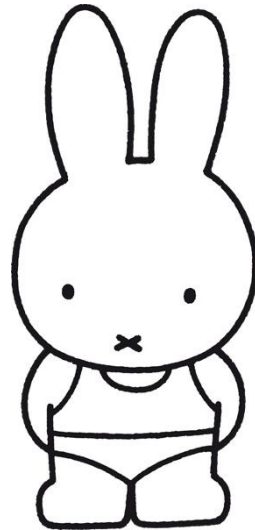


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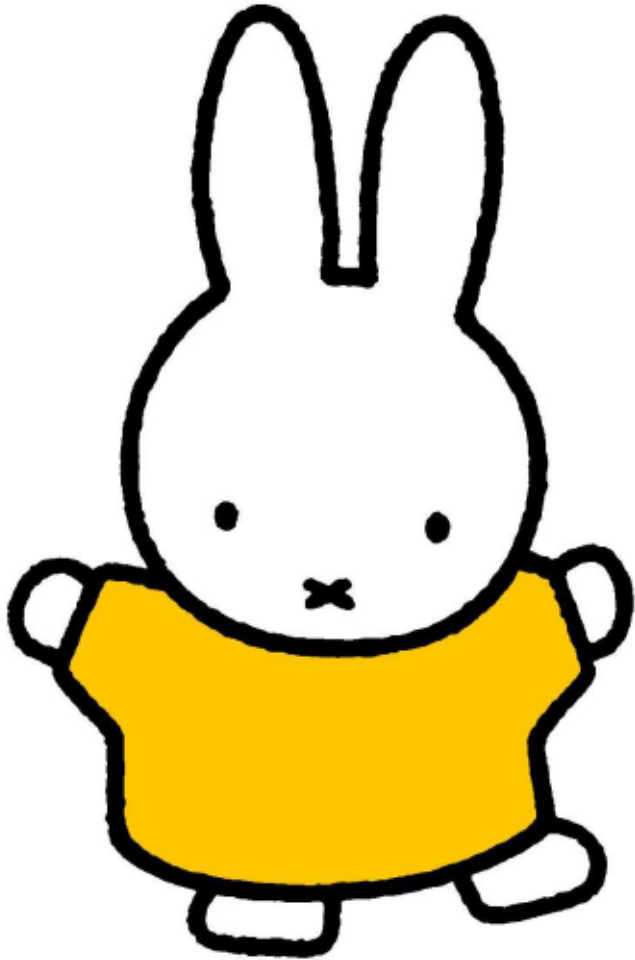
Miffy's Fashion Worldwide 2015



# Miffy's Fashion Worldwide Hong Kong 2015



# miffy



## Milestones

- Over 85 million books sold worldwide, in more than 50 languages.
- Broadcasted in more than 70 countries, including major TV markets
- 250 product licensees worldwide
  - Key categories:
    - baby, household, stationery,
    - fashion, accessories
- Celebrates 60th anniversary in 2015

## Brand size information and markets

- Total retail sales value in 2014 approx. US\$ 220 million (merchandising)
- Key markets 2014
  - Japan, China, Korea, Taiwan
  - Benelux, Spain, France, Portugal
  - UK



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Miffy's Fashion Worldwide 2015



# Background

- Born in 1955 during a holiday of the Bruna family in Egmond aan Zee (a village by the North Sea)
- In theatre since 2001 with musicals in several countries
- Miffy's own museum, the Dick Bruna Huis in Utrecht
- 'Miffy the Movie' 2013



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# Common structures

- Licensee → Retailer
- Direct To Retail



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## Licensee → Retailer

- Licensee is responsible for, a.o. :
  - Contact retailer
  - Design
  - Approval by agency / Mercis
  - Production
  - Distribution
  - Promotion



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Licensee → Retailer

YOUR M&S





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Licensee → Retailer





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# Direct To Retail

- Retailer is responsible for, a.o. :
  - Design
  - Approval by agency / Mercis
  - Production
  - Distribution
  - Promotion





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DTR



women's secret



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DTR



TW●2%PERCENT [hk.com](http://hk.com)



