

nijntje miffy

spring
summer
2021

lifestyle collection

by bon ton toys

BON TON TOYS
EST. 1933
GREAT PLUSH
BETTER WORLD



MANIFESTO

Saving the planet.

Clearly the responsibility of
superheroes and caped crusaders.

Surely not of the people.
And definitely not of plush manufacturers.

Yet here we are.

Soft-toy producers on a mission.
A mission to bring children happiness,
protect their future
and educate them about
the world we're out to preserve.

Long before climate change was real,
and sustainability was even a word,
we were putting smiles on faces.

With premium plush animals,
made with the highest regard for nature.
It's the ways of our past that make us
fit to fight for our future.

Eighty-five years down the road,
we still do what we can.
And every day we strive to do more.
Because you don't need superpowers
to make a difference.

BON TON TOYS
GREAT PLUSH. BETTER WORLD



The colourful Miffy plush collection by Bon Ton Toys consists of numerous fabrics and trendy colors, we believe there is a Miffy design for everyone.

We are constantly on the look-out for the best high quality and on-trend materials to keep surprising miffy fans all over the world.

The Miffy plush collections by Bon Ton Toys are sold worldwide in the most beautiful shops and department stores and are produced according to the highest standards when it comes to ethical production.

**Our suppliers are carefully selected and
all meet the “ethical supply chain” (ICTI)status.**

For more information about the Bon Ton Toys Values about sustainable and socially responsible production and our manifest, please check out our website www.internationalbontontoys.com

**BON TON TOYS
GREAT PLUSH. BETTER WORLD**

ETHICAL PRODUCTION

Our factories are certified by the ethical supply chain program for toys and children's products. ICTI is committed to build better lives for workers and stonier industry through the ethical production of toys by working with 9 standards:

- Working hours must not be excessive & overtime must be voluntary
- Legal and fair pay
- No child labor
- No forced or involuntary labor
- Employees must be treated with dignity and respect
- No discrimination
- Employees' right of association must be observed
- Individual written labor contracts must be provided
- Working conditions are safe and employee health is not endangered



MIFFY DENIM • 23 CM - 9"

NEW
FABRIC



NEW
available
spring 2021

Miffy Sitting
Mid Wash Denim

24.182.341 IC 6 • OC 36



MIFFY MOUSSELINE • 23 CM - 9"

**NEW
FABRIC**



**Miffy Sitting
Mousseline Faded Blue**
24.182.314 IC 6 • OC 36



**Miffy Sitting
Mousseline Cream**
24.182.313 IC 6 • OC 36



**Miffy Sitting
Mousseline Yellow**
24.182.310 IC 6 • OC 36



**Miffy Sitting
Mousseline Pink**
24.182.311 IC 6 • OC 36



**Miffy Sitting
Mousseline Green**
24.182.312 IC 6 • OC 36



MIFFY VELVETINE • 23 CM - 9"



NEW
available
spring 2021



NEW
available
spring 2021

**Miffy Sitting Velvetine
Ochre**
24.183.033 IC 6 • OC 36

**Miffy Sitting Velvetine
Opal Blue**
24.183.034 IC 6 • OC 36



**Miffy Sitting Velvetine
Cream**
24.183.031 IC 6 • OC 36



**Miffy Sitting Velvetine
Dark Grey**
24.183.032 IC 6 • OC 36



MIFFY VELVETINE • 23 CM - 9"



