



PICCA
LOULOU

SPRING/SUMMER 2023



PICCA LOULOU

The Picca Loulou collection is designed and manufactured by Bon Ton Toys. An Amsterdam based plush company, on a mission to bring children happiness.

All Picca Loulou items are designed with love, made of the finest materials & contain 100% recycled PET filling.

All Picca Loulou items are manufactured according to the highest standards when it comes to sustainable and ethical production.



BON TON TOYS 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.

With almost 90 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 BON TON TOYS MANUFACTURING STANDARDS

 LOCAL DONATION	 HAND MADE	 100% RECYCLED PET FILLING
 ETHICAL PRODUCTION	 ENVIRONMENTAL FRIENDLY	 DURABLE PLUSH
 ICTI ETHICAL TOY PROGRAM	 DER BLAUER ENGEL	 GLOBAL RECYCLED STANDARD

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

**We know we've still got a long way to go,
but we're enjoying every step of the way**



PICCA LOULOU

Picca Loulou parties are the best!

In a magical world, not far from ours,
live the wise and happy creatures
of Picca Loulou.

Together with their beloved friend Moon,
they bring joy and happiness to children
all around. The colourful characters
are designed to stimulate your
little one's creativity and imagination
and every item will cheer up any room.

Sweet stories lie as a foundation
for the high quality craftsmanship
of the Picca Loulou collection.
Made of sustainable and natural materials
and wrapped up in the prettiest giftboxes,
they are a one-of-a-kind gift.



PICCA LOULOU

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New

The Organic Cotton Cuties

A brand new category for Picca Loulou;
Organic Cotton Cuties!

The knitted, handmade, plush toys are
made from 100% organic cotton and all
have 100% recycled PET filling.

Which one is your favourite?

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Elephant Elliot

And his lovely leotard

Elephant Elliot

25 cm - 10"

25.215.072 IC 4 • OC 12



Zebra Ziggy

25 cm - 10"

25.215.073 IC 4 • OC 12



Squirrel Susan

And her amazing apron

Squirrel Susan

20 cm - 8"

25.215.070 IC 4 • OC 12



Super Cathy

25 cm - 10"

25.215.071 IC 4 • OC 12



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Meet Patricia Poodle

And her beautiful
blow-out!



Patricia Poodle
25 cm - 10"
25.215.063 IC 4 • OC 12



Francis Frog
20 cm - 8"
25.215.060 IC 4 • OC 12



Super Doug
20 cm - 8"
25.215.061 IC 4 • OC 12



Swan Susie
28 cm - 10"
25.215.046 IC 4 • OC 12



Goose Gretchen
20 cm - 8"
25.215.018 IC 4 • OC 12



Duck Davey
17 cm - 7"
25.040.030 IC 4 • OC 12





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Mermaid Pearl
22 cm - 8.5"
25.215.024 IC 4 • OC 12

“My tail is super quick!
I can go everywhere,
anytime.
And I love that, because
that way I’m always the
first to get there!”