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# Tools

- Database Dick Bruna illustrations
- Trend books
- Dick Bruna style guide



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# Online database

The screenshot displays the MIO (Mercis Image Organizer) web application. The browser address bar shows the URL <http://mio.infomercis.com/engine3-prd/index.jsp?option=welcome> and indicates the user is logged in as 'Liesbe...'. The page header features the MIO logo and the text 'mercis image organizer'. A navigation menu on the left includes 'Home', 'Announcements', 'Mercis Image Organizer', and 'Image Library' with sub-items like 'Original illustrations', 'Logo's', '3D', and 'Covers'. The main content area is a search results page for the query 'dress'. The search panel on the right shows the search criteria: 'Search for: dress', 'Context: Limit search to 'Image Library' (unchecked)', 'Asset type: Original illustrations', and 'Colour mode: --No filter--'. The search results are displayed in a grid of 12 items, each with a small thumbnail image and a unique identifier (e.g., ZC-11-1999, HD-14-2001, HD-18-2001, SC-10-1997, TC-1-1997, F-22-1963, VA-17-1986, U-2-1970). A 'Basket 1 Items' link is visible in the top right corner of the search panel.



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# Trend books





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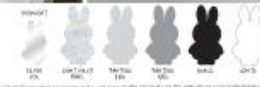


## Black & White

BABY - UNISEX



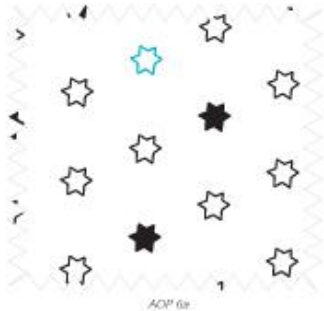
- Classic & contemporary
- Simple graphic style
- Bold use of pattern
- Silver foil applications
- Contrast stitch detail
- Branded bows & labels
- Applique & embroidery
- Mix of scale
- Simple typography
- Character silhouettes
- Spots & stripes
- Silhouette quilting detail
- Sterling silver gifts
- Wool felt fabric



All images are for illustrative purposes only and do not show the property or the individual copyright marks.



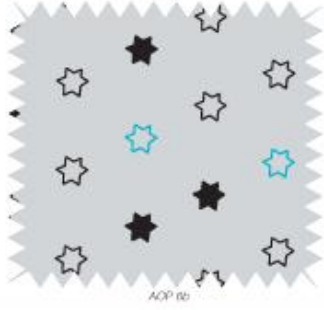
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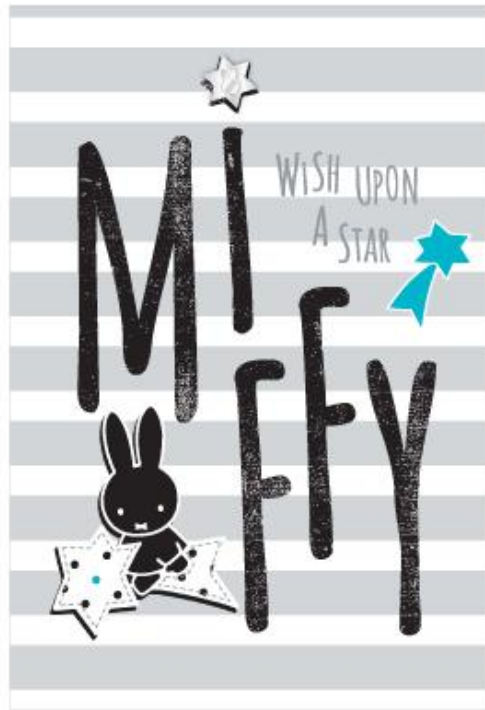
AOP 6a



AOP 7



AOP 10



Placement 8



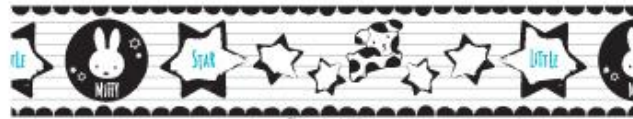
9ème



Placement 9



Placement 10a

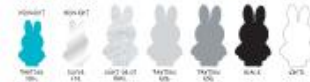


Placement 10b

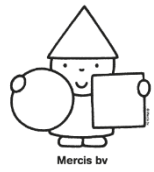




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## Core Fashion Branding



## Core Fashion Colour Palette



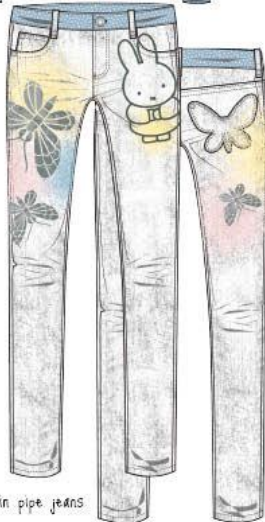
Illustrations Dick Bruna © copyright Mercis bv, 1953-2010





