

# Lottie™

Be bold, be brave, BE YOU!



2015 Collection



# Lottie

Lottie and her friend Finn are all about enjoying their childhood, living life to the full and seeking adventure around every corner. They live on Branksea Island, which is only 1.5 miles long and 0.5 miles wide, but it has castles and caves, beaches and piers, trees to climb and fields to play in. They both love the outdoors, and together with their friends, they are always on adventures, having fun and solving mysteries.

Branksea Island is based on the real life Brownsea Island in Dorset, England, where the founder of the Scouting movement, Lieutenant-General Baden-Powell, held the first Scout camp in 1909. It's a magical place full of history and adventure and is currently owned by the UK conservation charity, the National Trust. Brownsea Island's key features include Branksea Castle and a nature reserve.

AS SEEN IN

The New York Times **theguardian**



Daily Mail



BRANKSEA

## Lottie

### 8 THINGS you may not know about Lottie!



**CHILD-LIKE BODY** #1  
based on the realistic proportions of a 9 year old girl

**AGE APPROPRIATE** #2  
Lottie doesn't wear make-up, high-heels or jewellery

**RELATABLE #JUST LIKE ME** #4  
Lottie represents all the positive, different facets of childhood, without limitation

**ETHNICALLY DIVERSE** #3  
A diverse range of skin, hair and eye colours

**TACTILE FABRIC & HAIR** #5  
Lottie's hair is made from premium quality Saran and her clothing is composed of tactile fabric

**STANDS ON HER OWN TWO FEET** #6

**18cm TALL** #7  
very cute and portable

**AWARD WINNING** #8  
Lottie has won 21 international awards

**ACTUAL SIZE!**  
18cm



**SCHOOL DAYS** LT058

**Includes:**

- A navy pinafore
- White shirt
- Bow tie
- Socks
- Navy Mary Jane shoes
- A pair of glasses
- A striped red and white scarf
- A cute cat-themed school bag
- 10 special collector cards featuring leadership tips for girls



**KITE FLYER** LT064

**Includes:**

- Cargo shorts
- A star-themed long sleeve t-shirt
- Puffer jacket
- Sneakers
- A diamond-shaped kite



**MUDDY PUDDLES** LT055

**Includes:**

- Yellow hooded raincoat with blue striped lining
- Rain boots
- A long sleeved t-shirt
- Corduroy shorts
- Striped leggings



**ROCKABILLY** LT051

**Includes:**

- A vintage-style Varsity jacket featuring the 'Be Bold Be Brave Be You' print on the back
- A long sleeved t-shirt
- A fun tutu skirt
- Sneakers
- Striped leggings
- A cute bow hairband
- A pair of retro-style cat's eye glasses





## PONY CLUB LT054



### Includes:

- Riding jodphurs
- Tweed-style formal riding jacket
- Shirt and tie
- Boots
- Riding helmet
- Seren the Welsh Mountain Pony wears a saddle, bridle, shirups and numnah (a saddle pad that acts as a protective cushion between the pony and the saddle)



In collaboration with



## STARGAZER LT052

Gold Collection

### Includes:

- Dark blue velvet bomber jacket
- Ceise-coloured dungarees
- A long sleeve t-shirt with pale blue arms
- Spotty scarf
- A brown hat
- Sturdy brown boots
- Telescope and tripod
- Solar system collector cards
- Notable women in astronomy additional sheet



In collaboration with



## FOSSIL HUNTER LT053

Gold Collection

### Includes:

- Olive coloured gilet puffa vest
- Turquoise blue polo shirt with an ammonite shell design print
- Cargo shorts
- Orange and white stripe socks
- Sturdy boots
- Baseball cap
- A rucksack
- Fossil hunting tools (magnifying glass, trowel and geology hammer)
- Four ammonite fossils
- Special collector cards about the British female fossil hunter Mary Anning
- Notable women in palaeontology additional sheet



