



Soft Cuddly Friends and more

2023





2023 SOFT CUDDLY FRIENDS AND MORE COLLECTION

Steiff's growing "Soft Cuddly Friends" collection of luxury plush toys at family-friendly prices is a hit with kids, parents, and retailers everywhere.

This new concept in play is just the latest innovation from the company that invented the world's first soft toy in 1880 and the Teddy bear in 1902.

In 2023, this unique assortment of lovable Teddy bears and adorable animals is even cuter and cuddlier than ever before.

What makes the "Soft Cuddly Friends" so special?

Indescribably soft: Premium fabrics you'll have to feel to believe.

Imaginatively designed: Modern colors and styles that are always on-trend.

Surprisingly affordable: Virtually every item priced under \$40.

Instantly recognizable: Featuring more than a dozen popular Disney licensed characters.

Individually handmade: Skilled artisans make every item by hand in accordance with Steiff's strict quality standards.

Rigorously tested: Meets and exceeds international safety standards for all ages, from 0 up.

Exceptionally durable: Sewn with high density seams allowing for years, if not generations, of creative play.

Amazingly convenient: All items are fully machine washable.

Unmistakably "Steiff": Featuring the famous "Button in Ear" quality trademark.

Licensed Products

COLLECTION



New

1. Disney Marie White

EAN 024658
9 inches | 24 cm

New

2. Disney Simba Cream and Brown

EAN 024665
10 inches | 26 cm

New

6. Disney Jointed Winnie the Pooh Blonde

EAN 024573
11 inches | 29 cm

7

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

8

8. Disney Tigger Orange and Beige

EAN 024535
12 inches | 30 cm

3. Disney Minnie Mouse* Multicoloured

EAN 024511
12 inches | 31 cm

4. Disney Mickey Mouse* Multicoloured

EAN 024498
12 inches | 31 cm

2

9

9. Disney Dumbo Light Blue

EAN 024559
12 inches | 30 cm

10. Disney Eeyore Grey & Blue

EAN 024603
10 inches | 25 cm

10

New

5. Disney Thumper Cream and White

EAN 024627
12 inches | 21 cm

New

11. Disney Bambi Brown and Tan

EAN 024689
12 inches | 21 cm

12

New

12. Disney Lady Tan and Cream

EAN 024610
9 inches | 24 cm

13. Disney Baloo Blue and Grey

EAN 024542
12 inches | 31 cm

13

*Only available in Europe (excluding Italy and Spain), USA and Asia (excluding China and Taiwan).