## Core fashion Daywear Collection

fine knitted top



Drain pipe jeans



Jersey top



Scarf



T-shirt with ruched sides



Lightweight woven shorts with roll up hems



Waterfall top



Head band with rosette & Miffy button



Butterfly top



Maxi dress



Leather sandals



Denim satchel



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# Partners in retail



TOPSHOP

TWO PERCENT <sup>hk.com</sup>

BIGW



women's secret

John Lewis





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Prénatal, the Netherlands



# Baby





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# Baby



ミッフィー マイクロファイバー  
ミニスリーパー「ひよことミッフィー」  
ベビーサイズ:30×50cm




対象年齢  
新生児～  
4歳  
くらいまで

西川  
リビング  
製



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# Baby



**miffy** 

**Lit en hêtre laqué blanc**  
 124 x 64 x 85 cm, 100% hêtre, certifié  
 par certina (NF 70)  
**€ 79,90**  
 Réf. 493738

**Armoire 2 portes**  
 115 x 100 x 110 cm, hêtre  
 + 1 étagère  
**€ 199,90**  
 Réf. 498229

**Commode 3 tiroirs**  
 avec plan à linge  
 amovible  
 75 x 100 x 45 cm, hêtre et  
 mélaminé blanc  
**€ 149,90**  
 Réf. 498230

**Kit de maternité**  
 sac à langer, pyjama coton, 2 bodys lavable,  
 bonnet, divers coloris  
 Réf. 498234

**€ 3325**  
 sans livraison

**€ 429,90**  
 Gam. € 30,70

**€ 399**  
 Le lit + l'armoire + la commode

Mon bébé et moi

► Premiers jours de bébé

**miffy** 

**Ensemble naissance velours**  
 80% coton, 20% polyester, 0 à 6  
 mois, divers coloris  
 Réf. 4946519

**€ 14,90**  
 L'ensemble

**Set cadeau naissance**  
 pyjama + body + bonnet  
 + bonnet 100% coton  
 100% coton, divers coloris  
 Réf. 4946521

**€ 19,90**  
 Le set

**+ 1 boîte cadeau GRATIS**

**Set de 2 bodys naissance et chaussons assortis**  
 100% coton, 0 à 6 mois,  
 divers coloris  
 Réf. 4946520

**€ 14,90**  
 Le set

**Idéal pour la grossesse et l'allaitement**

**Liquette**  
 95% polyester,  
 5% élasthanne,  
 3 à XL  
 Réf. 498279

**€ 19,90**  
 La liquette

**Pyjama**  
 95% polyester,  
 5% élasthanne,  
 3 à XL  
 Réf. 498278

**€ 24,90**  
 Le pyjama

**Kit de maternité**  
 sac à langer, pyjama coton, 2 bodys lavable,  
 bonnet, divers coloris  
 Réf. 498234

**€ 34,90**  
 Le kit



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Children

Fred & Ginger





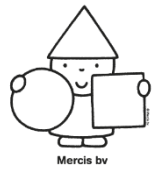
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# Children







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# Children

de Bijenkorf 



**nijntje**  
*Knuffel*  
*My First Miffy*,  
0+, in roze  
of blauw, 32 cm,  
normaal 19,95  
dwaze-prijs **14,-**  
*Pyjama*  
74 t/m 116,  
normaal 24,95  
dwaze-prijs **16,-**  
Exclusief bij de Bijenkorf



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# Children

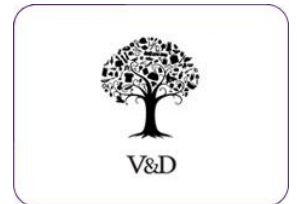




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# Young adults + ladies





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# Young adults + ladies





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# Young adults + ladies

women'ssecret



- 60 countries
- 240 franchises
- 422 shops

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WOMAN DOLLING A DRESSAGE  
DENTIERE/PIE  
1000H + 21.30L



