



Steiff

Collectors

01/2015

ALL NOVELTIES FOR COLLECTORS AND ENTHUSIASTS



Steiff Collectors

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IN KEEPING WITH TRADITION

Some things may be thousands or several hundred years old – but they cannot be significantly improved. However, they can be continued at the highest level: That's why we like Steiff's manufacturing concept so much. "Manufacture" as an old Latin term: "manus", the hand, "facere" to do, build or produce something. And if this thought, this concept hadn't already existed, we at Steiff would surely have invented it. Creating something with your hands. Allowing skill, experience and craftsmanship to flow into the creation process. Bringing in passion, commitment and lots of love for detail into the creative process – in order to bring something extraordinary and unique to life. But that's what it is: For us, manufacture is far more than just a fashionable word. Because, true to the spirit of our founder Margarete Steiff, we are fully committed to not only honour the tradition of manufacture, but to continually imbue it with new life. Day after day. With every animal leaving our company so steeped in tradition.



MILLIMETRE BY MILLIMETRE AND THREAD FOR THREAD: SIMPLY THE BEST.

Those wanting to create something special and unique of lasting value will need nothing less than the perfect “ingredients”. This not only applies to many other areas but especially to our Steiff manufacture, where we only use “ingredients” of the highest quality: for every Steiff animal, from head to paw. Starting with the thread, the filling material, buttons, eyes and accessories and right up to what is so characteristic for every Steiff animal: it’s “coat” or “fur”, which gives character and form to its appearance. So since 2009 we have been particularly happy to be able to call ourselves the world’s only manufacturer of children’s toys with its own fabric factory.



Alpaca – soft, silky, opulent

Although the number of alpaca animals in the Steiff range has increased in recent years, the company discovered the material many years ago. Its resurgence in popularity is due to its wonderful feel and tremendous versatility. Alpaca can be used to create both soft Teddy bears and ultra-realistic animals.



Mohair – lustrous, shiny and sleek

This natural material from the wool of the angora goat is the classic Teddy bear material. In fact, it was used for the first Teddy bear ever created. The fiber is both beautiful and durable, which accounts for the amazing number of vintage Steiff creations that appear today in superb condition.

PERFECTED UNIQUE SPECIMEN

Characteristics which turn a brand into a legend.

We at Steiff also have good reasons to be proud and happy: after all, the Steiff “Button in Ear” is one of the world’s most renowned trademarks.

If you look closely at the assortment for collectors and enthusiasts, you will see that there has been a change to the ear tag. This change affects all collectors’ items from 2015 from the replica, limited editions and unlimited classic collection. They will have an ear tag with the current Steiff logo on the front and the reference to the product group. This print replaces the earlier one with the bear’s head and tag, and the wording “Knopf im Ohr”. The back of the ear tag remains the same. The ear tags for children’s/baby items and the Margarete Steiff Edition are unchanged.

Replica

The Teddy bears and animals of the replica series by Steiff are a very special and extraordinary species. This means that these true-to-original animals are reproduced exactly according to their historic role models from the Steiff Archives. All Steiff replicas have a white ear tag with black writing to document their special status and the true-to-original “Button in Ear” from the respective year of production.

New



Old



New



Old



Limited Editions

All the animals and Teddy bears at Steiff are very pleased to receive the extraordinary distinction of the white ear tag with red writing because these are produced in a limited edition. This means that only a limited number is available and some are available only in certain countries.

New



Old



Classic Collection

Every original Steiff animal with the world-famous trademark, the Steiff “Button in Ear”, shows that it comes from one of the best families – and every Steiff Teddy bear and Steiff animal proudly wears an ear tag as a clearly recognisable identification. Both big and small Steiff fans immediately recognise the yellow Steiff ear tag with red writing.



This is how the dress-making business looked when she sewed the first little elephant after the sketch in “Modenwelt” magazine. That was 135 years ago. This little elephant was actually intended only as a pin cushion but Margarete’s brother Fritz helped her on the road that matched her personality. The little elephant was the first soft toy animal in the “Margarete Steiff felt toy factory, Giengen/Brenz”. The breakthrough followed in 1902 with the invention of the Teddy bear by Margarete’s nephew Richard. Despite being wheelchair bound as a result of polio, she managed her company in a creative and forward-looking way. In Margarete, her seamstresses had a strict but caring and understanding boss. In the toy market, she was a strong and internationally respected businesswoman: all at a time when there were virtually no female entrepreneurs. She demanded the best quality and practised consistent brand management – even then. Her guiding principle was: “for children, only the best is good enough.” We can still feel her spirit today, 135 years later, carrying her and carrying our company forward... It has remained a special company.



*“Just look – she sits there... at the sewing machine.
There too – so many Teddy bears!”
Fritzle is fascinated by the pictures on the screen.*

HOW IT ALL BEGAN...



1847/1849

Margarete Steiff is born in Giengen an der Brenz; she contracts polio at the age of 18 months.



1877

Margarete establishes her own felt clothing business.



1880

The first soft toy – the little elephant – is created.



1903

Construction of the east wing in double steel design



1904

Franz Steiff (Margarete's nephew) develops the "Button in Ear" as the legendary trademark.



1926

Teddy Clown and other colourful products are introduced.