Mermaid Isla
22 cm - 8.5"
25.215.023 IC 4 • OC 12



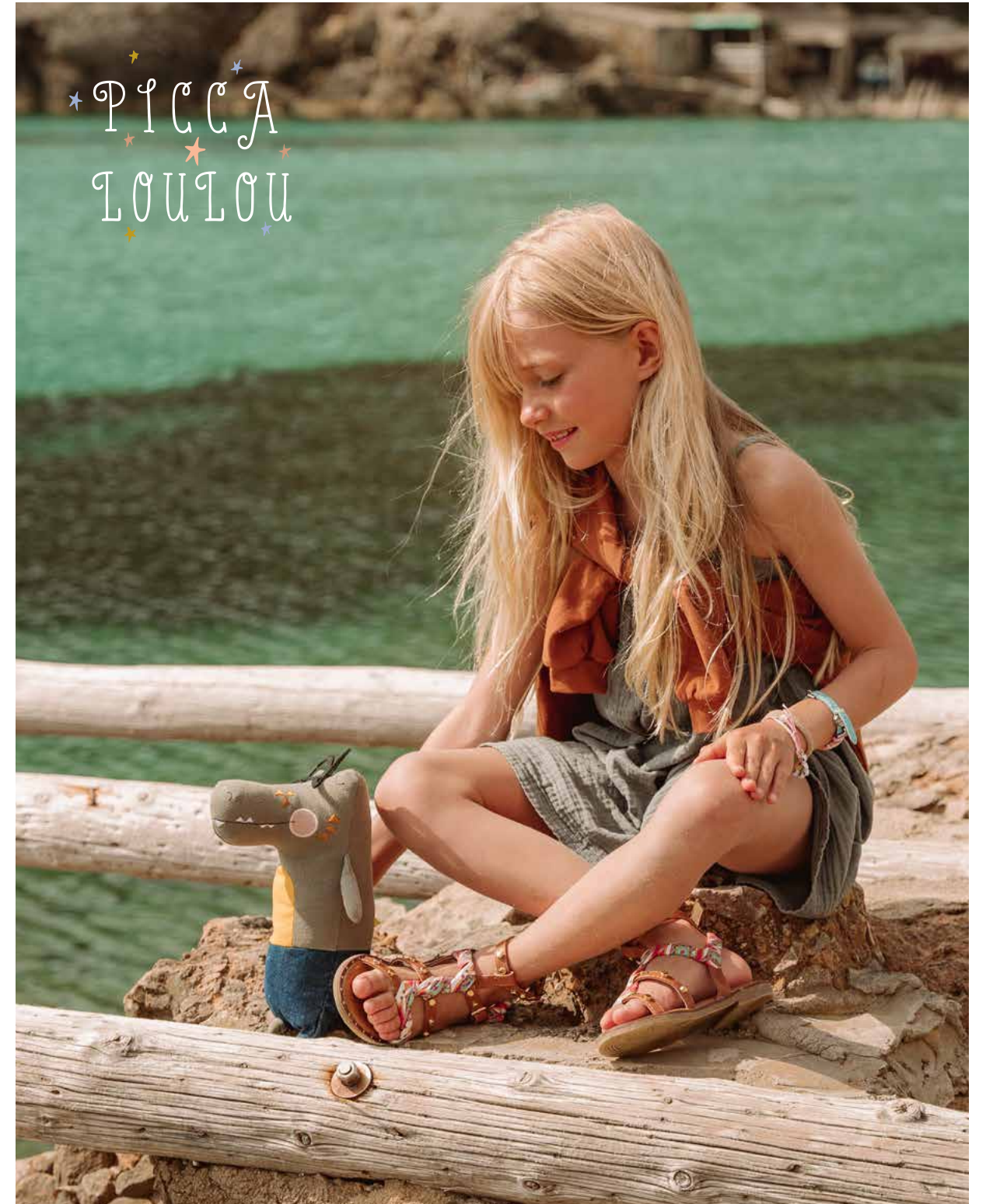
Hippo Hilary
23 cm - 9"
25.215.037 IC 4 • OC 12

“Oh don’t worry! No one needs to be afraid of me.
I always wear glasses because honestly, I can’t see anything without it.

When I put my glasses on,
I just think everyone is so lovely.”



Alligator Alfred
24 cm - 9.5"
25.215.052 IC 4 • OC 12



Oyster Twins



Oyster Twin Soft Pink
30 cm - 12"
25.215.048 IC 4 • OC 12

“My sister and I make the most beautiful pearls, big and small ones.

And pearls make the prettiest necklaces!

We give them to all our friends.”



Oyster Twin Baby Blue
12 cm - 5"
25.215.047 IC 4 • OC 12



Swan Susie Purse Cream
15 cm - 6"
25.040.037 IC 4 • OC 12



Oyster Twin Necklace in giftbox
6 cm - 2,5"
25.040.036 IC 4 • OC 12

Check out page 67 for giftboxes!



