



PRESS INFORMATION

January 2011

Strange, cuddly, irresistible!

The new BEASTS from sigikid are on their way - and they're bringing cool bags and smoochably soft blankets with them.

From beastly strange to totally flaky - the plush parade of BEASTS from sigikid arrives in style. Eleven great new BEASTS are now featured in the brand new 1/2011 catalogue. And there are plenty of fun accessories for the constantly growing fan club, from snugly blankets to laptop bags. German actor Til Schweiger, a well-known fan of the collection, has even given supporting roles to two of these cuddly BEASTS in his latest film. Both donkeys from "KOKOWÄÄH" (film debut: February 3rd) can naturally also be found in the newest BEASTS catalogue.

When business media publications like Brand eins and Financial Times Deutschland report on a collection of cuddly animals you know you've got something truly special. After all, sigikid BEASTS are anything but ordinary. Not just the target audience (adults) is new and different. It's the the whole concept: BEASTS are not nameless stuffed animals; these zany, cuddly creatures have character. Even experts are amazed at the triumphant progress the BEASTS have celebrated since 2007. And they cleared the way for a development that allows even the manliest of men and the shrewdest of business women to confess that they too own a stuffed animal.

The cuddly BEASTS family welcomes new additions twice a year. And Spring 2011 is celebrating an amazing eleven new members. The new faces are paired with names like Doc Nightmare, Vitello Tonnato, Paul Platt or Metusa Leo, and they measure up to their peers when it comes to their comical design. Whether a wise owl, a lion seeking harmony or a desert fox who's been left behind - every BEAST has its own story, sometimes humorous, sometimes tragic. Like the story of Paradont Hase, a rabbit whose chronic gum disease means he can only eat very soft food and is therefore constantly ridiculed by his fellow rabbits. Or that of Sad Cat, who despite intensive coaching by a laugh therapist and special facial muscle

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training still can't muster even a tiny grin. Not to mention Sir Guggenberg von Guggenhausen, the result of a short, but intense liaison between a blue-blooded terrier stud and an Italian spaniel beauty of questionable lineage.

Cuddly BEASTS as stars on the screen

Two new-generation BEASTS have already become movie stars - they are featured in cuddly supporting roles in Til Schweiger's latest film "KOKOWÄÄH" (= Coq au vin), coming to cinemas in February - just in time for the Toy Fair. The comical, cuddly donkeys appear in a number of scenes in the film, which stars Til Schweiger along with his seven-year-old daughter Emma.

Also brand new in the Spring 2011 BEASTS collection: Four sensationally snugly blankets - with your choice of black and white Schiggi Miggi design, soft grey, furry Vittoria Vaporetto style, à la Jacques Giraff or featuring the s´Moggala look. These premium quality blankets are just right for curling up on the couch at home in spring when the evenings are still cool.

The new BEASTS bag collection features so many lavish yet practical details and will be available in stores this spring. The designers paid tribute to functionality with washable material, and the cool street style makes both big and small wallets and bags real eye catchers! Absolutely trendy: The laptop bag that is easy to sling across your shoulder thanks to the double carrying straps. Each of the five bag shapes is available in three different designs and in the colours grey, brown and red.

sigikid will be presenting all of the new BEASTS and BEASTS blankets and bags from February 3rd to 8th at the International Toy Fair in Nuremberg, at the sigikid booth C15-D10 in Hall 2. We will gladly send you high-resolution image material and individual product descriptions on request.

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