1947

Relaunch after the 2nd World War



1951

The famous character, Mecki, appears.



1992

Founding of the Steiff Club for enthusiasts and collectors.



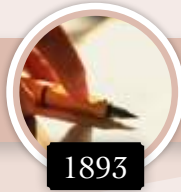
2002

100th birthday of the Teddy bear and world premiere of the musical "Teddy – a Musical Dream" by Uli Brée



1890

New construction of the 1st factory building



1893

Entry into the commercial register.



1902

Richard Steiff (Margarete's nephew) develops the 55 PB, which is later renamed Teddy bear after Theodore "Teddy" Roosevelt.



1906

Establishment of Margarete Steiff GmbH on 30th May 1906



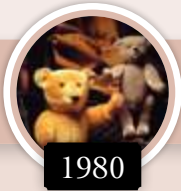
1907

Teddy bear boom – 973,999 Teddy bears are produced.



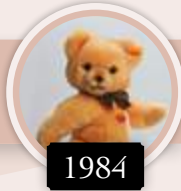
1909

Margarete Steiff dies on 9th May 1909. Richard Steiff (Margarete's nephew) constructs the "Roloplan" kite



1980

The first replicas for the collectors' market appear.



1984

Petsy – the first machine-washable Teddy bear – is created.



2005

125th anniversary of the company and opening of the Steiff Museum.



2006

1st Steiff summer



2015

135 years of Margarete Steiff toys



135 year Jubilee Teddy bear

Item no. 034046, 32 cm

made of finest mohair, golden blond,
5-way jointed, surface washable,
limited edition of 1,880 pieces,
with gold-plated "Button in Ear"



It all began with the little elephant... In 1880, Margarete Steiff ran a dress-making business in Giengen. Originally intended as a pin cushion, the little elephant formed the foundation of the company, upon which she built in the ensuing years. "Elephants with colourful saddles" formed a major part of the range. What else should our anniversary Teddy bear present? He is proud of his elephant with a colourful saddle. At 32 cm tall and dressed in the finest golden blond mohair, his left paw pad is embroidered with "135 years". The brown of his hand-stitched nose is also reflected in the colour of his eyes. The golden coloured satin bow around his neck rounds off the image of this classic: also symbolic of a big year, he is a limited edition of 1,880. He is indeed a historically important addition to anyone's collection.

Fritzle Teddy bear

Item no. 021022, 28 cm

made of finest mohair, light beige,
5-way jointed, surface washable,
limited edition of 1,880 pieces,
with gold-plated "Button in Ear"



It was 135 years ago that Fritz Steiff paved the way for his sister Margarete to become one of the finest toy makers in the world. The master builder gave her motivation, later selling Margarete's "little elephant" at the Christmas market in Heidenheim. Without his initiative, his skill, things might have been very different... With Fritzle Teddy bear, we pay homage to Fritz Steiff. The 28 cm tall bear in the finest, light beige mohair is very proud to wear a very special satin ribbon. The ribbon is printed with a very famous Steiff advertising design used in the early 1900s which received enormous applause from the Toy Industry. Skilful hand airbrushing enhances the "aged" look of this important little bear who is made in a limited edition of 1,880 pieces - symbolic of the big year... Fritzle means a lot to us.

REPLICAS

A past to touch, experience and love.

It is a fascination which has already made history. A fascination of the here and now – and a fascination with which each and every Steiff friend and collector is continued into the future: the fascination of Steiff replicas. Each and every Steiff animal and Teddy bear has its very own personality, which has its very own story behind it. And this story it would like to tell to its owner and share it with them. Each Steiff Teddy bear of the limited replica edition is a fascinating entity, an entity which brings the flair of the past into the now: because each replica Teddy bear, from head to paw, fibre for fibre, seam for seam is a faithful recreation of the very first Teddy bear from the very first day. The Teddy bear is lovingly handmade and decorated with traditional tools and in accordance with the original design – as only in this way can nothing but perfection be the result.



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Teddy bear replica 1912

Item no. 403200, 34 cm

with growler, made of finest mohair, black, 5-way jointed, surface washable, with glass eyes, limited edition of 1,000 pieces, stuffed with wood shavings, with "underscored button" made of patinated steel



Thoughtfully, he inspects us with his glass eyes. No wonder! It was by chance that he was discovered at all: a collector in England bought a case of old dolls and Teddy bears at an auction - by remote bid, as she liked the auction description so much. When she unpacked the case, she discovered a fascinating black bear with no marking and immediately suspected it could be a Steiff bear! She then did everything possible to find out about his provenance and her bear is indeed an original Steiff bear from 1912. In spring 2015, the replica of this wonderful bear will be released: 34 cm tall, 5-way jointed, in the finest jet black mohair, with a growler and stuffed with wood wool in the traditional way. Our replica is limited to only 1,000 pieces and wears a patinated steel "underscored button".

