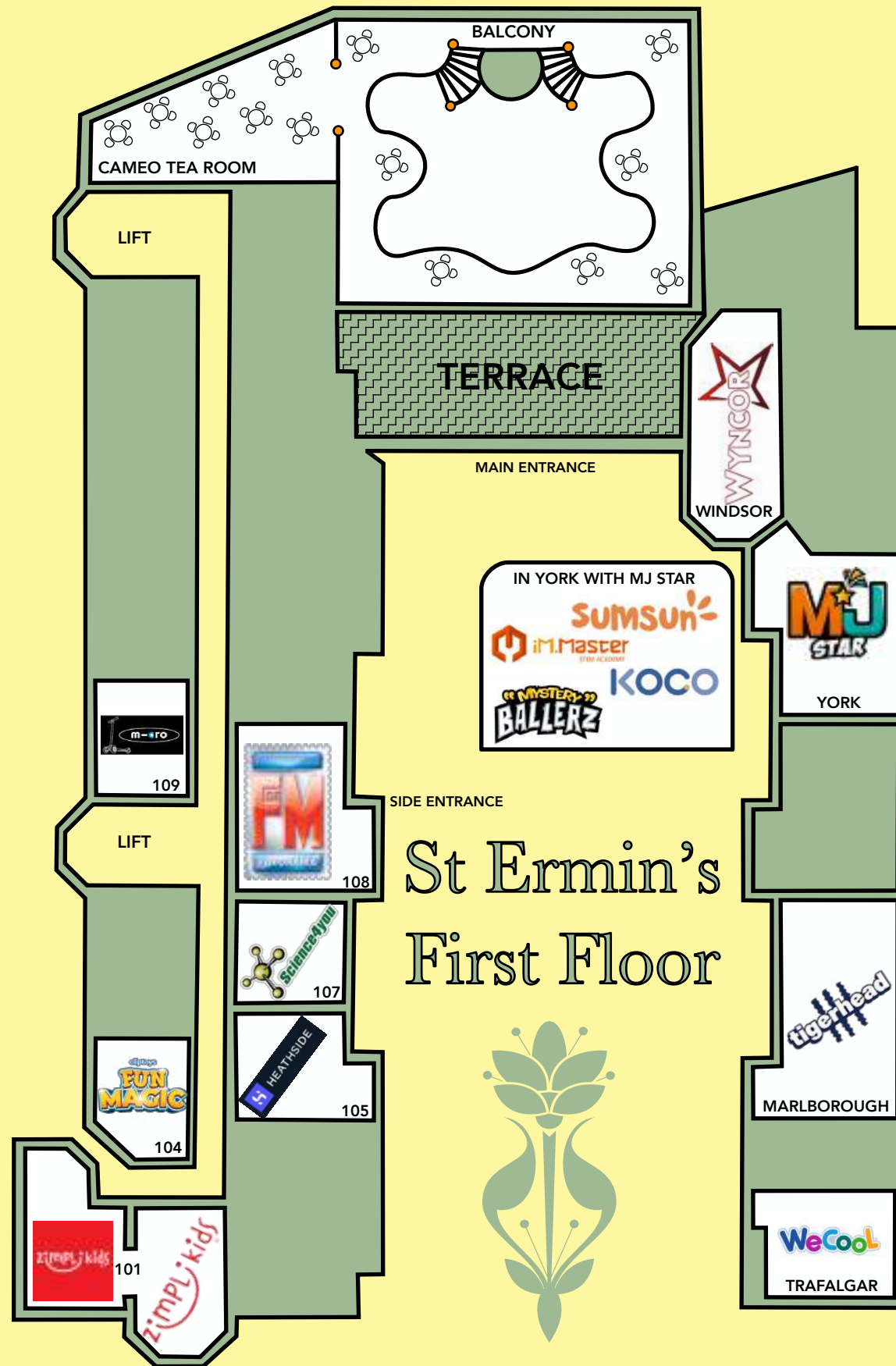


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ST JAMES' COURT 4th FLOOR SHOWROOMS





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Source: Circana, Statista, Market Data & Collection (1st Year 2022, 2023)



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(*Source: Circana | Retail Tracking Service | Supercategory: Arts & Craft, Attribute: Slime, FY 2023, Units)



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PENDING
PATENT
PENDING

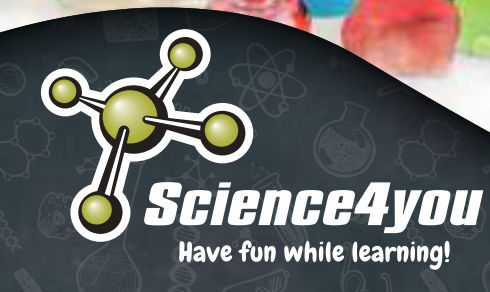
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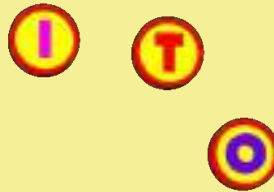
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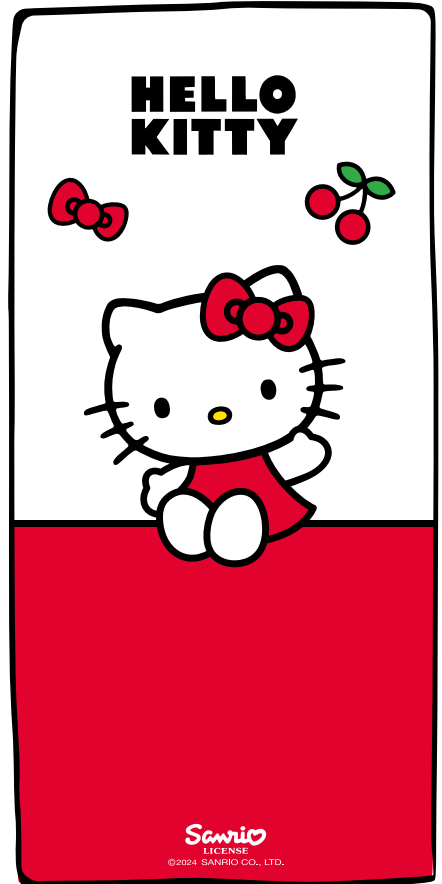