Miffy Sitting
All Over Zebra Print
24.182.263 IC 6 • OC 36



Miffy Sitting
All Over Leopard Print
24.182.264 IC 6 • OC 36



**NEW
FABRIC**



Miffy Sitting Teddy Cream
24.182.300 IC 6 • OC 36



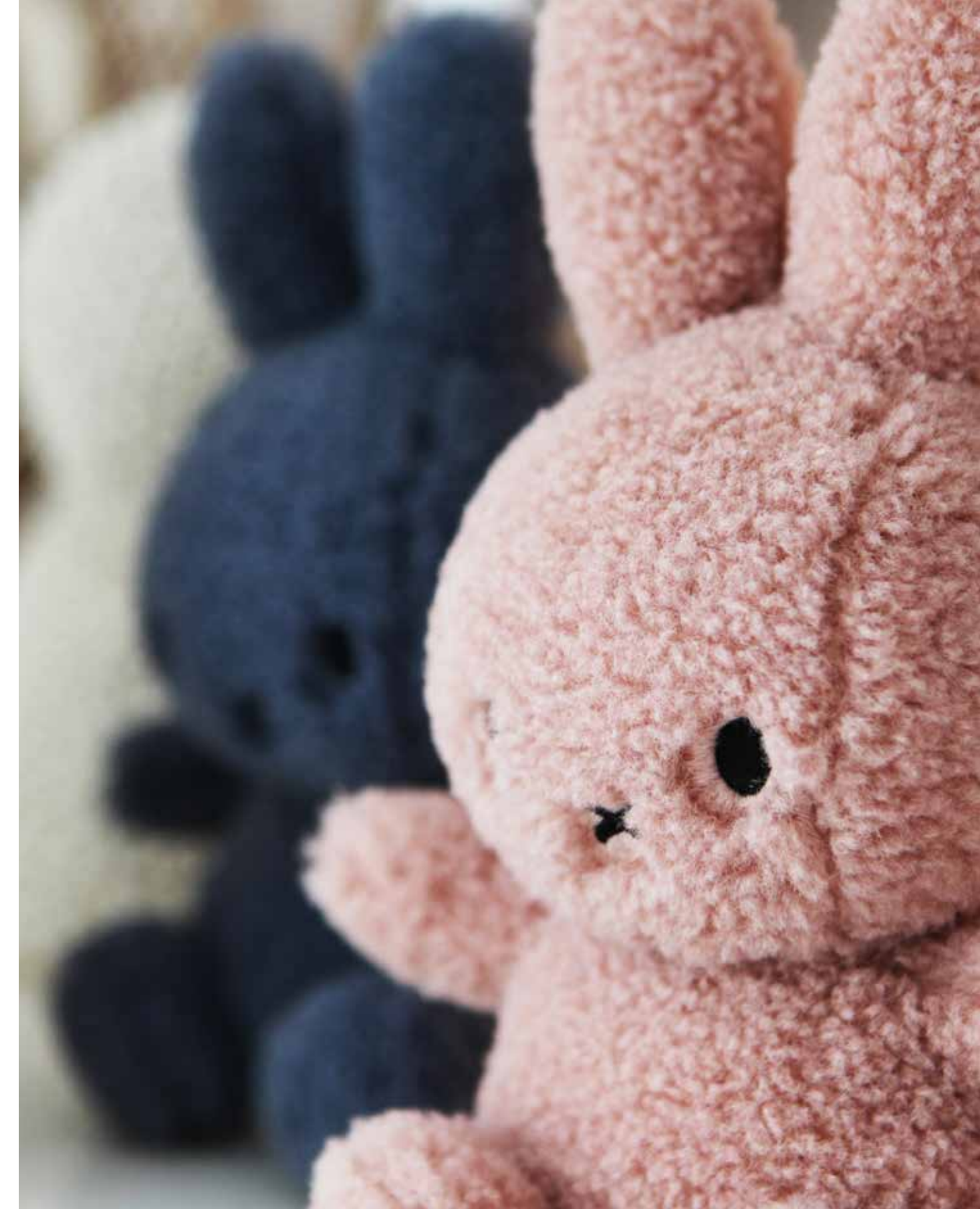
Miffy Sitting Teddy Pink
24.182.301 IC 6 • OC 36



Miffy Sitting Teddy Blue
24.182.302 IC 6 • OC 36

**Made of
100% recycled
PET bottles**





MIFFY TERRY • 23 CM - 9"



**Miffy Sitting
Terry Jungle Green**

24.182.330 IC 6 • OC 36



**Miffy Sitting
Terry Aviator Blue**

24.182.331 IC 6 • OC 36



**Miffy Sitting
Terry Yellow**

24.182.195 IC 6 • OC 36



**Miffy Sitting
Terry Cream**

24.182.192 IC 6 • OC 36



**Miffy Sitting
Terry Pink**

24.182.193 IC 6 • OC 36



**Miffy Sitting Terry
Ocean Blue**

24.182.194 IC 6 • OC 36



MIFFY TERRY • 33 CM - 13"



**Miffy Sitting
Terry Cream**

24.182.196 IC 4 • OC 12



**Miffy Sitting
Terry Pink**

24.182.198 IC 4 • OC 12



**Miffy Sitting
Terry Blue**

24.182.197 IC 4 • OC 12



9"

13"



SNUFFY CORDUROY • 17 CM - 7"