“Mr. Vanilla“ replica 1906

Item no. 403231, 35 cm

made of finest mohair, vanilla,
5-way jointed, head and arms are
loosely attached to the body, surface
washable, with wooden eyes, limited
edition of 1,000 pieces, stuffed with
wood shavings, with “underscored
button“ made of patinated steel



“Teddy for President!” When the historic original of our 1906 replica first saw the light of day, fever for Steiff bears had long since broken out in the USA. Up and down the country, people were demonstrating their love of these cuddly playmates - as well as deep affection for their beloved President “Teddy” Roosevelt. The original Mr Vanilla was also auctioned as part of a famous American collection of bears. However, this bear was a little blonder. If anything, maybe it is the patina of 108 years that gives our Mr Vanilla his gentle vanilla colour? Whatever the case may be, this 35 cm tall bear in the finest mohair with shoe button eyes, patinated steel “underscored button” and wood wool stuffing is a credit to the President. Mr Vanilla is running: for President of your collection!

LIMITED EDITIONS

*Luck and sparkle in*CASINO
ROYAL

Ladies and gentlemen: welcome to Casino Royal! Come in, sit down and try your luck. Do you love to play cards? Then join Davis, our regular guest with the lucky dice and Joker Teddy bear, the declared master at Black Jack. Or do you have a cool nerve for colours and numbers? Then, awaiting you at the roulette table are the incorruptible Croupier Teddy bear and of course Pussy Cat, our enticing casino lady with the sparkling cat eyes. To her right – unbelievable: Rascal is sitting there with his flat cap! Where has he got his money from again?

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Joker Teddy bear

Item no. 021008, 28 cm

made of finest mohair, white/yellow,
5-way jointed, surface washable,
limited edition of 1,111 pieces,
with gold-plated "Button in Ear"



"Come and play the game!" The handsome Joker Teddy bear welcomes high society holding a full set of aces. Additionally, on his real mohair outfit, he wears the four suits in felt - hearts, spades, diamonds and clubs - sewn on by hand. In the casino, our Teddy bear represents a lucky charm: if you hear the bells ring on his cotton jester's hat and on his red felt tailed collar then the right card is very nearby... The white/yellow Joker Teddy bear is 28 cm tall. He wears a gold-plated button in his ear and there are precisely 1,111 of him available. Secure your Joker as a companion for enjoyable rounds of play - and don't be afraid to show him your hand!



1,111
A A A A

Croupier Teddy bear

Item no. 034459, 35 cm

made of finest mohair, blond,
5-way jointed, surface washable,
limited edition of 1,111 pieces,
with gold-plated "Button in Ear"



"Rien ne va plus!" When Croupier Teddy bear sets the ball rolling, nerves at the roulette table are stretched to breaking point. He, however, remains the soul of composure: a pro., incorruptible and experienced. Croupier Teddy bear, who is 35 cm tall and adorned with a gold-plated "Button in Ear", is 5-way jointed. In his hands, he holds unique roulette chips with an imprinted Steiff button. His black fabric waistcoat with three gold buttons and the white satin bow tie contrast elegantly with the fine, blond coloured mohair. "27 - Rouge - Impair - Passe!" A shout of delight... The lady on the far left of the table receives 35 times her bet. Croupier Teddy bear smiles imperceptibly - he shares her joy in his heart.





“Rien ne va plus!”

*When Croupier Teddy bear sets
the ball rolling, nerves at the
roulette table are stretched
to breaking point.*







Pussy Cat

Item no. 021190, 22 cm

made of high quality alpaca, white,
5-way jointed, surface washable,
limited edition of 1,111 pieces,
with gold-plated "Button in Ear"



Fancy a little game? Whether baccarat, poker or roulette, Pussy Cat knows them all! In the casino, she places cards and chips with an innocently coy look. She trumps, enchants - and wins: including every heart. The distinctive, feminine, 22 cm Pussy Cat in soft alpaca has green cat eyes and a gold-plated "Button in Ear"; her mouth and nose are hand-embroidered in delicate pink. She wears a red-black striped corsage with a tulle edge. Silver, appliqué beads are suggestive of hook fasteners, a black satin ribbon on the little black tulle skirt and the sparkling bow on the satin neckband make Pussy Cat's outfit perfect. Allow yourself to be beguiled - it is worth it!



Fancy a little game?

*Whether baccarat, poker
or roulette, Pussy Cat
knows them all!*



MADE IN GERMANY

Steiff
Collectors



Rascal Teddy bear

Item no. 034039, 31 cm

with squeaker, made of finest mohair, antique beige, 5-way jointed, surface washable, limited edition of 1,111 pieces, with gold-plated "Button in Ear"



CE



"Do you have a fifty? Today is my lucky day!" This Rascal is incorrigible and can usually be found outside the casino - he rarely has enough cash to go in. Nevertheless, with his tweed, twenties flat cap and direct manner, time and again he finds a casino goer to slip him a chip. Then he begins one of his moments of glory... Rascal Teddy bear has a squeaker, is 31 cm tall and made of the finest mohair in antique beige. Slightly stressed spots, shadows here and there, an embroidered scar on his cheek and his soft, stuffed tummy make him unmistakable. There are 1,111 of him available - watch out that your Rascal does not gamble away his gold-plated "Button in Ear"!

Steiff





*“Do you have a fifty?
Today is my lucky day!”*

This Rascal is incorrigible.