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Cat Kitty
33 cm - 13"
25.215.035 IC 4 • OC 12



Doll Day
35 cm - 14"
25.215.029 IC 4 • OC 12

Cat Kitty
And her
daisy diadem



Piggy Ali
23 cm - 9"
25.215.038 IC 4 • OC 12

Bear Beau
And his
raggedy ruff



Bear Beau
20 cm - 8"
25.215.016 IC 4 • OC 12



Raccoon Ritchie

And his tiny tail.
Ha! Not.



Raccoon Ritchie grey
23 cm - 9"
25.215.053 IC 4 • OC 12



Snail Sandy beige
18 cm - 7"
25.215.056 IC 4 • OC 12



Fox Fiorella
23 cm - 9"
25.215.050 IC 4 • OC 12



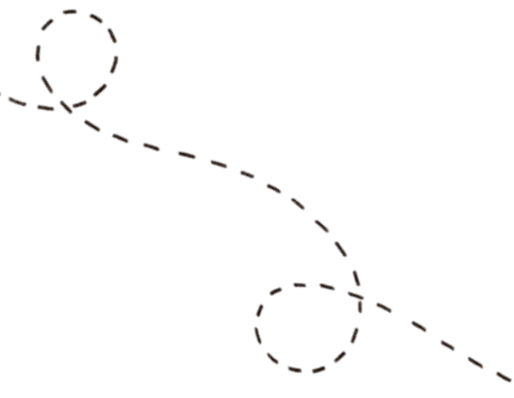
Giraffe Danny
30 cm - 12"
25.215.039 IC 4 • OC 12



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Fairy Felicity
35 cm - 14"
25.215.021 IC 4 • OC 12



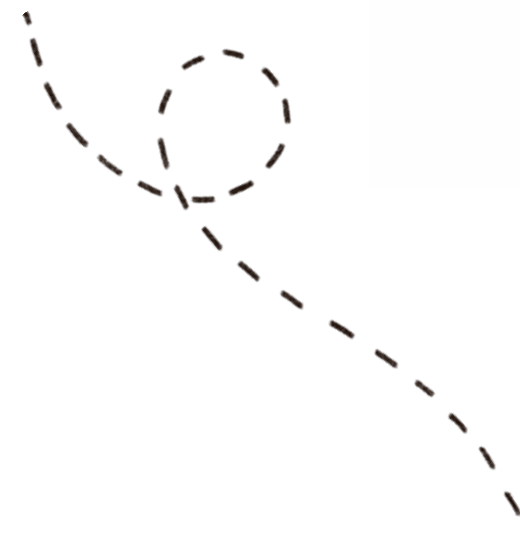
Fairy Celeste
35 cm - 14"
25.215.022 IC 4 • OC 12

Fairy Dolores

And her Lucky Lily



Fairy Dolores
35cm - 14"
25.215.049 IC 4 • OC 12





Fairy Mathilda
55 cm - 22"
25.215.028 IC 4 • OC 12



Fairy Mathilda Necklace in giftbox
10 cm - 3,5"
25.040.035 IC 4 • OC 12

Check out
page 67
for giftboxes!



Fairy Mathilda
35 cm - 14"
25.215.020 IC 4 • OC 12



Fairy Féline
35 cm - 14"
25.215.025 IC 4 • OC 12



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**“I have funny little wings,
they do exactly what they want. I like that.**

**Sometimes I’m afraid to sit way up in a
high tree, but then my wings take me
there anyway.**

**And then I’m no longer scared,
because going down
isn’t scary at all”**



Fairy Féline in giftbox
11 cm - 4”
25.215.026 IC 4 • OC 72



Fairy Mathilda in giftbox
11 cm - 4”
25.215.027 IC 4 • OC 72

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100% RECYCLED PET FILLING



Mr. Crab
Claude Christophe
in gift box
30 cm - 12"
25.215.014 IC 4 • OC 12

“Every morning when I look
in the mirror I tell myself:
Claude Christophe, my boy,
how absolutely great is
your moustache!”