**NEW
STYLE**

NEW
available
spring 2021



Snuffy Corduroy Brown
24.182.352 IC 6 • OC 36

NEW
available
spring 2021



Snuffy Corduroy Grey
24.182.353 IC 6 • OC 36

NEW
available
spring 2021



Snuffy Corduroy Cream
24.182.354 IC 6 • OC 36

**By popular demand,
meet snuffy!
Miffy's loyal dog**



SNUFFY CORDUROY • 25 CM - 10"

**NEW
STYLE**

NEW
available
spring 2021



Snuffy Corduroy Brown
24.182.350 IC 6 • OC 36

NEW
available
spring 2021



Snuffy Corduroy Cream
24.182.351 IC 6 • OC 36



17 cm / 7"



MIFFY CORDUROY • 23 CM - 9"



**Miffy Sitting
Corduroy Terra**

24.182.244 IC 6 • OC 36



NEW
available
spring 2021

**Miffy Sitting
Corduroy Buttercream**

24.182.247 IC 6 • OC 36



NEW
available
spring 2021

**Miffy Sitting
Corduroy Pumpkin**

24.182.248 IC 6 • OC 36

MIFFY CORDUROY • 23 CM - 9"



**Miffy Sitting
Corduroy Offwhite**

24.182.200 IC 6 • OC 36



**Miffy Sitting
Corduroy Brown**

24.182.202 IC 6 • OC 36



**Miffy Sitting Corduroy
Bubblegum Pink**

24.182.224 IC 6 • OC 36



**Miffy Sitting
Corduroy Turquoise**

24.182.232 IC 6 • OC 36



**Miffy Sitting Corduroy
Aviator Blue**

24.182.225 IC 6 • OC 36



**Miffy Sitting
Corduroy Green**

24.182.220 IC 6 • OC 36



**Miffy Sitting
Corduroy Pink**

24.182.208 IC 6 • OC 36



**Miffy Sitting
Corduroy Blue**

24.182.210 IC 6 • OC 36



**Miffy Sitting
Corduroy Grey**

24.182.206 IC 6 • OC 36



**Miffy Sitting
Corduroy Yellow**

24.182.218 IC 6 • OC 36



**Miffy Sitting
Corduroy Orange**

24.182.234 IC 6 • OC 36



**Miffy Sitting
Corduroy Spring Green**

24.182.236 IC 6 • OC 36

MIFFY CORDUROY • 33 CM - 13"



**Miffy Sitting
Corduroy Offwhite**

24.182.201 IC 4 • OC 12



**Miffy Sitting
Corduroy Orange**

24.182.235 IC 4 • OC 12



**Miffy Sitting
Corduroy Pink**

24.182.209 IC 4 • OC 12



**Miffy Sitting
Corduroy Grey**

24.182.207 IC 4 • OC 12



**Miffy Sitting
Corduroy Blue**

24.182.233 IC 4 • OC 12



**Miffy Sitting
Corduroy Yellow**

24.182.217 IC 4 • OC 12



MIFFY CORDUROY • 50 CM - 20"



**Miffy Sitting
Corduroy Offwhite**
24.182.223 IC 1 • OC 4



**Miffy Sitting
Corduroy Yellow**
24.182.226 IC 1 • OC 4



**Miffy Sitting
Corduroy Pink**
24.182.221 IC 1 • OC 4



**Miffy Sitting
Corduroy Grey**
24.182.222 IC 1 • OC 4

A blue corduroy Miffy doll is shown from the chest up, sitting. The doll has a round head, two large upright ears, and a small 'X' for a mouth. It is positioned in front of a large, white, hand-drawn outline of its head and ears. The background is a solid light pink color.

Miffy Sitting
Corduroy Blue

24.182.227 IC 1 • OC 4

MIFFY CORDUROY • 70 CM - 27,5"



**Miffy Sitting
Corduroy Offwhite**
24.182.240 IC 1 • OC 1



**Miffy Sitting
Corduroy Grey**
24.182.241 IC 1 • OC 1



**Miffy Sitting
Corduroy Pink**
24.182.242 IC 1 • OC 1



**Miffy Sitting
Corduroy Yellow**
24.182.243 IC 1 • OC 1

MIFFY CORDUROY



50 cm / 20"

70 cm / 27,5"

33 cm / 13"

23 cm / 9"

MIFFY CORDUROY • KEYCHAIN • 10 CM - 4"