MADE IN GERMANY

Steiff

Collectors



Davis Teddy bear

Item no. 021077, 31 cm

made of finest mohair, petrol batik,
5-way jointed, surface washable,
limited edition of 1,500 pieces,
with gold-plated "Button in Ear"



Nando with the compass, Basco with the key and now Davis with lucky dice around his neck: an attractive continuation is coming this spring to the series of bears in batik mohair! Davis, clad in the finest petrol-coloured mohair, wears his golden dice with glittering stones on a red leather neckband. As a bear with an appreciation of shape and colour, he loves the colour contrast with red: the carefully hand-embroidered nose and patterned paws give him special emphases. The dice predict the 5-way jointed bear with the gold-plated "Button in Ear" will be a highlight of the Casino series. You have 1,500 chances to acquire him for yourself!





*He is one of those that
you just want to touch
and stroke again
and again...*

Goldi Teddy bear

Item no. 021060, 42 cm

with growler, made of finest mohair, gold tipped, 5-way jointed, surface washable, limited edition of 1,500 pieces, with gold-plated "Button in Ear"



He is one of those that you just want to touch and stroke again and again... What makes our Goldi almost impossible to "just look" at? Maybe it is the thoughtful look from his watchful eyes. Maybe it is his impressive size - 42 centimetres. Without doubt, it is his fine, brown mohair coat with golden trim. Who would disagree - Goldi is gorgeous! Lovingly designed in every respect, with discreet painting on his paw pads, a gold-plated "Button in Ear" and bear-like growler, he is up for almost anything. An evening on the patio? Cuddling on the sofa? A trip to the casino? He will be there!



Steffi



ASSE
PAIR

FROM

13	14	15
16	17	18
19	20	21
22	23	24

Edith Teddy bear

Item no. 034145, 24 cm

made of high quality alpaca, light apricot,
5-way jointed, surface washable,
limited edition of 1,500 pieces,
with gold-plated "Button in Ear"



The story of a beautiful summer's day sometime in the twenties... warm air, fresh blossom and a little girl bear who decided when looking out of the window to put on her favourite apricot-coloured sailor's dress! With the low waistline, the dress is typical of the fashion at that time. Pretty, dreamy Edith also shows it off at its best: at 24 cm tall and made of premium alpaca, it suits her big eyes and hand-embroidered, colour co-ordinated nose. Edith is 5-way jointed and the edition is limited to 1,500 pieces. She likes nothing better than to share her summer mood with good friends in lovingly cherished Steiff collections - and she would love to be your little girl bear in 2015...

Paddy Teddy bear

Item no. 021015, 32 cm

with growler, made of finest mohair, golden brown, 5-way jointed, surface washable, limited edition of 1,500 pieces, with gold-plated "Button in Ear"



Ready to conquer his world: With Paddy, a completely new type of bear is on the way. Bear lovers spontaneously look at his nose. No wonder - it is a splendid specimen: being large, wonderfully oval and in rosé beige as a contrasting colour to the fine, golden brown mohair, it spontaneously enchants the beholder. At the same time, Paddy's snout is actually very small. That can mean only one thing: Paddy loves the scent of spring blossoms and what he likes best is to sit in the middle of the flower meadow and sniff for tasty delicacies in the softly tempered wind.

Little Tom Teddy bear

Item no. 021046, 56 cm

made of finest mohair, brown tipped,
5-way jointed, surface washable,
limited edition of 750 pieces,
with gold-plated "Button in Ear"



The "little" bear with a big impact: with Little Tom, spring 2015 has a fantastic Teddy bear in store. His fine, long curly mohair spontaneously conveys the impression of a cuddly "little" bear. However, our Little Tom is a proud 56 cm tall - making him a very attractive proposition even for grown up bear lovers! Little Tom is fully jointed, wears a gold-plated "Button in Ear" and will be released in a limited batch of only 750 pieces. His brown tipped mohair is perfectly complemented by his hand-embroidered nose and the gentle tone of his felt paw pads. This is matched by the cheerful look in his big black eyes... Have fun with Little Tom!

Lapis lazuli Teddy bear

Item no. 034237, 26 cm

made of high quality silk plush, blue,
5-way jointed, surface washable,
limited edition of 2,000 pieces,
with crystal "Button in Ear"



In the Steiff gemstone series, amethyst, ruby and onyx are followed by lapis lazuli - a gorgeous Teddy bear coated in bright blue silk plush. As many as 7,000 years ago, the ancient Egyptians were familiar with lapis lazuli: its colour was admired, its value huge. Much later - in ground form - it served as a pigment for valuable Madonna pictures and book painting. The lapis lazuli Teddy bear, which is limited to 2,000 pieces, looks on the world with an almost regal aura. He wears a crystal "Button in Ear" and his paw pads are decorated with SWAROVSKI ELEMENTS coloured blue and silver. A drop-shaped pendant in imitation lapis lazuli on a silver-coloured chain makes the picture complete: our lapis lazuli is a star!

Coca-Cola Diamond Pattern Bear

Item no. 355387, 28 cm

made of high quality cotton,
white/red, 5-way jointed,
surface washable, limited edition
of 1,500 pieces, with gold-plated
"Button in Ear"

TM Coca-Cola 2015



Coca-Cola is Coke!

The nickname "Coke" appears for the first time in 1941: short, succinct, catchy. A strong idea, our Diamond Pattern Bear thinks and he dresses in the check design of Coke advertising materials from the 50s and 60s – in original red.