Teddy Bears

COLLECTION



1

New

1. Jimmy Teddy Bear (Happy Birthday) Brown
EAN 114069
14 inches | 35 cm

New

3. Jimmy Teddy Bear (Love) White
EAN 113833
12 inches | 30 cm



3



2

2. Thommy Teddy Bear Vanilla
M: EAN 113598
12 inches | 30 cm
L: EAN 113635
16 inches | 40 cm



4

4. Thommy Teddy Bear Caramel
M: EAN 113642
12 inches | 30 cm
L: EAN 113659
16 inches | 40 cm

New

5. Jimmy Teddy Bear (Christmas) Brown
EAN 113239
12 inches | 30 cm



5

7. Mila Teddy Bear Vanilla
EAN 113970
12 inches | 30 cm

8. Ben Teddy Bear Beige
EAN 113963
12 inches | 30 cm



7

8

New

6. Ben Teddy Bear Beige
XL: EAN 114045
21 inches | 54 cm



6

Teddy Bears

COLLECTION



9

9.
Honey Teddy Bear
Grey

S: EAN 113413
8 inches | 18 cm

M: EAN 113420
11 inches | 28 cm

L: EAN 113437
15 inches | 38 cm

XL: EAN 113482
19 inches | 48 cm

12.
Jimmy Teddy Bear
Light Brown

M: EAN 113505
12 inches | 30 cm

L: EAN 113512
16 inches | 40 cm



12

10.
Thommy Teddy Bear
Caramel

EAN 067174
8 inches | 20 cm



10



11

11.
Thommy Teddy Bear
Vanilla

EAN 067167
8 inches | 20 cm



13

13.
Bella Teddy Bear
Russet Brown

M: EAN 113840
12 inches | 30 cm

L: EAN 113857
16 inches | 40 cm

14.
Jimmy Teddy Bear
Light Brown

XL: EAN 067181
22 inches | 56 cm



15

15.
Bearzy Teddy Bear
Beige

EAN 241536
11 inches | 28 cm

16.
Bearzy Teddy Bear
Grey

EAN 241543
11 inches | 28 cm



14



16

Teddy Bears

COLLECTION

New

18.
Dragon Hoodie
Zodiac Teddy Bear
Green and Yellow

EAN 113284
11 inches | 32 cm

17.
Elmar Teddy Bear
Golden Brown

EAN 022456
12 inches | 32 cm

17



22



23



23.
Jimmy with Suitcase
Golden Brown

EAN 113918
10 inches | 25 cm

New

22.
Cosy Year Bear 2024
Brown

EAN 113864
13 inches | 34 cm

24



24.
Mila Teddy Bear in Suitcase
Vanilla

EAN 114038
8 inches | 21 cm

25



25.
Ben Teddy Bear in Blue
Suitcase
Beige

EAN 114021
8 inches | 21 cm

New

19.
Rabbit Hoodie
Zodiac Teddy Bear
White and Pink

EAN 114052
11 inches | 30 cm

New

20.
Tiger Hoodie
Zodiac Teddy Bear
Orange and Black

EAN 113161
11 inches | 31 cm

21



21.
Heavenly Hugs Benno Teddy Bear
Stuffed with Memory Foam
Cream

S: EAN 113710
11 inches | 29 cm

M: EAN 113727
16 inches | 42 cm

19



18



20



Pets & Farm Animals

COLLECTION

1.
Lita Lamb
White & Taupe
S: EAN 073946
8 inches | 20 cm
M: EAN 073427
12 inches | 30 cm
L: EAN 067099
18 inches | 45 cm



1

3.
Pilla Duckling
Yellow
EAN 073335
6 inches | 15 cm



3

4.
Hoppie Rabbit
Light Grey
S: EAN 080463
7 inches | 19 cm
M: EAN 080470
11 inches | 28 cm
L: EAN 080487
15 inches | 38 cm
XL: EAN 080913
19 inches | 48 cm