**Miffy Keychain
Corduroy Offwhite**

24.205.010 IC 6 • OC 72



**Miffy Keychain
Corduroy Pink**

24.205.014 IC 6 • OC 72



**Miffy Keychain
Corduroy Bubblegum Pink**

24.205.021 IC 6 • OC 72



**Miffy Keychain
Corduroy Dark Grey**

24.205.013 IC 6 • OC 72



Miffy Keychain
Corduroy Green

24.205.020 IC 6 • OC 72



Miffy Keychain
Corduroy Aviator Blue

24.205.022 IC 6 • OC 72



Miffy Keychain
Corduroy Yellow

24.205.018 IC 6 • OC 72

MIFFY VELVET • 23 CM - 9"



**Miffy Sitting Velvet
Candy Pink**

24.183.002 IC 6 • OC 36



**Miffy Sitting Velvet
Candy Red**

24.183.006 IC 6 • OC 36

**Sometimes you have to kill
your darlings.
limited offer while stock lasts,
don't miss out!**



MIFFY VELVET • KEYCHAIN • 10 CM - 4"



**Miffy Keychain Velvet
Candy Red**

24.205.036 IC 6 • OC 72



**Miffy Keychain Velvet
Ocre**

24.205.035 IC 6 • OC 72

Sometimes you have to kill
your darlings.
limited offer while stock lasts,
don't miss out!



MIFFY POPCORN • 23 CM - 9"

NEW
FABRIC



**Miffy Sitting Popcorn
With Scarf Peach**

24.182.260 IC 6 • OC 36



**Miffy Sitting Popcorn
With Scarf Green**

24.182.261 IC 6 • OC 36



**Miffy Sitting Popcorn
With Scarf Terra**

24.182.262 IC 6 • OC 36

**Look who popped up!
Bon Ton Toys' latest
winter Miffy**

MIFFY SPARKLE • 23 CM - 9"



**Miffy Sitting
Sparkle Copper**

24.182.256 IC 6 • OC 36



**Miffy Sitting
Sparkle Green**

24.182.257 IC 6 • OC 36



**Miffy Sitting
Sparkle Gold**

24.182.190 IC 6 • OC 36



**Miffy Sitting
Sparkle Silver**

24.182.191 IC 6 • OC 36



MIFFY SPARKLE • 50 CM - 20"



Miffy Sitting
Sparkle Gold

24.182.252 IC 1 • OC 4



Miffy Sitting
Sparkle Silver

24.182.253 IC 1 • OC 4

MIFFY SPARKLE • KEYCHAIN • 10 CM - 4"



Miffy Sitting Sparkle
Gold keychain

24.205.040 IC 6 • OC 72



THE PROJECT

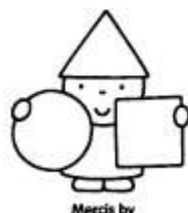
This project aims to 'celebrate young artist and design excellence' and focuses on the unique perspective of design students to create a Miffy limited edition plush collection.

Guiding principles include respect for art and the world of a child, the application of sustainable materials and attention to the feasibility of design.

It is furthermore a testimony to Dick Bruna's love for the creative process and to offer the next generation a platform to showcase and sell their creations.

5 Highly respected and awarded winning design schools from around the world are participating not only through their students, course leaders and specialists in the fields of design, fashion, visual arts and communication, but also by sharing their knowledge and expertise in stimulating the imagination.

A curated 'original design collection' will be exhibited and the winning designs are available through selected specialized retail partners.



Custodians of
Dick Bruna's
work since 1971



Creating, producing
and distributing quality
plush since 1933

PARTICIPATING DESIGN SCHOOLS



Member of VTC Group
VTC 機構成員

ARTIST DICK BRUNA

Dick Bruna 'I think simplicity is most important in design. If you make your designs as perfect but also as simple as possible, you give lots of room for imagination. That is my philosophy.'

Shortly after the 2nd World War Dick Bruna starts his career at W.H. Smith booksellers in London and later Plon publishing company in Paris. During this period he discovers artists such as Matisse and Léger and joins the family business in 1951 as a graphic designer. Two years later he creates his first picture book and in 1955 Miffy is 'born'.

After experimenting with collage, montage and different techniques under the influence of Matisse, Léger, Mondrian and de Stijl, he finds his own unique style culminating in 124 picture books, many poster designs and over 2,500 book covers for the Black Bear pocket editions.

