

BORDERS®



About Paperchase

In 2004, Borders Group acquired Paperchase Products Limited, a London-based retailer that offers a unique assortment of stationery, gift packaging, greeting cards, diaries, photo frames and more. Since that time Borders has been converting existing gift and stationery departments to Paperchase shops and has installed Paperchase shops in all new stores as part of a long-term plan to enhance the variety and distinctiveness of Borders gift and stationery offerings.

Paperchase operates more than 124 locations primarily throughout Great Britain, including many on London's busiest retail streets, in formats ranging from stand-alone stores to concessions in Borders stores, as well as shops in transportation depots and select department stores, such as House of Fraser and Selfridges.

Since 2004, Paperchase shops have been added to 337 Borders U.S. superstores. The typical Borders superstore dedicates approximately 1,000 square feet to a Paperchase shop. Borders also operates a stand-alone Paperchase store in Glendale, Calif.

Paperchase collections are continually updated to reflect trends, the seasons, and specific holidays, and are created by some of the world's most innovative and trend-setting designers based in fashion-forward London.

Paperchase-exclusive graphic designs have ranged from brightly colored stripes and dots to funky animal characters and elaborate high-contrast scrolls. These designs are carried through a multitude of items, such as journals, cards, gift-wrap, stationery sets, tote bags, umbrellas, pencil cases, and more, so that customers can achieve one coordinated fashion statement with their stationery and accessories.