100% RECYCLED PET FILLING



Whale Wendy in gift box
21 cm - 8"
25.215.013 IC 4 • OC 12

Rabbit Robin Pink in gift box
18 cm - 7"
25.215.002 IC 4 • OC 12



Elephant Eleonor in gift box
18 cm - 7"
25.215.008 IC 4 • OC 12



Horse Henry in gift box
20 cm - 8"
25.215.040 IC 4 • OC 12

Horse Henry

And his
blazing saddle



Lion Louie in gift box
18 cm - 7"
25.215.012 IC 4 • OC 12

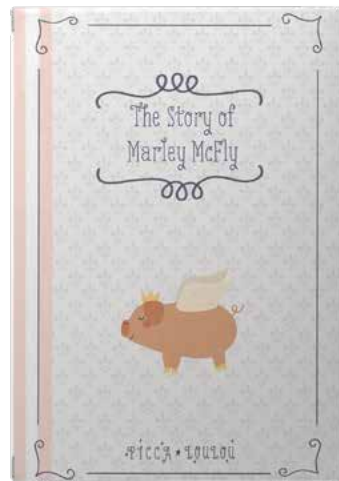


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Marley McFly Pig in giftbox
20 cm - 8"
25.215.035 IC 4 • OC 12

“When pigs
can fly..!”



Lion Louie in gift box
18 cm - 7"
25.215.012 IC 4 • OC 12

Lion Louie

And his
magical manes!



Llama Lily in gift box
27 cm - 11"
25.215.010 IC 4 • OC 12



Powerfluff Becky Butterfly in gift box
18 cm - 7"
25.215.065 IC 4 • OC 12



Powerfluff Michael Moth in gift box
18 cm - 7"
25.215.066 IC 4 • OC 12



Powerfluff Bey Bee in gift box
18 cm - 7"
25.215.064 IC 4 • OC 12



**New
rattles!**

Or maybe a snack for
Robin Rabbit... ?