Coca-Cola Heritage Pattern Bear

Item no. 355394, 28 cm

made of high quality cotton,
white/black, 5-way jointed,
surface washable, limited edition
of 1,500 pieces, with gold-plated
"Button in Ear"

TM Coca-Cola 2015



By contrast, his friend the Heritage Pattern Bear presents the brand with iconic slogans and graphics from 1886 to the present day – in black and white. There are 1,500 of the Coca-Cola licensed bears, which are 28 cm tall and lovingly stitched in premium cotton. The gold-plated "button in the ear" is particularly striking on these bears... They are a wonderful opportunity for all Steiff lovers who want to appreciate the originals and combine two big brands in the nicest possible way!

LIMITED EDITIONS



60th
anniversary
MIFFY

In Holland, everyone knows her: Miffy - the Dutch call her Nijntje - is the star of the picture books by Dick Bruna. The author and illustrator brought her to life 60 years ago and, from the first book onwards, she won a permanent place in the hearts of children all over the world... After more than 30 picture books published worldwide, it would be unimaginable to lose her from our hearts.

For her 60th birthday, Steiff presents a 5-way jointed Dutch Miffy made of the finest Mohair: at 25 cm tall and as a 12 cm key ring - in limited editions of 2,015 each. Both have a special neck mark with the anniversary logo and look forward to filling hearts worldwide!



60th anniversary
NIJNTJE - MIFFY

Item no. 354618, 25 cm

made of finest mohair, white, 5-way jointed,
surface washable, limited edition of 2,015
pieces, with gold-plated "Button in Ear"



60th anniversary
NIJNTJE - MIFFY
keyring

Item no. 354748, 12 cm

made of finest mohair, white, 5-way jointed,
surface washable, limited edition of 2,015
pieces, with gold-plated "Button in Ear"

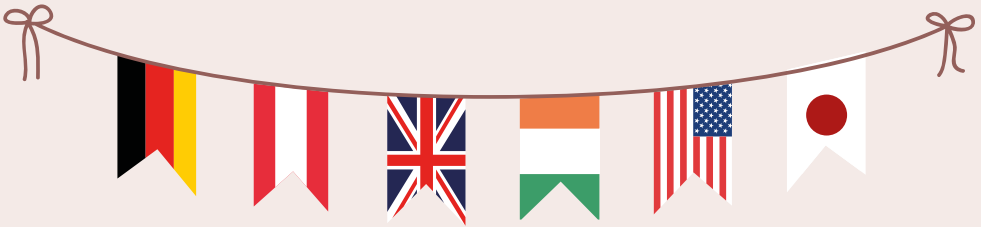


Illustrations Dick Bruna
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COUNTRY EXCLUSIVES 2015

Hallo! Hello! Bonjour! Grüezi! Ciao!

You can travel the world, to faraway countries and foreign cities to get a taste of the big wide world. Every country, every culture has it's very specific characteristics such as customs, culture, history or landscapes that leave everlasting impressions behind on travelers and visitors. Another way of seeing the diversity of cultures with curious eyes are the Steiff Country Exclusives: they were created to offer collectors something uniquely specific to different countries. These exceptional Steiff animals are depicted with their respective national flags and are only available in Steiff specialist shops in these countries.



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Medal Teddy bear

Item no. 674051, 30 cm

with silver medal, made of high quality silk plush, dark grey, 5-way jointed, surface washable, limited edition of 1,000 pieces, with gold-plated "Button in Ear"



Medal Teddy bear with medal made of bronze of the Spring 2014 collection



Medal Teddy bear with medal made of copper-Nickel of the Spring 2014 collection



Medal Teddy bear with medal made of gold will follow in the 2016 collection. Subject to alterations.

Every Steiff bear tells a story. And what story is as compelling as that of Margarete Steiff, the founder of our company? It is with great pride that we offer a series of special Teddy bears, accompanied by commemorative medals, to honour her memory and legacy. Available in Germany, Austria and Switzerland, these limited editions will appeal to both arctophiles and numismatists – collectors of Teddy bears and precious coins respectively. The series begins in 2014 with the introduction of the Teddy bear with a copper-nickel medal (production limited to three years) and with a bronze medal (limited edition of 1,000 pieces), both sewn from the finest alpaca plush. These will be followed in 2015 by the Teddy bear with a silver medal (limited edition of 1,000 pieces) and by the Teddy bear with a gold medal (limited edition of 1,000 pieces) in 2016, both fashioned from luxurious silk fabrics. All the bears feature a unique metallic-coloured cross-stitch on their noses that matches their commemorative medals. Why not join us in paying tribute to the heritage of Margarete Steiff with this rare and valuable collectible series?

British Collectors' Teddy bear 2015

Item no. 664731, 36 cm

with growler, made of finest mohair,
golden brown, 5-way jointed, surface
washable, limited edition of 2,000 pieces,
with gold-plated "Button in Ear"



Embracing tradition and timeless values our British Collectors' Teddy bear is nostalgia and sentimentality all wrapped up in a bear. He holds close and is extremely respectful of the Steiff history that he represents. Because he is born out of pure inspiration from the original Steiff Teddy bears from the early 1900's. And thus he cradles every ounce of magic, spirit, sentiment and romance that Richard Steiff gifted his bears over 100 years ago. His striking mohair is quite exceptionally produced and skilfully woven. His deep-set eyes bring a wealth of warmth, intelligence and never ending friendship. He is a Steiff gentlebear of yesteryear enjoying the delights of today. A bear that is immensely proud to join the celebrated series known as the "Jewell in the crown" of the collectors' world.