NEW FOR 2015



**PERFECT PARTNER**  
 Pony Flag Race Accessory Set  
 & Shells  
 Hot Wheels  
 Mountain Pony  
 page 12-13

## PONY FLAG RACE LT001

**Includes:**

- Riding jodphurs
- Polo shirt with removable pony themed velcro patch
- Boots
- Puffer gilet vest
- Riding helmet



**PERFECT PARTNER**  
 Biscuit the Beagle  
 Accessory Set  
 page 12

## AUTUMN LEAVES LT002

**Includes:**

- Duffel coat
- Scarf
- Hat
- Boots
- Long sleeved t-shirt with a removable patch
- Corduroy skirt
- Striped leggings



**PERFECT PARTNER**  
 Picnic Accessory Set  
 page 12

## ENGLISH COUNTRY GARDEN LT005

**Includes:**

- Pink twill dress edged with fresh green cotton
- Removable strawberry and olive patches
- Knee high socks
- Red Mary Jane shoes



## BRANKSEA FESTIVAL LT006

**Includes:**

- Polka dot waifos
- Striped leggings
- Fur waistcoat
- Pink corduroy shorts
- Blue t-shirt with a removable patch
- Flower headband
- Neon orange satchel bag



## SNOW QUEEN LT003

**Includes:**

- A magnificent ice blue and frosty white gown
- A furry wrap
- A pair of blue ballet flats
- An evening bag
- A silver sparkly mask



## SPRING CELEBRATION BALLET LT004

**Includes:**

- Special ballet costume comprising a 3-layer tutu
- Sequin leotard
- A pair of ballet slippers
- A drawstring shoe bag



## KAWAII KARATE LT026

**Includes:**

- Karate gi (Karate training uniform consisting of jacket, trousers)
- A white belt (obi)
- Rising sun headband
- Yellow obi
- Protective headgear
- Karate techniques collector cards



## PANDORA'S BOX LT027

**Includes:**

- Duffel coat with pink polka dot lining
- Pink corduroy dress with removable Persian cat patch and edged with blue stripes
- Striped tights
- Brown and pink edged boots
- Cat hat
- Cat's eyes glasses

**PERFECT PARTNER**  
 Pandora the Persian cat  
 Accessory Set  
 page 12



## BUTTERFLY PROTECTOR LT026

**Includes:**

- Polka dotted green and white caterpillar boots
- Orange striped socks
- Pink and purple jacket
- Orange corduroy shorts
- Pink t-shirt with a removable butterfly patch
- Cap with butterfly motif
- Butterfly net
- 4 butterflies
- A pair of binoculars
- Butterfly life cycle collector cards



## PIRATE QUEEN LT030

**Includes:**

- Orange and white striped long sleeve top with removable skull and crossbones patch
- Pale blue waistcoat with black felt and button contrast detail
- Brown corduroy shorts
- Green sash
- Cream tights
- Pirate boots with buckle
- Black Pirate Hat
- A cutlass sword
- Grace O' Malley collector cards



## LIGHTHOUSE KEEPER LT029

**Includes:**

- Nautical blazer
- Beret with red bow trim
- Blue and white striped Breton top with removable anchor design patch
- Blue corduroy skirt
- Tights
- Navy Mary Jane shoes
- An anchor-themed white corduroy bag
- Red polka scarf



## ROBOT GIRL LT031

**Includes:**

- Detailed atomic hoodie
- Long sleeved robot t-shirt
- Denim jeans
- Sneakers
- Cap
- A pair of glasses



## RAISING THE BAR LT036

**Includes:**

- Gymnastics leotard
- Competition number
- Gold winner's medal
- Tracksuit pants



## GIRLS UNITED LT038

**Includes:**

- Shorts
- Shirt
- Socks
- Boots
- Football



## RASPBERRY RIPPLE LT040

**Includes:**

- Raspberry ripple sundress
- Ice cream swirl tote bag
- Raspberry pink ballet flats



## SWEET DREAMS LT037

**Includes:**

- All-in-one pyjamas
- Dressing gown robe
- Pink fleece slippers



## BODY BOARDER LT039

**Includes:**

- Wetsuit
- Mask and snorkel
- Bucket
- Spade
- Body board



## BLUE VELVET LT044

**Includes:**

- Silver sparkly cardigan
- Blue velvet-style dress with purple ribbon sash
- White tights
- Sparkly silver ballet flats