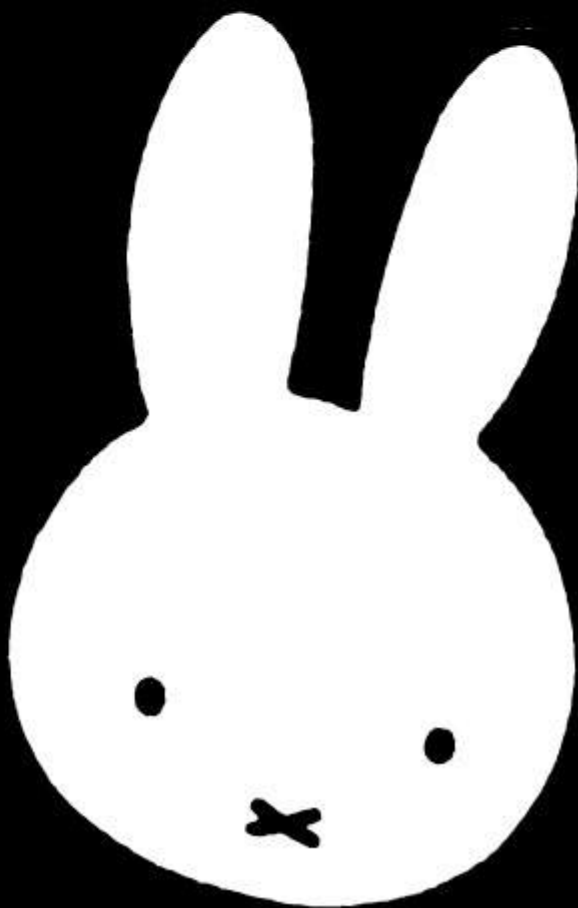
Dick Bruna gained international acclaim and received many awards including 'Knight Commander in the Order of the Lion' which is the highest award for a civilian in The Netherlands.

Having worked his entire life - a career spanning 60 years - Dick Bruna passes away on February 16th, 2017 at the age of 89 years. Both Miffy and his clearly-designed book covers have stood the test of time, becoming icons of international graphic design.

www.miffy.com/about-dick-bruna



65 | years of
miffy-nijntje



THE COLLECTABLES



Miffy Evolution
Josephina Kunzduran
Istituto Europeo di Design
Milan - Italy



Miffy Life Giver
Rosa Mol
Hogeschool voor de Kunsten
Utrecht - The Netherlands



Miffy Village vs City
Ceciel Beltman
Hogeschool voor de Kunsten
Utrecht - The Netherlands



Miffy Super Hero
Emmy Eves
Nottingham Trent University
Nottingham - United Kingdom



