



nijntje miffy
by bon ton toys

the
miffy
lifestyle
collection
2021





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

MIFFY COLLECTION BY BON TON TOYS

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.

BON TON TOYS GREAT PLUSH. BETTER WORLD

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

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





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ALL
MIFFY'S
CONTAIN 100%
RECYCLED
POLYESTER
FILLING





**Miffy Sitting Denim
Raw 23cm - 9"**
24.182.340 IC 6 • OC 36



**Miffy Sitting Denim
Mid Wash 23cm - 9"**
24.182.341 IC 6 • OC 36



**Miffy Sitting Denim
Light Wash 23cm - 9"**
24.182.342 IC 6 • OC 36

**23CM
9"**

DENIM

Following in the footsteps of Miffy Corduroy, Bon Ton's creative team searched for more trendy and durable fabrics that would fit well with Miffy's simple shape and would inspire new and existing Miffy fans.

The name "denim" comes from the name of a sturdy fabric called "Serge de Nîmes", initially made in Nîmes, France, hence "de Nîmes".

Denim was initially applied to jeans as working clothes. Originally the symbol of disobedience Denim became one of the most used fashion fabrics. The history of denim is long and colourful, so is that of Miffy.





100% recycled filling 



Miffy Sitting Mousseline
Cream 23cm - 9"

24.182.313 IC 6 • OC 36



Miffy Sitting Mousseline
Pink 23cm - 9"

24.182.311 IC 6 • OC 36



Miffy Sitting Mousseline
Green 23cm - 9"

24.182.312 IC 6 • OC 36



Miffy Sitting Mousseline
Faded Blue 23cm - 9"

24.182.314 IC 6 • OC 36



Miffy Sitting Mousseline
Yellow 23cm - 9"

24.182.310 IC 6 • OC 36

23CM
9"
MOUSSELINE



Miffy Sitting Teddy
Cream 23cm - 9"
24.182.300 IC 6 • OC 36



Miffy Sitting Teddy
Pink 23cm - 9"
24.182.301 IC 6 • OC 36



Miffy Sitting Teddy
Blue 23cm - 9"
24.182.302 IC 6 • OC 36

100%
made of recycled
PET bottles



23CM
9"

TEDDY







Miffy Sitting Velvetine
Ochre 23cm - 9"

24.183.033 IC 6 • OC 36



Miffy Sitting Velvetine
Opal Blue 23cm - 9"

24.183.034 IC 6 • OC 36



Miffy Sitting All Over
Zebra Print 23cm - 9"

24.182.263 IC 6 • OC 36



Miffy Sitting All Over
Leopard Print 23cm - 9"

24.182.264 IC 6 • OC 36



Miffy Sitting Velvetine
Terra 23cm - 9"

24.183.030 IC 6 • OC 36



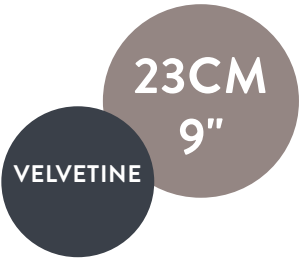
Miffy Sitting Velvetine
Cream 23cm - 9"

24.183.031 IC 6 • OC 36



Miffy Sitting Velvetine
Dark Grey 23cm - 9"

24.183.032 IC 6 • OC 36







Miffy Sitting Terry
Cream 23cm - 9"

24.182.192 IC 6 • OC 36



Miffy Sitting Terry
Pink 23cm - 9"

24.182.193 IC 6 • OC 36



Miffy Sitting Terry
Yellow 23cm - 9"

24.182.195 IC 6 • OC 36



Miffy Sitting Terry
Cream 33cm - 13"

24.182.196 IC 4 • OC 12



Miffy Sitting Terry
Pink 33cm - 13"

24.182.198 IC 4 • OC 12

23CM
9"

TERRY



Miffy Sitting Terry
Ocean Blue 23cm - 9"

24.182.194 IC 6 • OC 36



Miffy Sitting Terry
Jungle Green 23cm - 9"

