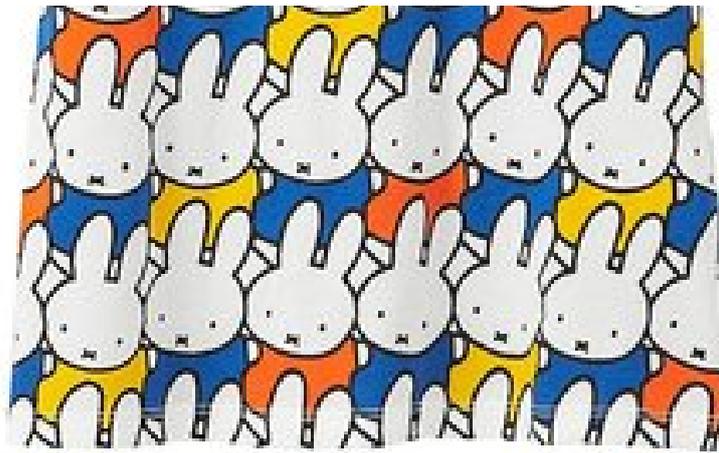


# Miffy collaboration with UNIQLO

Second range launched







Following last year's successful MiffyX UNIQLO collaboration, a new range of colourful girls' T-shirts featuring Dick Bruna's iconic bunny character has launched for spring/summer 2016 throughout UNIQLO branches nationwide and online via [www.uniqlo.com/uk](http://www.uniqlo.com/uk).

As with the first collection, this new range combines Dick Bruna's signature black outlines and contrasting primary colours with UNIQLO's contemporary approach to clothing design. Miffy's silhouette - instantly recognisable to so many parents and children worldwide - is featured throughout. The result is an eye-catching collection which includes Girl's UT Collection (UNIQLO T-shirts): for ages 3+, priced £7.90.







Miffy was “born” on 21 June 1955, when Dutch artist Dick Bruna, now retired, first drew the character to entertain his young son whilst on a rainy seaside holiday in Holland. The series of picture books which followed used simple illustrations and rhyming text to explore the universal experiences of childhood, immediately earning Bruna international critical acclaim as an author and artist.

More than 60 years later, the Miffy books have sold more than 85 million copies, and are currently published in more than 50 languages. Merchandise is sold across five continents, there are several musicals, a new TV series on Tiny Pop, plus a recent Miffy movie.

#### ABOUT MIFFY 2016

This is the UK Official Online Press Office for Miffy

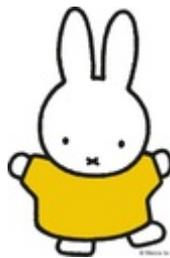
Dutch artist, Dick Bruna created the classic children's character, Miffy, in 1955 whilst on a rainy seaside holiday in North Holland. A little bunny kept hopping around the garden of his holiday home - he sketched it by day and at night Dick Bruna made up stories about it to entertain his one year old son. That bunny later became Miffy.

More than 60 years later, there are 33 storybooks about Miffy, which have sold over 85 million copies and are translated in more than 50 languages. Now published in the UK by Simon and Schuster, 16 Miffy storybooks have been refreshed for a modern British audience by award winning poet, Tony Mitton and are available from all good bookshops.

There is Miffy merchandise sold across 5 continents, a new TV series and a movie. Celebrations for Miffy's anniversary will take place worldwide throughout 2015.

The publishing and international rights to Miffy are managed by Mercis bv in Amsterdam.

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Miffy 2016newsroom