Miffy Elementary

Ivette Elguea García Del Camino
Tecnológico de Monterrey
Monterrey - Mexico



Miffy Tenango

Maria Alejandra Gutiérrez
Tecnológico de Monterrey
Monterrey - Mexico



Miffy Spacesuit

Chun Lam Wong
Hong Kong Design Insitute
Hong Kong - China

A GIFTBOX FOR EVERY LIMITED EDITION COLLECTABLE





JOSEPHINA KUNZDURAN
EVOLUTION

AVAILABLE
AUTUMN
2020

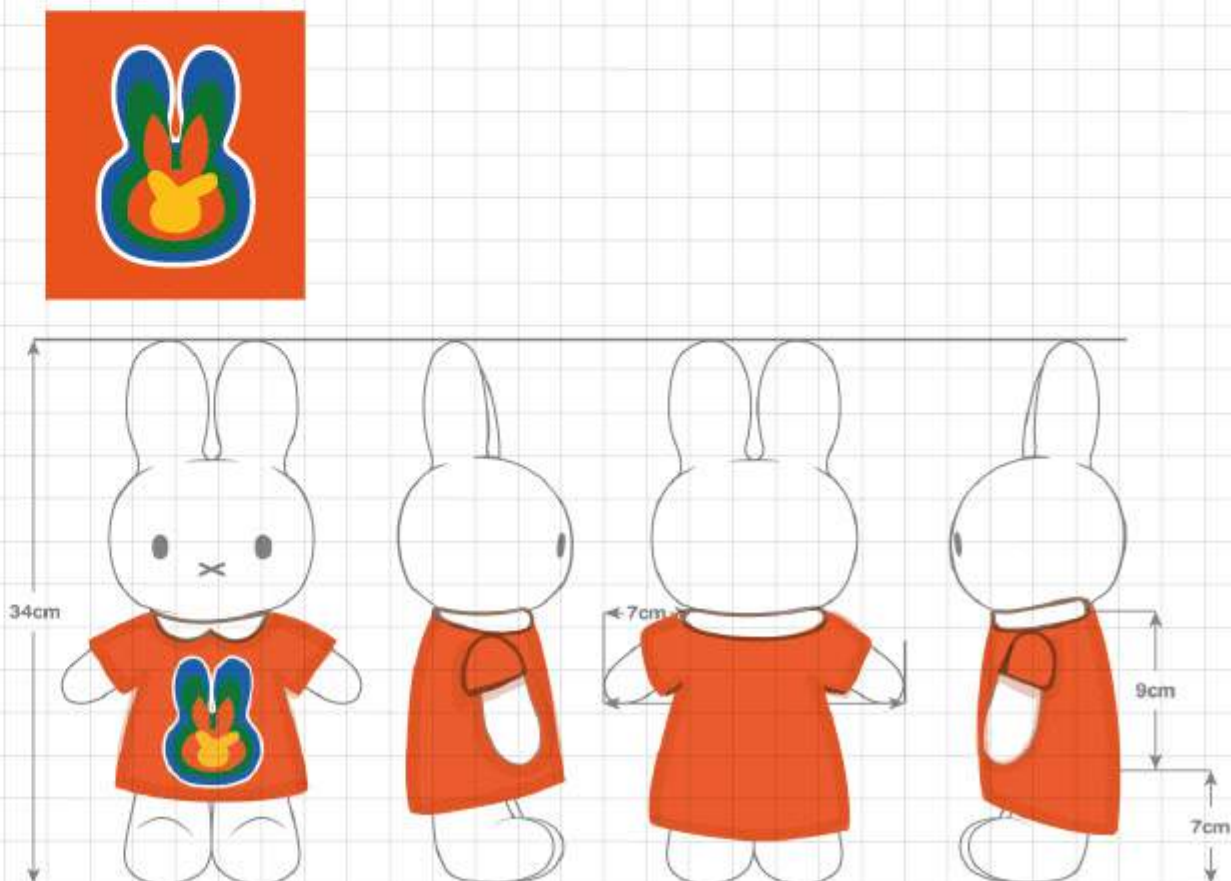


Miffy Evolution

34 cm - 13,5"

24.182.274 IC 1 • OC 12

An artistic expression of Miffy's evolution in the last 65 years. Josephina retained the colour palette, essence and principles Dick Bruna used to create this iconic figure that will never go out of style. The Bruna red base colour was chosen for the dress to address Miffy's Dutch' origin and a limited-edition logo on her foot in commemoration of 65 years of brand heritage.