4

2.
Cassie Cat
Ice Blue
EAN 067051
10 inches | 26 cm



2

5.
Cassie Cat
Red-Blonde
EAN 099182
10 inches | 26 cm



5

New

6.
Gola Standing Horse
Cream
EAN 074318
11 inches | 27 cm



6

New

7.
Gola Dangling Horse
Cream
EAN 074349
7 inches | 19 cm



7

8.
Berno Golden Doodle
Beige
S: EAN 099175
10 inches | 26 cm
M: EAN 067075
14 inches | 36 cm



8

9.
Piko Pig
Pink
EAN 063978
11 inches | 28 cm



9

10.
Peppi Puppy
Brown & Creme
EAN 083594
11 inches | 28 cm



10

Pets & Farm Animals

COLLECTION

11.
Bernie Husky
Grey and White

EAN 104985
7 inches | 17 cm

New

12.
Cobb Cow
White and Black

EAN 067853
9 inches | 24 cm



11



15

15.
Snuffy Dog
Rust & White

EAN 067082
11 inches | 27 cm

16.
Leandro Llama
Creme

S: EAN 069444
7 inches · 19 cm

M: EAN 069543
11 inches | 29 cm



16



12

13.
Pipsy Chick
Yellow

EAN 073892
6 inches | 15 cm



13

17.
Hoppie Rabbit with T-Shirt
Grey

EAN 080975
10 inches | 26 cm

18.
Dinkie Donkey
Grey & Blue

S: EAN 073922
8 inches | 20 cm

M: EAN 073748
12 inches | 30 cm



17

19.
Hoppie Rabbit with Suitcase
Grey

EAN 080968
10 inches | 26 cm



19

14.
Tilda Rabbit
Pink

EAN 080623
12 inches | 30 cm



14



18



Field and Forest

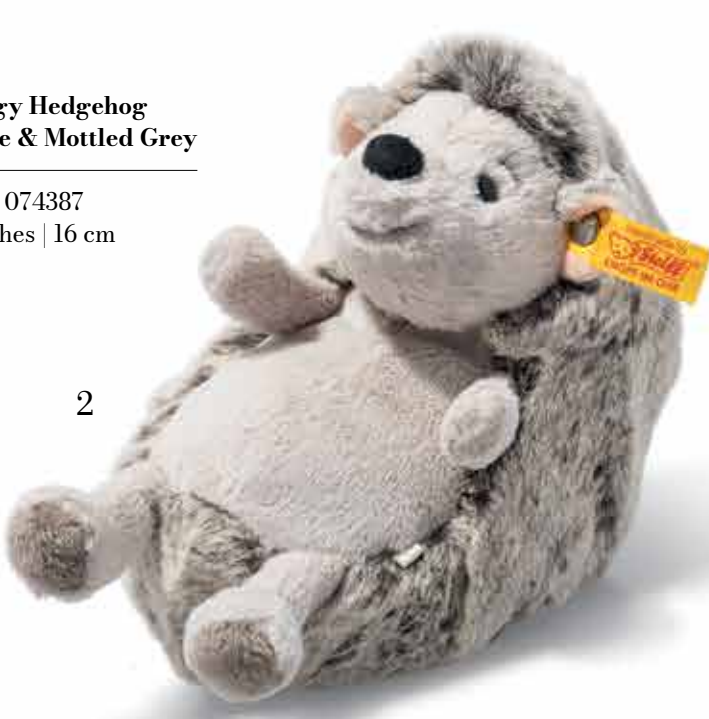
COLLECTION



1

New
1. Phil Squirrel
Creme and
Reddish Brown
EAN 045172
8 inches | 20 cm

New
2. Hedgy Hedgehog
Beige & Mottled Grey
EAN 074387
6 inches | 16 cm



2



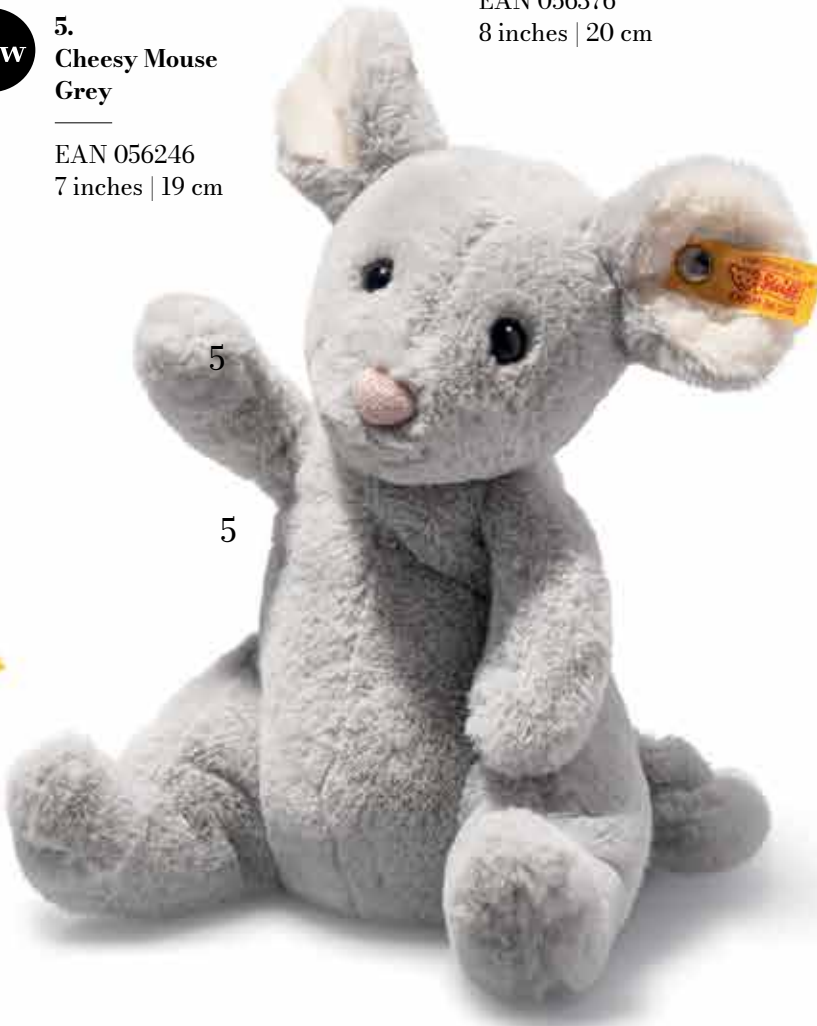
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3. Mia Mouse
Grey
EAN 056376
8 inches | 20 cm