Jill Teddy bear

Item no. 664298, 15 cm

made of finest mohair, cream,
5-way jointed, surface washable,
limited edition of 2,000 pieces,
with gold-plated "Button in Ear"



Jill belongs to Jack
of the Spring
2014 collection



Though the "Jack and Jill" nursery rhyme was introduced in the 1700's, its appeal is timeless. And even though "Jack fell down and broke his crown and Jill came tumbling after," our version of Jill is anything but an afterthought. She's lovingly hand-stitched from cream-coloured mohair and features all the details that make Steiff creations so special. Jill Teddy bear wears an intricately handmade dress of red calico cotton with lace accents, finished with a red satin bow. Her black shoe-button eyes shine brightly and there's an endearing smile on her face. She's the perfect partner for Jack - make sure to purchase this pair as a set.

The Sound of Music

Item no. 682919, 31 cm

with melody "Sound of Music", made of finest mohair, white, 5-way jointed, surface washable, limited edition of 1,965 pieces, with gold-plated "Button in Ear"



It's hard to believe that it's been 50 years since the release of the ever-popular film "The Sound of Music." But 2015 marks the golden anniversary of this landmark production. To celebrate this special occasion, we're pleased to bring you "The Sound of Music" Teddy bear from Steiff. Sewn from alpine white mohair, the bear wears Maria's costume from the famous mountain-top opening scene. On her paw pad, the film's logo is embroidered in blue to match the bear's blue eyes. Naturally, we've added a music box that plays the film's legendary title song. Even though a half-century has passed, the hills are still alive with "The Sound of Music" from Steiff.

Tin Man

Item no. 682940, 30 cm

made of finest wool felt, grey,
5-way jointed, surface washable,
limited edition of 1,939 pieces,
with gold-plated "Button in Ear"



TM & © Turner Entertainment Co.



On her way to the Emerald City, Dorothy meets and befriends the Scarecrow who reveals he lacks a brain and desires above all else to have one; and the Cowardly Lion who admits to Dorothy he is indeed a coward and is in need of courage. Then the three befriend the tender Tin man after they find him rusted in the forest after being caught in the rain. They use his oil can to release him and he tells them of his desire for a heart. The three wonderfully colourful characters join Dorothy on an amazing adventure to ask the Wizard for their respective consciously declared qualities: brain, courage and heart. The Tin man, who, with or without a heart, is all along the most fellow feeling and emotional of Dorothy's companions. Just as the Scarecrow is the wisest and the Cowardly Lion the bravest. As part of our hugely successful series of "The Wizard of Oz" we are thrilled to present the tender hearted Tin Man who will add a very large spoonful of gentleness and endearment to any collection and bring this marvelous fantasy musical alive in your home to enjoy for always.

“Lost and Found” Teddy bear

Item no. 682889, 50 cm

with growler, made of finest mohair, beige, 5-way jointed, surface washable, with glass eyes, limited edition of 1,936 pieces, with gold-plated “Button in Ear”



In the late 1920's during the golden age of ocean travel, a young girl and her mother boarded a huge ocean liner from New York to Southampton for an Atlantic voyage. The little girl brought along her prized possession – a genuine Steiff Teddy bear. In the hustle and bustle of life on board, the little girl and her Teddy bear were accidentally separated. The girl and her mother looked everywhere, but the beloved Teddy bear was nowhere to be found. Day after day, they searched. Just when it seemed that the bear was gone forever, they were summoned to the “Lost and Found” office on the last day of the journey. There the little girl and her Steiff were joyfully reunited. New for 2015, Steiff brings this heart-warming true story to life with our “Lost and Found” Teddy bear, a faithful recreation of the original – right down to the “Lost and Found” tag tied to his arm. Sure to be a faithful companion, we're sure you'll want to keep him by your side forever.

Winnie the Pooh with Honey Pot ornament

Item no. 682933, 10 cm

made of finest mohair, blond, 5-way jointed,
surface washable, limited edition of 2,000
pieces, with gold-plated "Button in Ear"



© Disney
Based on the "Winnie the Pooh"
works by A.A. Milne and
E.H. Shepard.



Everyone knows that bears love honey. But no bear loves "hunny" more than Winnie the Pooh! Just in time for the holiday season, Steiff is pleased to present a very special ornament that's sure to be the crowning touch on your Christmas tree. A.A. Milne's Pooh is sewn from honey-coloured mohair (of course) and holds a resin "hunny" pot between his paws. The ornament hangs from your tree on a satin ribbon. It's the ideal holiday gift for young and old. No Christmas celebration would be complete without it!