ROSA MOL
LIFE GIVER

AVAILABLE
AUTUMN
2020

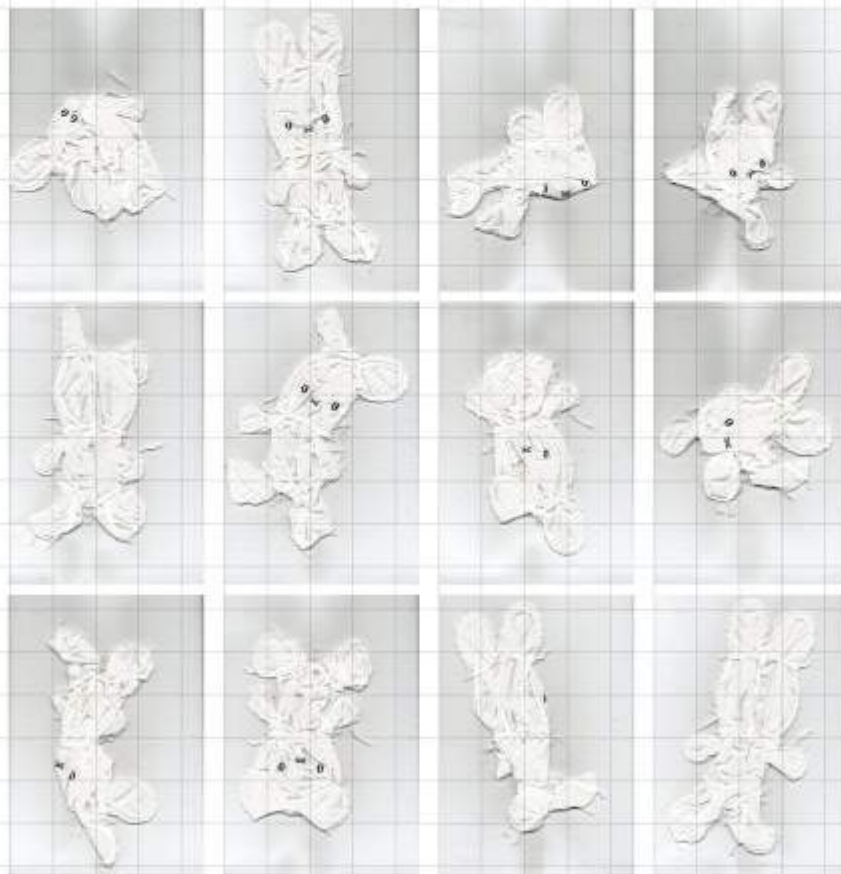


Miffy Life Giver

34 cm - 13,5"

24.182.267 IC 1 • OC 12

By going back to the origin of this plush character, exploring the hidden complexity of this minimalistic figure, Rosa has reimagined the beauty of Dick Bruna's creation. By changing perceptions and use of this children's character, she offers an artistic expression for young and old. In the original design; unwrap and observe the birth of this "inside-out" Miffy becoming the life-giver. An intimate experience to capture the emergence of an iconic creation.



CECIEL BELTMAN
VILLAGE VS CITY

AVAILABLE
AUTUMN
2020



Miffy Village vs City
34 cm - 13,5"
24.182.266 IC 1 • OC 12

Inspired by the dichotomies between people from rural and urban areas, having grown up herself in a small town, Ceciel is combining this concept in Miffy's design. Noticeable differences in fashion, culture, mentality, anonymity and possibilities create a natural tension in design. Applying Dick Bruna's original illustrations, she invites you to reminisce about the world Miffy feels most comfortable in.



EMMY EVES
SUPER HERO

AVAILABLE
AUTUMN
2020



Miffy Super Hero

34 cm - 13,5"

24.182.277 IC 1 • OC 12

ENVIRONMENTAL ISSUES FACING OUR PLANET:

- Greenhouse gases
- Climate change
- Deforestation
- Waste disposal
- Water Pollution
- Endangered species

SHALL WE CLEAR THE AIR

How to help save our planet:

- Use your voice
- Be informed
- Be political
- Travel responsibly- eg bikes
- Eat sustainably
- Reduce your waste
- Watch what you buy

Together We Can Save The Planet

Did You Know?

It is estimated that every square mile of ocean has over 45,000 pieces of plastic floating in it.

THIS IS NOT A DRILL

extinction rebellion

Miffy saves the planet.

HELP THE BEE'S

PLANT MORE TREE'S

CLEAN THE SEAS

REFUSE REDUCE REUSE REPAIR RECYCLE ROT

WOW COMICS

CHARACTERISTICS OF SUPERHEROS TO INFLUENCE GARMENT IDEAS

- Face mask
- Cape
- Memorable badge

IVETTE ELGUEA GARCÍA DEL CAMINO
ELEMENTARY

AVAILABLE
AUTUMN
2020

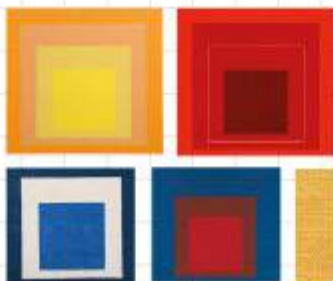
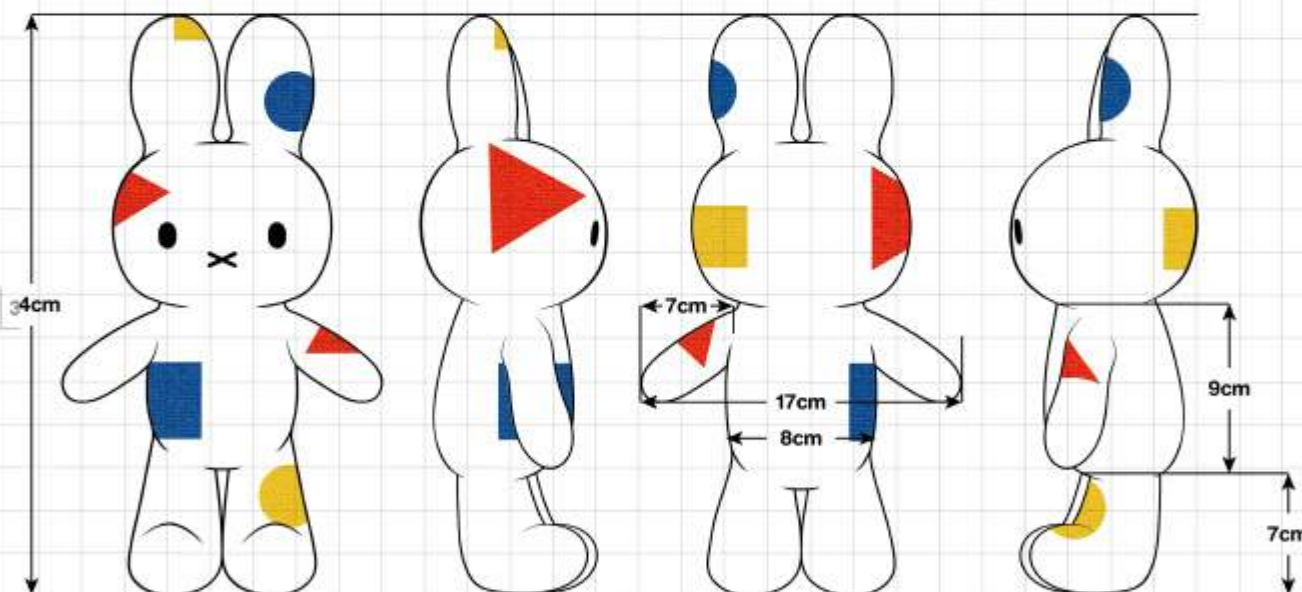