4

New
5. Cheesy Mouse
Grey
EAN 056246
7 inches | 19 cm



5

5

4. Joggi Hedgehog
Mottled Brown
EAN 070792
6 inches | 16 cm



6

6. Piff Mouse
Grey
EAN 056222
4 inches | 13 cm

Dinosaurs and Dragon

COLLECTION

1.
Samu Dragon
Green and Blue

EAN 067105
11 inches | 28 cm



New

2.
Joshi Baby T-Rex
Green and Blue

EAN 067242
6 inches | 16 cm



2

4.
Spott Stegosaurus
Green & Blue

EAN 087813
11 inches | 28 cm



4

5.
Dixi Triceratops
Blue

EAN 087806
11 inches | 27 cm



5

3.
Thaisen T-Rex
Grey

EAN 067136
18 inches | 45 cm



3



6

6.
Thaisen T-Rex
Blue

EAN 067129
14 inches | 35 cm



7

7.
Bronko Brontosaurus
Orange & Blue

EAN 087837
11 inches | 28 cm

Unicorns

COLLECTION



1

1.
Unica Unicorn Standing
White

M: EAN 067662
11 inches | 28 cm

L: EAN 067648
14 inches | 35 cm



2

2.
Unica Unicorn Dangling
White

S: EAN 067655
8 inches | 20 cm

M: EAN 067679
11 inches | 27 cm



Wild Animals

COLLECTION



1

New

3. Toni Tiger
Beige and Brown

EAN 067600
12 inches | 30 cm



2

1. Bingo Monkey
Beige

S: EAN 060274
8 inches | 20 cm

M: EAN 060298
12 inches | 30 cm

2. Brownie Monkey
Light Brown

EAN 060304
12 inches | 30 cm



4

4. Bodo Monkey
Brown

M: EAN 060427
12 inches | 30 cm

L: EAN 060441
16 inches | 40 cm



3

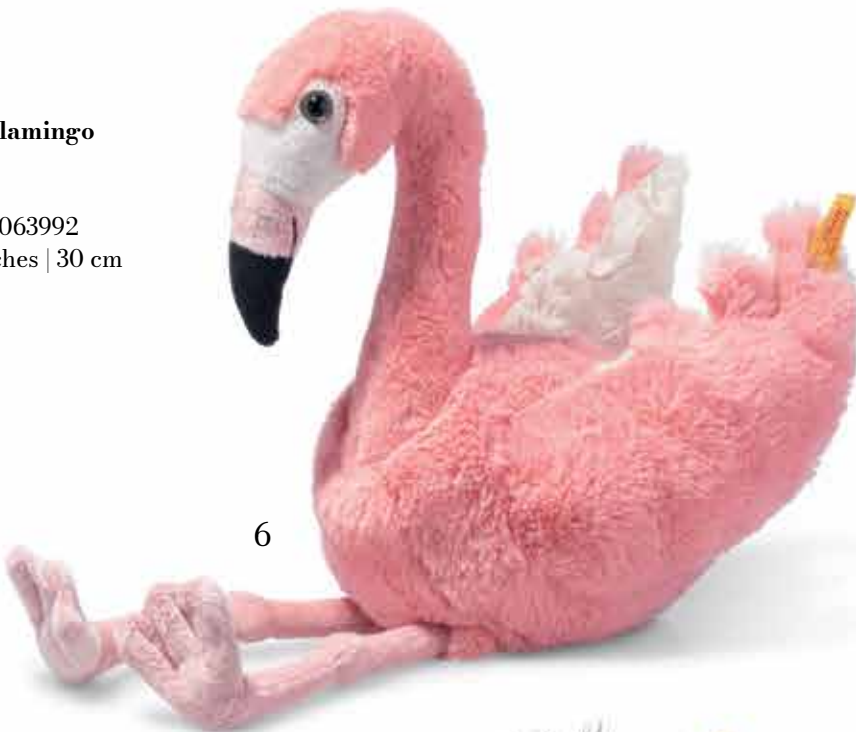


5

New

5. Benji Red Panda
Red

EAN 075537
11 inches | 28 cm



6

New

6. Jill Flamingo
Pink

EAN 063992
12 inches | 30 cm



7

7. Zora Zebra
White & Black Striped

EAN 069109
12 inches | 30 cm



8

8. Elna Elephant
Light Grey

EAN 064074
10 inches | 28 cm

Wild Animals

COLLECTION



9

9.
Liam Lion
Golden Blonde

EAN 065699
10 inches | 25 cm

New

10.
Gina Giraffe
Spotted & Light Brown

S: EAN 068201
9 inches | 23 cm

M: EAN 067631
11 inches | 25 cm



10



11

11.
Nils Koala
Grey and White

EAN 067587
12 inches | 30 cm



12

12.
Toni Tiger
Striped

EAN 066139
12 inches | 30 cm



14

13.
Ming Panda
Black/White

EAN 075650
11 inches | 27 cm

14.
Nobby Hippo
Grey

EAN 045646