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women'ssecret



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women's secret





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# Young adults + ladies

miffy x 2%



miffy x 2%



DTT26079  
DSK26079  
EGQ26079

TWOPERCENT [hk.com](http://hk.com)

miffy x 2%



DCJ26  
DDT26  
EBG26

DQJ260793  
DKD260591



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# Accessories





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# Accessories

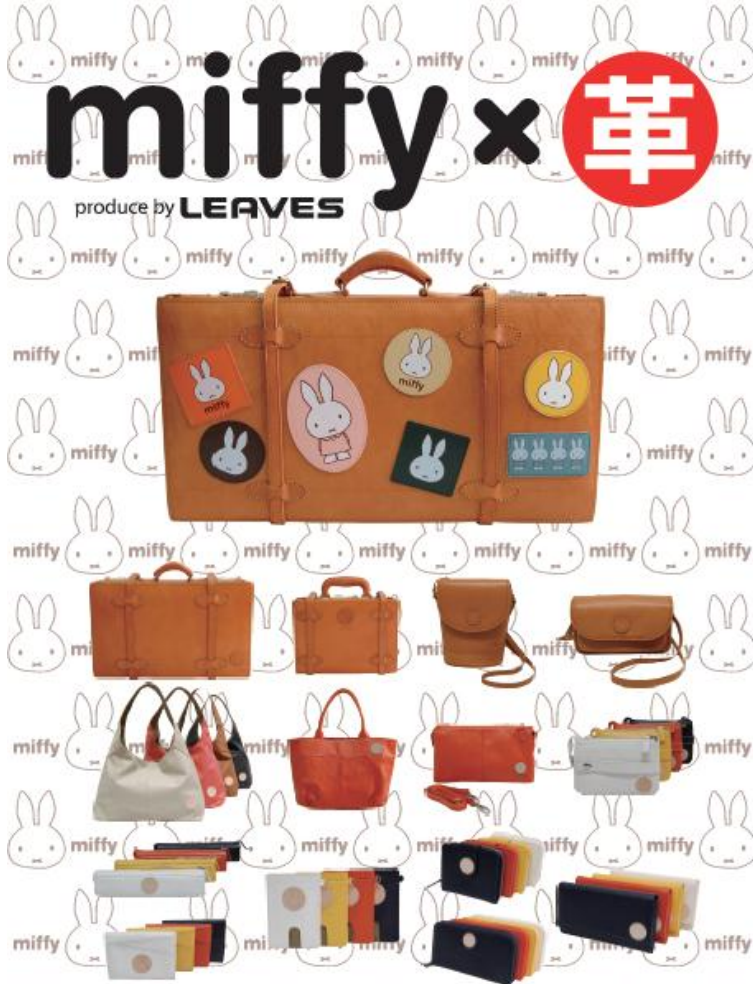


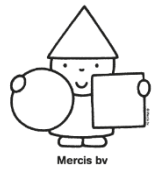


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# Accessories





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# Accessories





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# Accessories





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# Fashion Projects

Clements Ribeiro



Cashmere items  
For Miffy 50 years



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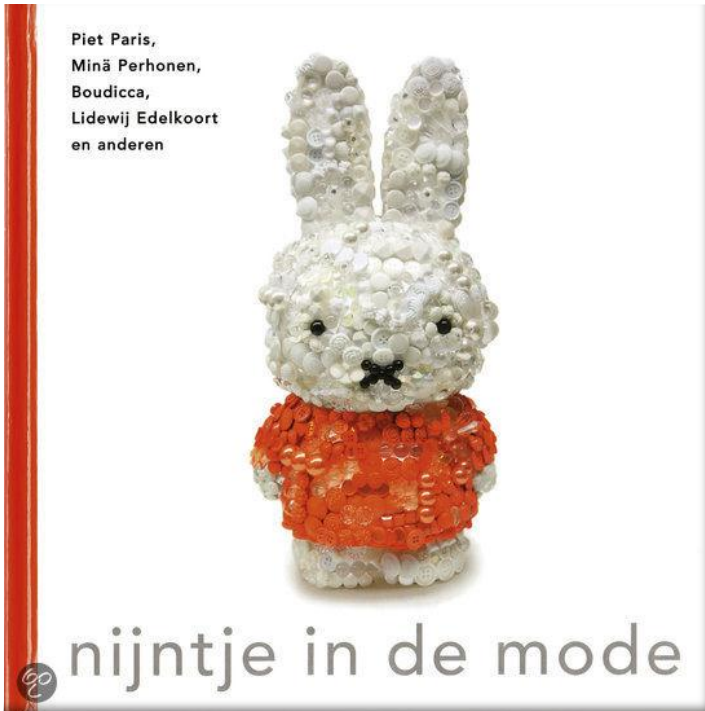


# Fashion Projects

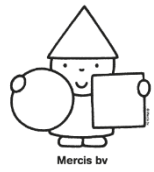
## Nijntje in de mode – Miffy in Fashion

Centraal Museum Utrecht

2011







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# Fashion Projects

Nijntje in de mode – Miffy in Fashion

Centraal Museum Utrecht





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THANK YOU