12CM



Mushroom Misha Burgundy in box
12 cm - 5"
25.221.001 IC 4 • OC 48

Carrot Carol Orange in box
12 cm - 5"
25.221.002 IC 4 • OC 48

Pumpkin Penelope Yellow in box
12 cm - 5"
25.221.003 IC 4 • OC 48



10CM



10CM



Mini Rattle assortment in display
10 cm - 4"
25.215.034 IC 16 • OC 48

RATTLES



Mini Squeaker assortment in display
12 cm - 5"
25.215.045 IC 16 • OC 48

SQUEAKERS

Wall decoration



Bear Beau Head Cream
32 cm - 13"
25.040.031 IC 4 • OC 12



Rabbit Robin Head Grey
32 cm - 13"
25.040.032 IC 4 • OC 12

NEW
32CM







Cloud Corduroy White with stars
 34 cm - 13"
 25.040.005 IC 4 • OC 12



Cloud Corduroy Steel Blue with stars
 34 cm - 13"
 25.215.051 IC 4 • OC 12



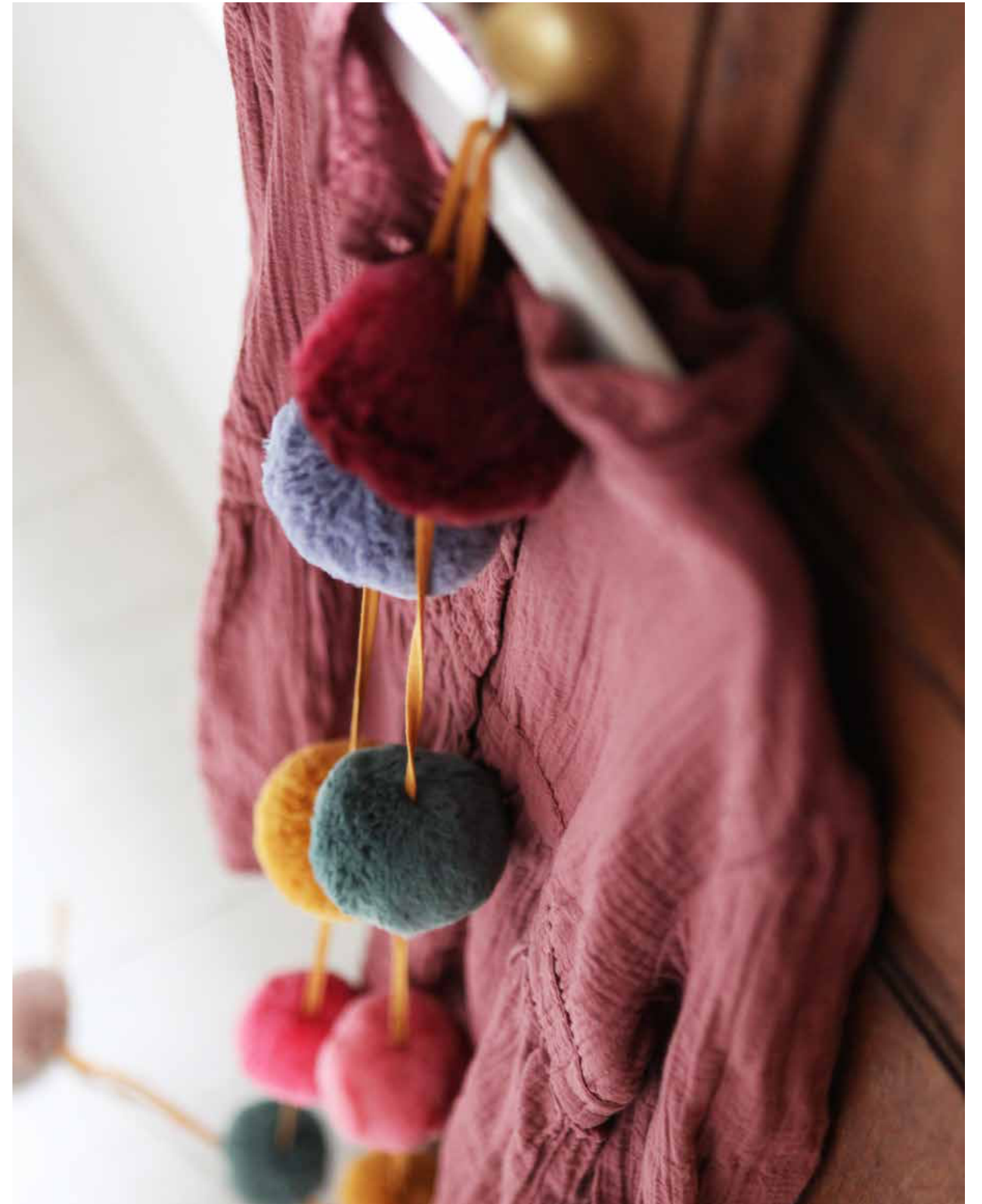
**Don't
 forget to go
 to bed
 before Moon
 does!**

Moon Yellow with stars
 45 cm - 18"
 25.040.015 IC 4 • OC 12

100% RECYCLED PET FILLING



The Gorgeous Garland with bag
300 cm - 118"
25.040.020 IC 4 • OC 12



100% RECYCLED PET FILLING

Accessorize

with your favourite character



15CM



Swan Susie Purse Cream
15 cm - 6"
25.040.037 IC 4 • OC 12

100% RECYCLED PET FILLING



10CM



Fairy Mathilda Necklace in giftbox
10 cm - 3,5"
25.040.035 IC 4 • OC 12



10CM



Oyster Twin Necklace in giftbox
6 cm - 2,5"
25.040.036 IC 4 • OC 12



The Crown Mustard
one size fits all / with bag
25.040.022 IC 4 • OC 12