11 inches | 28 cm



13

15.
Ella Elephant
Grey

EAN 064982
12 inches | 30 cm



15

Sea Life

COLLECTION



1

**1.
Ockto Octopus
Turquoise**
EAN 063770
11 inches | 27 cm



3

**3.
Curby Crab
Multi-Colored**
EAN 069147
9 inches | 22 cm



4

**4.
Tuggy Tortoise
Green**
EAN 063855
11 inches | 27 cm



2

**2.
Tory Blue Whale
Blue & White**
EAN 063831
11 inches | 28 cm

Arctic Animals

COLLECTION



5

**5.
Lasse Polar Bear
White**
S: EAN 062629
7 inches | 18 cm
M: EAN 062636
11 inches | 28 cm



6

**6.
Paule Penguin
Blue & Grey**
S: EAN 063923
6 inches | 14 cm
M: EAN 063930
9 inches | 22 cm



7

**7.
Aro Howler
White**
EAN 063886
8 inches | 20 cm



8

**8.
Aila Seal
Ice Blue**
EAN 063916
16 inches | 40 cm



Baby Toys

COLLECTION



1

1.
**My First Steiff
Teddy Bear
Blue**

EAN 242144
10 inches | 26 cm

2.
**My First Steiff
Teddy Bear
Pink**

EAN 242137
10 inches | 26 cm



2

6.
**My First Steiff
Teddy Bear
Golden Blonde**

EAN 242120
10 inches | 26 cm



3

3.
**My First Steiff
Hoppie Rabbit
Creme**

EAN 242342
10 inches | 26 cm

4.
**My First Steiff
Hoppie Rabbit
Pale Blue**

EAN 242335
10 inches | 26 cm

5.
**My First Steiff
Hoppie Rabbit
Pale Pink**

EAN 242359
10 inches | 26 cm



4



5



6

Baby Toys

COLLECTION



8.
**Jimmy Teddy Bear
Baby Music Box
Golden Blonde**

EAN 242458
10 inches | 26 cm

9.
**Jimmy Teddy Bear
Baby Plush Toy
Golden Blonde**

EAN 242274
8 inches | 20 cm



7.
**Jimmy Teddy Bear
Baby Comforter
Golden Blonde**

EAN 242281
10 inches | 26 cm



9



10



12

New

10.
**My First Steiff
Ellie Elephant Music Box
Grey**

EAN 242731
10 inches | 25 cm

New

11.
**My First Steiff
Ellie Elephant Comforter
Grey**

EAN 242724
10 inches | 26 cm

New

12.
**My First Steiff
Ellie Elephant
Grey**

EAN 242717
9 inches | 24 cm



11

Baby Toys

COLLECTION

13.
Lita Baby Lamb Music Box
Creme

EAN 242472
10 inches | 26 cm



13

15.
Lita Baby Lamb Comforter
Creme

EAN 242311
10 inches | 26 cm



15

14.
Lita Baby Lamb Plush Toy
Creme

EAN 242304