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For business opportunities, contact us
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SHOWROOM: SJC ROOM 307

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cliptoys

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A-Z

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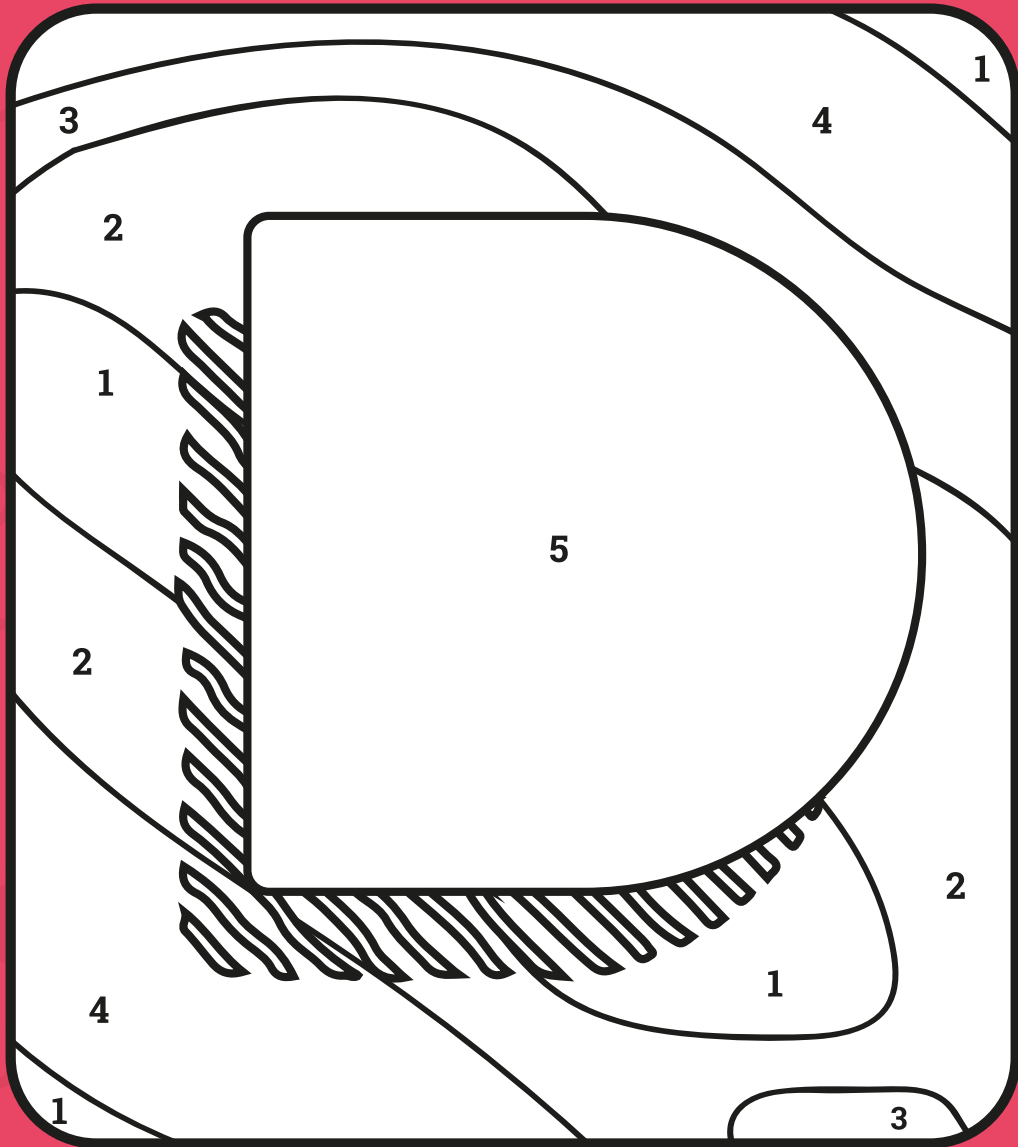
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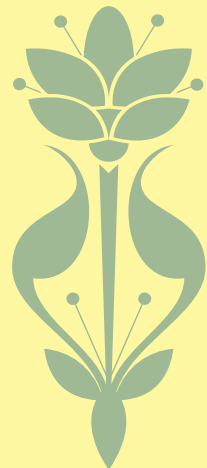
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