Fleur Teddy bear

Item no. 677960, 26 cm

made of finest mohair, light green,
5-way jointed, surface washable,
limited edition of 1,500 pieces,
with gold-plated "Button in Ear"



"Come on Isabel, let's go shopping!..." Stylish Fleur is the next model in the range of Steiff Liberty bears. Fleur combines a flowery fabric in a fresh spring look with her light green, softly curled hair in the finest mohair and her pink, hand-embroidered nose are enhanced by the beautiful floral print, Danjo, from Liberty of London. The lovely pinks, red and green colourway beautify her a la mode bow and her foot pads. She radiates style and fashion and is extremely proud to wear her "Liberty London" label - her gold-plated "Button in Ear" distinguishes her as a genuine Steiff collector bear. Fleur follows Emeley, Violet and Isabel on the catwalk and is limited to 1,500 pieces.

Sakura Teddy bear 2015

Item no. 677915, 28 cm

made of finest mohair, pink,
5-way jointed, surface washable,
limited edition of 1,500 pieces,
with gold-plated "Button in Ear"



Welcome to Hanami, to the cherry blossom festival! When a sea of cherry blossoms delights the whole of Japan in April and May, the pink-coloured Sakura celebrates playfully under the trees with her friends. The 5-way jointed bear clad in the finest curly mohair has dressed festively: her left sole shows two embroidered cherry blossoms studded with six SWAROVSKI ELEMENTS, her right is stitched with "2015". In addition, she wears an antique rose coloured satin bow with picot edge and a gold-plated "Button in Ear." Bring spring into the house with your Sakura and celebrate with Sakura Hanami! She is the 2015 edition of the Steiff Flowers range.

Bosom Bunnies

Item no. 682858, 20 cm

made of finest mohair and high quality alpaca, yellow/white, standing, 5-way jointed, surface washable, limited edition of 1,500 pieces, with gold-plated "Button in Ear"



Everyone loves chocolate. And everyone will love our delightful Spring creation called "Bosom Bunnies." It's a traditional "Nicki"-styled Steiff bunny in sumptuous yellow/white mohair holding a cold cast resin "chocolate" bunny like the ones you remember from childhood. Perfect for every Easter basket and adorable in your year-round Steiff display. Makes a thoughtful heirloom gift or a prized addition to your collection. Love chocolate? Love Steiff? Then "Bosom Bunnies" is for you!

Humming Along

Item no. 682865, 30 cm

made of finest mohair, light brown,
5-way jointed, surface washable,
limited edition of 1,500 pieces,
with gold-plated "Button in Ear"



It's Springtime, and the air is humming with new life. The birds are singing, the flowers are blooming, and Steiff is introducing a delightful way to celebrate the arrival of the season. Presenting "Humming Along" - a fresh and fabulous addition to the Steiff collection for 2015. Sewn from unique light brown mohair, "Humming Along" is a gorgeous Teddy bear accented by an intricately handmade hummingbird and a pink organza ribbon. It's sure to put a smile on your face and a song in your heart.

Emilie Velvet Tabby

Item no. 682902, 11 cm

made of finest Trevira velvet,
grey/cream, sitting, surface washable,
limited edition of 1,500 pieces,
with gold-plated "Button in Ear"



We searched the famous Steiff archives in Giengen, Germany, for days before we found the vintage inspiration for our gorgeous new Tabby cat. With one look at the original, we knew we had found a piece that was ready to delight a new generation of Steiff enthusiasts. Made of luxurious Trevira velvet, Tabby is delicately stenciled and painted by hand. Around her neck, she wears a baby blue silken ribbon accented with a shiny brass bell. Like coveted originals from early last century, the ribbon is foil stamped in gold with the word "Steiff." Whether you're a cat fancier or a long-time Steiff enthusiast, you'll definitely want to add this special Tabby to your collection.

The Great American Teddy bear

Item no. 682612, 30 cm

with melody "The Star Spangled Banner",
made of finest mohair, russet,
5-way jointed, surface washable,
limited edition of 1,500 pieces,
with gold-plated "Button in Ear"



Although the world's first Teddy bear traces its roots to Giengen, Germany in 1902, this iconic toy definitely also has an American pedigree. As every arctophile knows, the Teddy bear was named after Theodore "Teddy" Roosevelt, the U.S. President who served from 1901 through 1909. As the legend goes, Roosevelt was on a hunting expedition to Mississippi when he refused to shoot a bear cub that had been captured for him to kill. Newspaper cartoons made "Teddy's bear" famous, and the rest is history! In honor of this beloved leader and his namesake, Steiff is pleased to present "The Great American Teddy bear," paying tribute to the Teddy's proud heritage. He wears a replica of an original T.R. campaign button, antiqued red, white, and blue ribbon, and is a "must-have" addition to every Steiff or Teddy bear collection.



Steiff

Club

FEEL WELCOME AMONG FRIENDS!

*This club has a lot to offer: you can enjoy many advantages
and the exchange with Steiff collectors.*

The Steiff Club is something really special: Here innumerable enchanting animals can meet people who have kept young at heart. The Steiff Club is unique, because here the pleasure in something special is tended and maintained with so much enthusiasm. Because the exchange of experience, personal memories and stories is so contagiously happy and alive. Yes, there is only one Club in the world where everything is all about Steiff animals.

Welcome to the Steiff Club! Become a club member now and enjoy great benefits!
Register online now at www.steiff.com

Achtung! Die nachfolgenden Produkte sind kein Spielzeug. Die Artikel sind ausschließlich für erwachsene Sammler bestimmt.
Caution! The following items are not a toy and are intended for adult collectors only.
Attention! Ces articles ne sont pas un jouet. Ils sont destinés exclusivement aux collectionneurs adultes.
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Attenzione: I prodotti raffigurati non sono giocattoli. Gli articoli sono esclusivamente destinati a collezionisti adulti.