24.182.330 IC 6 • OC 36



Miffy Sitting Terry
Aviator Blue 23cm - 9"

24.182.331 IC 6 • OC 36

33CM
13"

TERRY



Miffy Sitting Terry
Ocean Blue 33cm - 13"

24.182.197 IC 4 • OC 12





Snuffy Corduroy
Brown 17cm - 7"
24.182.352 IC 6 • OC 36



Snuffy Corduroy
Offwhite 17cm - 7"
24.182.354 IC 6 • OC 36



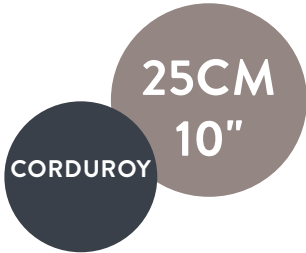
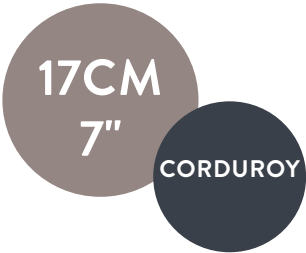
Snuffy Corduroy
Brown 25cm - 10"
24.182.350 IC 6 • OC 36



Snuffy Corduroy
Offwhite 25cm - 10"
24.182.351 IC 6 • OC 36



Snuffy Corduroy
Grey 17cm - 7"
24.182.353 IC 6 • OC 36







Miffy Sitting Corduroy
Spring Green 23cm - 9"
24.182.236 IC 6 • OC 36



Miffy Sitting Corduroy
Grey 23cm - 9"
24.182.206 IC 6 • OC 36



Miffy Sitting Corduroy
Turquoise 23cm - 9"
24.182.232 IC 6 • OC 36



Miffy Sitting Corduroy
Pumpkin 23cm - 9"
24.182.248 IC 6 • OC 36

23CM
9"

CORDUROY



Miffy Sitting Corduroy
Terra 23cm - 9"
24.182.244 IC 6 • OC 36



Miffy Sitting Corduroy
Aviator Blue 23cm - 9"
24.182.225 IC 6 • OC 36

23CM
9"

CORDUROY



Miffy Sitting Corduroy
Pink 23cm - 9"
24.182.208 IC 6 • OC 36



Miffy Sitting Corduroy
Buttercream 23cm - 9"
24.182.247 IC 6 • OC 36



Miffy Sitting Corduroy
Orange 23cm - 9"
24.182.234 IC 6 • OC 36



Miffy Sitting Corduroy
Green 23cm - 9"
24.182.220 IC 6 • OC 36



Miffy Sitting Corduroy
Offwhite 23cm - 9"
24.182.200 IC 6 • OC 36



Miffy Sitting Corduroy
Blue 23cm - 9"
24.182.210 IC 6 • OC 36

23CM
9"

CORDUROY



Miffy Sitting Corduroy
Brown 23cm - 9"
24.182.202 IC 6 • OC 36



Miffy Sitting Corduroy
Yellow 23cm - 9"
24.182.218 IC 6 • OC 36

23CM
9"

CORDUROY



Miffy Sitting Corduroy
Dark Green 23cm - 9"
24.182.246 IC 6 • OC 36



Miffy Sitting Corduroy
Bubblegum Pink 23cm - 9"
24.182.224 IC 6 • OC 36



Miffy Sitting Corduroy
Offwhite 33cm - 13"

24.182.201 IC 4 • OC 12



Miffy Sitting Corduroy
Pink 33cm - 13"

24.182.209 IC 4 • OC 12



Miffy Sitting Corduroy
Yellow 33cm - 13"

24.182.217 IC 4 • OC 12



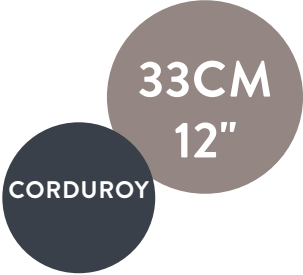
Miffy Sitting Corduroy
Blue 33cm - 13"