8 inches | 20 cm



14



18

18.
Hoppie Baby Bunny Comforter
Grey

EAN 242250
10 inches | 26 cm



16

16.
Hoppie Baby Music Box
Pale Grey

EAN 242465
10 inches | 26 cm



17

19.
Hoppie Baby Rabbit Plush Toy
Pale Grey

EAN 242243
8 inches | 20 cm



19

Baby Toys

COLLECTION



20.
Dinkie Donkey Music Box
Light and Dark Grey

EAN 242496
10 inches | 26 cm



21.
Dinkie Donkey Comforter
Light and Dark Grey

EAN 242502
10 inches | 26 cm



22.
Dinkie Donkey Plush Toy
Light and Dark Grey

EAN 242489
8 inches | 20 cm



23.
Ollie Owl Music Box
Rosé Brown

EAN 241840
8 inches | 21 cm



24.
Ollie Owl
Rosé Brown

25.
Ollie Owl Comforter
Rosé Brown

EAN 241833
9 inches | 23 cm

EAN 241857
10 inches | 26 cm

Baby Toys

COLLECTION

New

25.
Ball Musical Toy
Multi Colored

EAN 242182
5 inches | 13 cm



25



Little Floppies

COLLECTION



1



1.
Trampill Elephant
Grey

EAN 242656
8 inches | 20 cm

2



2.
Linda Lamb
White

EAN 242601
8 inches | 20 cm

3.
Lumpi Dog
Tan

EAN 242595
8 inches | 20 cm

4.
Hoppel Rabbit
White

EAN 242694
8 inches | 20 cm

3



4



Gentle Giants

COLLECTION



1.
**Leo Lion
Blonde**
EAN 064135
18 inches | 45 cm



3.
**Starly Dangling Unicorn
White**
XL: EAN 015090
28 inches | 70 cm



2.
**Studio Flaps Penguin
Black/White/Grey**
XL: EAN 075711
27 inches | 70 cm



New
5.
**Flaps Penguin
Black/White/Grey**
XL: EAN 075728
24 inches | 60 cm



4.
**XL Leo Lion
Blonde**
EAN 065170
26 inches | 65 cm

Rocking Animals

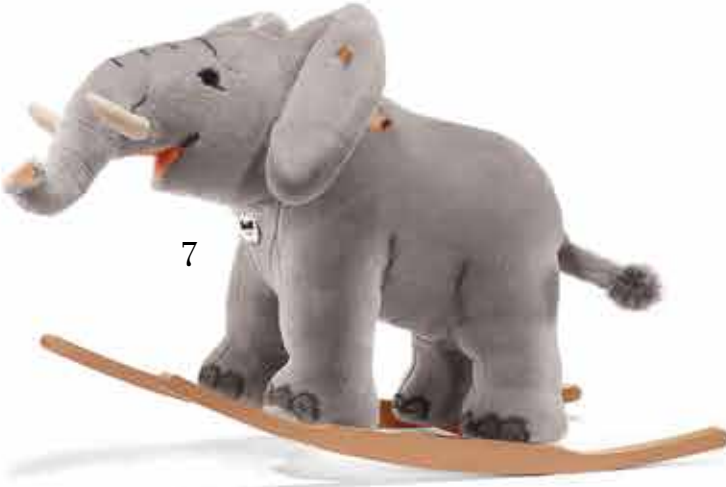
COLLECTION



6.
**Leo Rocking Lion
Golden Blonde**
XL: EAN 048982
28 inches | 70 cm



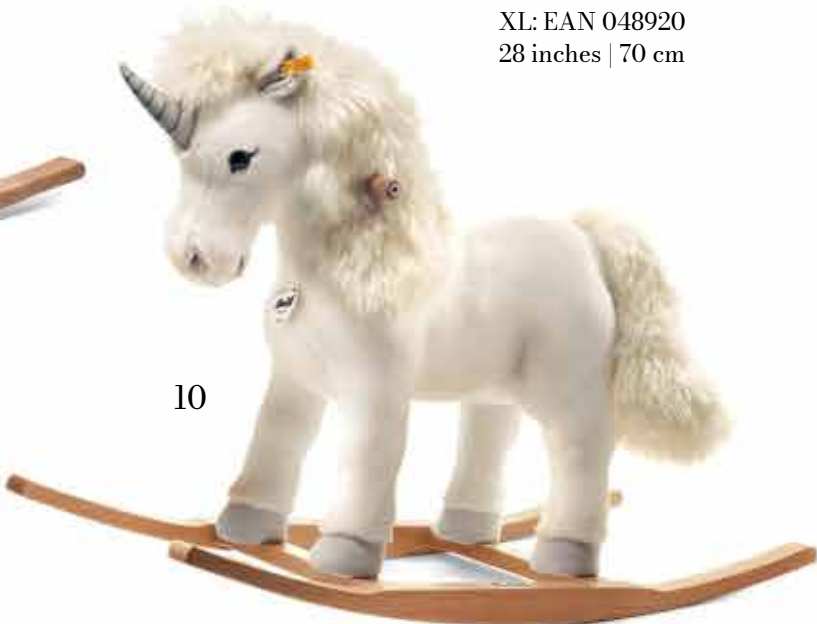
8.
**Franzi Rocking Pony
Blond**
XL: EAN 048906
28 inches | 70 cm



7.
**Trampili Rocking Elephant
Grey**
XL: EAN 048944
28 inches | 70 cm



9.
**Urs Rocking Bear
Brown-tipped**
XL: EAN 048920
28 inches | 70 cm



10.
**Starly Rocking Unicorn
White**
XL: EAN 048913
28 inches | 70 cm

A friend
forever.



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