Lottie

**SUPER LOTTIE** LT056**Includes:**

- A metallic all-in-one suit with a belt
- A pink and gold metallic cape
- A sparkly gold mask
- A fabulous pair of winged boots

## Accessories

**PICNIC SET** LT010**Includes:**

- Picnic blanket
- Picnic basket
- 2 plates
- 2 strawberry cupcakes

**PONY FLAG RACE ACCESSORY SET** LT024**Includes:**

- Fleece jumper for Lottie
- Trophy
- Riding hat cover
- Three rosettes

NEW  
2015**GONE FISHING** LT062**Includes:**

- Cargo shorts
- A long sleeved shark-themed t-shirt
- Deck shoes
- A fishing rod and fish

**BISCUIT THE BEAGLE** LT011**Includes:**

- Dressable Biscuit the Beagle dog figure
- Dog bag for Lottie to carry Biscuit in
- Leash
- Outfit
- Dog bed
- Bone
- Drinking bowl

**PANDORA THE PERSIAN CAT** LT032**Includes:**

- Pandora the Persian cat
- Cat bed
- Tin of cat food
- Cat toy
- Box of dried food
- Milk bowl

NEW  
2015**PIRATE QUEEN ACCESSORY SET** LT033**Includes:**

- Treasure chest
- Pesos de ocho silver coins
- Pirate ag
- Treasure map

**SCOOTER ACCESSORY SET** LT061**Includes:**

- Scooter
- Helmet
- Ramp
- Stickers to decorate the ramp and scooter

**SEREN THE WELSH MOUNTAIN PONY** LT021**Includes:**

- Saddle
- Bridle
- Stirrups
- Numnah (a saddle pad that acts as a protective cushion between the pony and the saddle)

NEW  
2015**BUSY LIZZIE THE ROBOT** LT034**Includes:**

- Busy Lizzie the robot
- 1 extra pair of robot arms
- 1 hairpiece
- 1 frying pan
- 1 spatula
- 1 extra pair of shoes
- 1 sheet of transparent stickers

**HAIR CARE ACCESSORY SET** LT045**Includes:**

- Hairbrush
- Bag
- 2 pink over bands
- 2 lilac over bands
- 10 blue elastic bands

NEW  
2015

## Make Lottie stand out in your store

The range of POS displays available can help boost sales and Lottie's brand recognition.



160 cm / 6.3' Tall

57cm / 23"

39cm / 15.5"

34cm / 14.5"

**LOTIE COUNTER DISPLAY**  
LTD47  
Display holds 12 dolls

**LOTIE HEADER BOARD**  
POS000

**LOTIE SHELF TALKER**  
POS002

**LOTIE SHELF STRIP (PACK OF 5)**  
POS001

55cm / 22" Wide

38cm / 15.25" Deep

**FLOOR DISPLAY**  
LTD46  
Display holds 36 Lottie dolls,  
6 Ponies & 18 accessory sets





5 Oppenheim Toy  
Portfolio  
Platinum Best  
toy Awards



Scholastic Parent  
and Child Gold  
Star Toy 2014



Neighbourhood  
Toy Stores of  
Canada 2013  
Gold Star Award



Creative Child  
Magazine  
Awards 2012  
Preferred  
Choice Award



“ I have two daughters and have been searching for ages for a doll just like Lottie. A doll my daughters can relate to rather than an impossible image they feel they must live up to. So refreshing! When I read your description about the doll standing on her own two feet, I nearly swooned. The release of this product is just so timely! Thank you for making something so necessary and so cute. (Often difficult to combine those two things.) ”

--- Megan Donley  
aka MeginProgress.com

“ We love those dolls and they are by far our biggest seller in the girls department. Almost the biggest seller overall for us! ”

--- What's in The Bag? Toys and Gifts  
Kissimmee, Florida, USA

Lottie

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