24.182.233 IC 4 • OC 12



Miffy Sitting Corduroy
Grey 33cm - 13"

24.182.207 IC 4 • OC 12



Miffy Sitting Corduroy
Orange 33cm - 13"

24.182.235 IC 4 • OC 12

Miffy Sitting Corduroy
Offwhite 50cm - 20"
24.182.223 IC 1 • OC 4



Miffy Sitting Corduroy
Pink 50cm - 20"
24.182.221 IC 1 • OC 4



Miffy Sitting Corduroy
Grey 50cm - 20"
24.182.222 IC 1 • OC 4



Miffy Sitting Corduroy
Blue 50cm - 20"
24.182.227 IC 1 • OC 4



50CM
20"

CORDUROY

Miffy Sitting Corduroy
Yellow 50cm - 20"
24.182.226 IC 1 • OC 4



50 cm / 20"

33 cm / 13"

23 cm / 9"

70 cm / 27,5"

70CM
27,5"
CORDUROY



Miffy Sitting
Corduroy Pink 70 cm
24.182.242 IC 1 • OC 1



Miffy Sitting
Corduroy Offwhite 70 cm
24.182.240 IC 1 • OC 1

70CM
27,5"
CORDUROY



Miffy Sitting
Corduroy Grey 70 cm
24.182.241 IC 1 • OC 1



Miffy Sitting
Corduroy Yellow 70 cm
24.182.243 IC 1 • OC 1





Miffy Keychain Corduroy
Offwhite 10cm - 4"
24.205.010 IC 6 • OC 72



Miffy Keychain Corduroy
Pink 10cm - 4"
24.205.014 IC 6 • OC 72



Miffy Keychain Corduroy
Grey 10cm - 4"
24.205.013 IC 6 • OC 72



Miffy Keychain Corduroy
Aviator Blue 10cm - 4"
24.205.022 IC 6 • OC 72



Miffy Keychain Corduroy
Orange 10cm - 4"
24.205.023 IC 6 • OC 72



Miffy Keychain Corduroy
Brown 10cm - 4"
24.205.011 IC 6 • OC 72



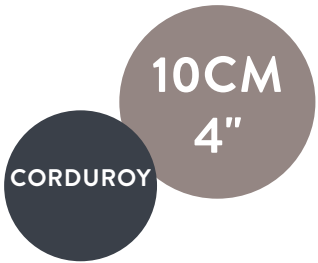
Miffy Keychain Corduroy
Bubblegum 10cm - 4"
24.205.021 IC 6 • OC 72



Miffy Keychain Corduroy
Green 10cm - 4"
24.205.020 IC 6 • OC 72



Miffy Keychain Corduroy
Yellow 10cm - 4"
24.205.018 IC 6 • OC 72







Miffy Sitting Popcorn
Green Scarf 23cm - 9"
24.182.261 IC 6 • OC 36



Miffy Sitting Popcorn
Terra Scarf 23cm - 9"
24.182.262 IC 6 • OC 36

23CM
9"



Miffy Winter Sitting
23cm - 9"
24.182.024 IC 6 • OC 36

33CM
13"



Miffy Winter Sitting
33cm - 13,5"
24.182.025 IC 4 • OC 12



Miffy Sitting Popcorn
Peach Scarf 23cm - 9"
24.182.260 IC 6 • OC 36

23CM
9"
POPCORN

10CM
4"
WINTER



Miffy Winter
Keychain 10cm - 4"
24.205.005 IC 6 • OC 72



23CM
9"

DRESS-UP

Miffy My First Girl
23cm - 9"

24.182.178 IC 6 • OC 36



Miffy My First Boy
23cm - 9"

