

### **THE VERSATILE WORLD OF HABA DOLLS – PLAYTIME FUN WITH LONG TRADITION**

**Bad Rodach, November 2023.** In addition to high-quality wooden toys, HABA's unique range of dolls has been making children's eyes light up for decades. Thanks to a large selection of different characters, there is a suitable playmate for every child - whether cheeky and wild or calm and dreamy. The doll family is constantly growing with new creations of cuddly everyday friends - naturally including the high quality standards that HABA has always stood for.



#### **From a unique design idea to the HABA doll that still inspires today**

It all started over 30 years ago with Paul and Paula. The very first HABA dolls were carved from a very special wood and were the starting signal for a doll family that has been growing ever since. Over the years, HABA has repeatedly revised and developed its range of dolls until the range was finally switched to the popular textile dolls with their very own cut. These loyal play friends accompany children day after day as they discover and explore the world and are always by their side: "Light, soft rag dolls are both a cuddly friend and a comforter." Jan-David Freund (PhD in psychology and Head of Intellectual Products at HABA)



The cuddly soft dolls with great attention to detail serve as loyal companions in every situation - whether for talking, cuddling or playing. A special feature is the friendly face, which reflects the loving illustrations of the HABA toy world. The chenille hair is stretchy and can take a beating. It can also be easily combed or styled with the hands and is even washable. All this ensures the unmistakable HABA look and that little ones will enjoy their everyday friend for a long time. Lots of happy playtime moments are guaranteed!

### **Doll production with lots of HABA heart and soul**

HABA pays attention to every detail during production. The dolls are constantly being optimized and adapted to fashion trends and current social images. There are currently over 200 different doll characters. When designing the little everyday friends, HABA tries to do justice to every child. This is a particular concern of designer Ines Frömlert.

**"Different skin, hair and eye colors, boys and girls or sometimes with glasses - everyone will find their favorite doll at HABA."**

### **Playing becomes an adventure with Soley**

One of the new play friends who have moved into the doll range is adventurous Soley. Just like her doll parents, she loves to romp around outside and always wants to experience something exciting. Her practical outfit with Velcro fastener and her sewn-on shoes are ideal for this, as everything stays in place and clothes can be changed quickly - for carefree playtime fun!

**[Puppe Soley, 30 cm, 1306949001, ab 18 Monaten, Stoffpuppe, UVP 32,99€](#)**





### Sporty addition to the HABA doll range

**Blondie Nick** is a real sporting ace! He loves to spend his time swimming and playing soccer - there's never a dull moment with him! His bright blue eyes and fluffy hair make him particularly adorable. Of course, he is also equipped with easily changeable Velcro clothing and sewn-on shoes - so the next soccer tournament is guaranteed!

**Puppe Nick, 30 cm, 1302843001, ab 18 Monaten, Stoffpuppe, UVP 24,99€**

### The angelic cuddly friends now have another protector

The cute guardian angel dolls have also grown. Lunis is now looking after the little ones. His handy size makes him a loyal companion for discovering the world from day one.

**Minipuppe Schutzengel Lunis, 17 cm, 1307195001, ab 0 Jahren, Stoffpuppe, UVP 17,99€**



**Psst:** The cuddly guardian angel dolls are also a great gift idea for a birth.

To prevent boredom in the doll's closet, the HABA range also offers a wide variety of changeable clothes, so that the dolls are perfectly dressed for every situation - whether casual jogging style or rain outfit.

### More exciting items from the HABA doll range:



**Puppe Lian, 30 cm**

Stoffpuppe,  
1306528001,  
ab 18 Monaten,  
UVP 24,99€



**NEU: Puppe Ava, 30 cm**

Stoffpuppe,  
1307196001,  
ab 18 Monaten,  
UVP 32,99€



**Puppenkleiderset  
Homewear, 32 cm**

1306961001,  
ab 18 Monaten,  
UVP 14,99€



**Puppenkleiderset  
Schutzengel, 30 cm**

1306962001,  
ab 18 Monaten,  
UVP 14,99€



**Schutzengel Finja, 20 cm**

Stoffpuppe,  
1304103001,  
ab 0 Jahren,  
UVP 22,99€



**Minipuppe Schutzengel  
Nora, 17 cm**

Stoffpuppe,  
1306785001,  
ab 0 Jahren,  
UVP 17,99€



**Minipuppe Schutzengel  
Mara, 17 cm**

Stoffpuppe,  
1306784001,  
ab 0 Jahren,  
UVP 17,99€



**Schutzengel Frido, 20 cm**

Stoffpuppe,  
1304104001,  
ab 0 Jahren,  
UVP 22,99€



### **About HABA**

HABA has made it its mission to bring joy to children. At the same time, children also develop abilities such as social skills, fine motor skills, and communication skills. HABA products allow children to develop at an age-appropriate level and without pressure. HABA accompanies babies and toddlers in all their individual developmental stages with high-quality toys. The Terra Kids outdoor products make adventures and excursions in nature twice as much fun. With HABA games, fun for young and old is guaranteed. HABA supports children and their families. Every day. From the very start. For a lifetime.

### **About the HABA FAMILYGROUP**

For over 80 years, the HABA FAMILYGROUP has been enriching families and institutions with high-quality products in the core areas of family life, playing, education, movement, clothing, and furniture. Under its umbrella, it unites the well-known brands HABA and HABA Pro. The HABA FAMILYGROUP, based in Bad Rodach, has been family owned since its establishment in 1938 by Eugen Habermaass.

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