1 Steiff Club edition 2015 Cherry

Item no. 421341, 33 cm

Exclusive for Steiff Club members.

made of finest mohair, russet, 5-way jointed,
surface washable, production limited to the year 2015,
with gold-plated "Button in Ear"



2 Steiff Club Annual gift 2015

Item no. 421358, 10 cm

This item is part of the membership.
It isn't available for sale.

made of finest mohair, brown tipped,
5-way jointed, surface washable, production limited
to the year 2015, with gold-plated "Button in Ear"



3 Event Teddy bear 2015 Bubi

Item no. 421334, 21 cm

This item is only available at Club Events.

made of finest mohair, antique olive green,
5-way jointed, surface washable, production limited
to the year 2015, with gold-plated "Button in Ear"





1

3

2



Steiff Club special edition 2015 Celebration

Item no. 421266, 31 cm
Exclusive for Steiff Club members.

with growler, made of finest mohair,
white, 5-way jointed, surface washable,
limited edition of 1,880 pieces,
with gold-plated "Button in Ear"



CLASSIC COLLECTION

Faithful companions in all walks of life.

He is experienced, clever and reliable. His humour and smile are contagious. His face radiates curiosity and enjoyment of life. It's always good to see him. And he knows all about big feelings: For him, friendship is not just a word – it's his greatest joy. And yours! Because a Steiff Teddy bear is convinced that friends should always be there for one another. With an open ear and a strong shoulder to lean on. Friends share worries and sorrow. Friends share friends – to duplicate friendship. Friends make life brighter, more intense and richer: That's why it's a Steiff Teddy bear's greatest joy to be a friend and faithful companion to his owner. Friends for life? Something self-evident for your Steiff Teddy bear. And something for you to really enjoy.



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SLOT MACHINE

JACKPOT ON ALL 7 AND BAR COMBOS



PLAY
BIG



WIN
BIG

MONY



Stieff
Made in
Germany



Stieff

Stieff
Original
Made in
Germany

Stieff



Matti Teddy bear

Item no. 000287, 25 cm

made of high quality alpaca, cream,
5-way jointed, surface washable



Adoni Teddy bear

Item no. 039379, 27 cm

made of high quality alpaca,
grey/white, 5-way jointed,
surface washable



Frederic Teddy bear

Item no. 000478, 42 cm

with growler, made of finest mohair,
caramel tipped, 5-way jointed,
surface washable



Benny Teddy bear

Item no. 026959, 32 cm

made of finest mohair, light blond,
5-way jointed, surface washable





Classic Teddy bear

Item no. 000546, 36 cm

made of finest mohair, light blond,
5-way jointed, surface washable



Classic Teddy bear

Item no. 000867, 25 cm

made of finest mohair, brass,
5-way jointed, surface washable



Classic Teddy bear

Item no. 027000, 30 cm

with growler, made of high quality alpaca, white, 5-way jointed, surface washable



Ladybird

Item no. 032790, 7 cm

made of finest mohair, red/black, surface washable



Piccy blue tit

Item no. 033360, 10 cm

made of finest mohair, yellow/blue/white,
standing, surface washable



Hansi parakeet

Item no. 033490, 12 cm

made of finest Trevira velvet, green,
standing, surface washable

Keyring Mini Teddy bear

Item no. 039355, 10 cm

made of finest mohair, blond,
5-way jointed, surface washable



Fabian, the love messenger Teddy bear

Item no. 000164, 27 cm

made of finest mohair, white,
5-way jointed, surface washable



Mini Teddy bear champagne bottle

Item no. 028908, 10 cm

made of finest mohair, brown,
5-way jointed, surface washable



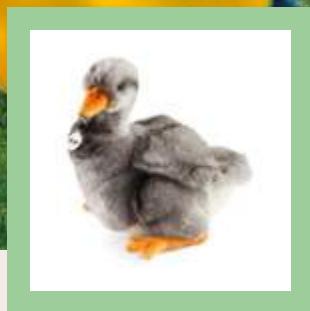
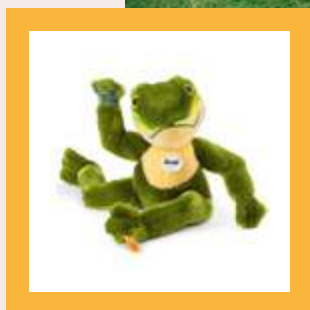
Mini Teddy bear heart

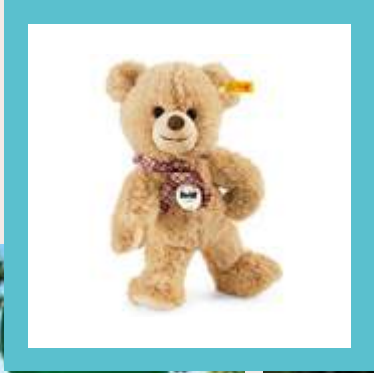
Item no. 028915, 10 cm

made of finest mohair, pale pink,
5-way jointed, surface washable



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Steiff

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