24.182.177 IC 6 • OC 36

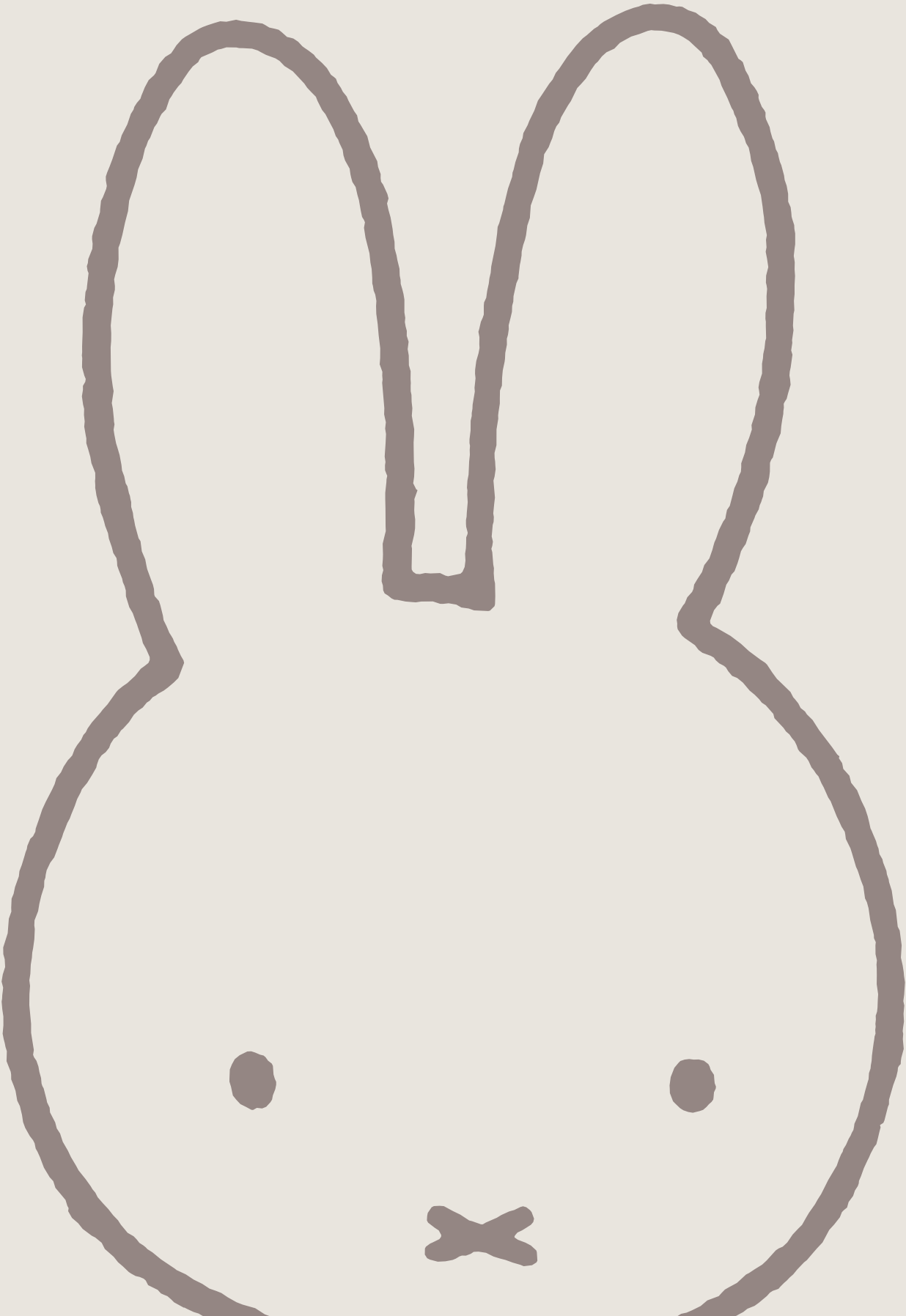


33CM
13"

DRESS-UP

Miffy with Snuffy Sitting
33cm - 13"

24.182.022 IC 4 • OC 12





Illustrations Dick Bruna
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www.nijntje.nl, www.miffy.com

ANY QUESTIONS OR JUST WANT TO SAY HI?

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With love, Bon Ton Toys



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