Miffy Elementary

34 cm - 13,5"

24.182.268 IC 1 • OC 12

“Miffy elementary” arose from different inspiration that focus on the simplicity of the form and colours which can also be found back in Dick Bruna’s design philosophy. Bauhaus, Fernand Leger and Joseph Albers inspired this artistic design by applying patches to Miffy’s body in basic figures (squares, circles and triangles) in primary colours. Through its simplicity room is left for your imagination.



MARIA ALEJANDRA GUTIÉRREZ
TENANGO

AVAILABLE
AUTUMN
2020



Miffy Tenango

34 cm - 13,5"

24.182.273 IC 1 • OC 12

Maria's design is about story-telling by sharing and combining the Mexican culture of Hidalgo State, with the unique technique of Tenango, a colourful mosaic of hand-embroidered threads. Every Tenango is a new story to the Otomí culture, representing events such as marriage, ancient ceremonies, harvests and births. The design symbolises new and different Miffy stories influenced by the rich Mexican culture.



CHUN LAM WONG
SPACESUIT

AVAILABLE
AUTUMN
2020

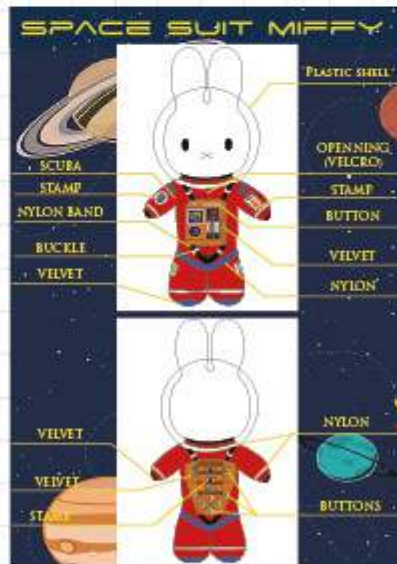


Miffy Spacesuit

34 cm - 13,5"

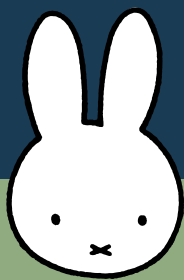
24.182.272 IC 1 • OC 12

Chun Lam Wong was inspired by the movie "2001: A Space Odyssey", especially by the iconic spacesuit, which he feels is complex, yet functional. It is specially designed for the astronauts to perform a spacewalk in outer space. The designer wants us to imagine Miffy in space, exploring its mystery, and by doing so, trigger us to become more conscious about protecting Mother Earth.





Illustrations Dick Bruna
© copyright Mercis bv, 1953-2020
www.nijntje.nl, www.miffy.com



ANY QUESTIONS OR JUST WANT TO SAY HI?

Give us a call: +31 20 722 0125
Or send us a message at sales@ibtt.nl

With love, Bon Ton Toys



GREAT PLUSH
BETTER WORLD

Bon Ton Toys B.V. Archangelkade 30C • 1013 BE Amsterdam • The Netherlands
T +31 20 722 0125 • E sales@ibtt.nl • www.internationalbontontoy.com