

New Miff-Tee From Miffy

Available from miffyshop.co.uk, priced from £11.99



Celebrate Miffy's 60th birthday with this new Miffy-wear, available from miffyshop.co.uk, priced at **£11.99** for kids and ranging from **£12.99 - £19.99** for adults!

The top showcases the iconic features of Dick Bruna's classic children's character, Miffy. The simple white and black colourway celebrates 60 years of one of the most identifiable – and sweetest – bunnies ever created.

The ladies Miffy tank top is available in: S, M, L, XL, and 2XL each priced at £12.99.

The ladies Miffy top is available in: S, M, L, XL, and 2XL each priced at £17.99.

The kids Miffy top is available in: XS, S, M, L and XL each priced at £11.99.

All of the Miffy tops are 100% cotton.

Miffy is celebrating 60 years in 2015.

ABOUT MIFFY'S 60TH ANNIVERSARY

This is the UK Official Online Press Office for Miffy's 60th Anniversary.

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.

60 years later, there are 32 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.



Miffy's 60th Anniversarypressroom