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[www.merrythought.com](http://www.merrythought.com)



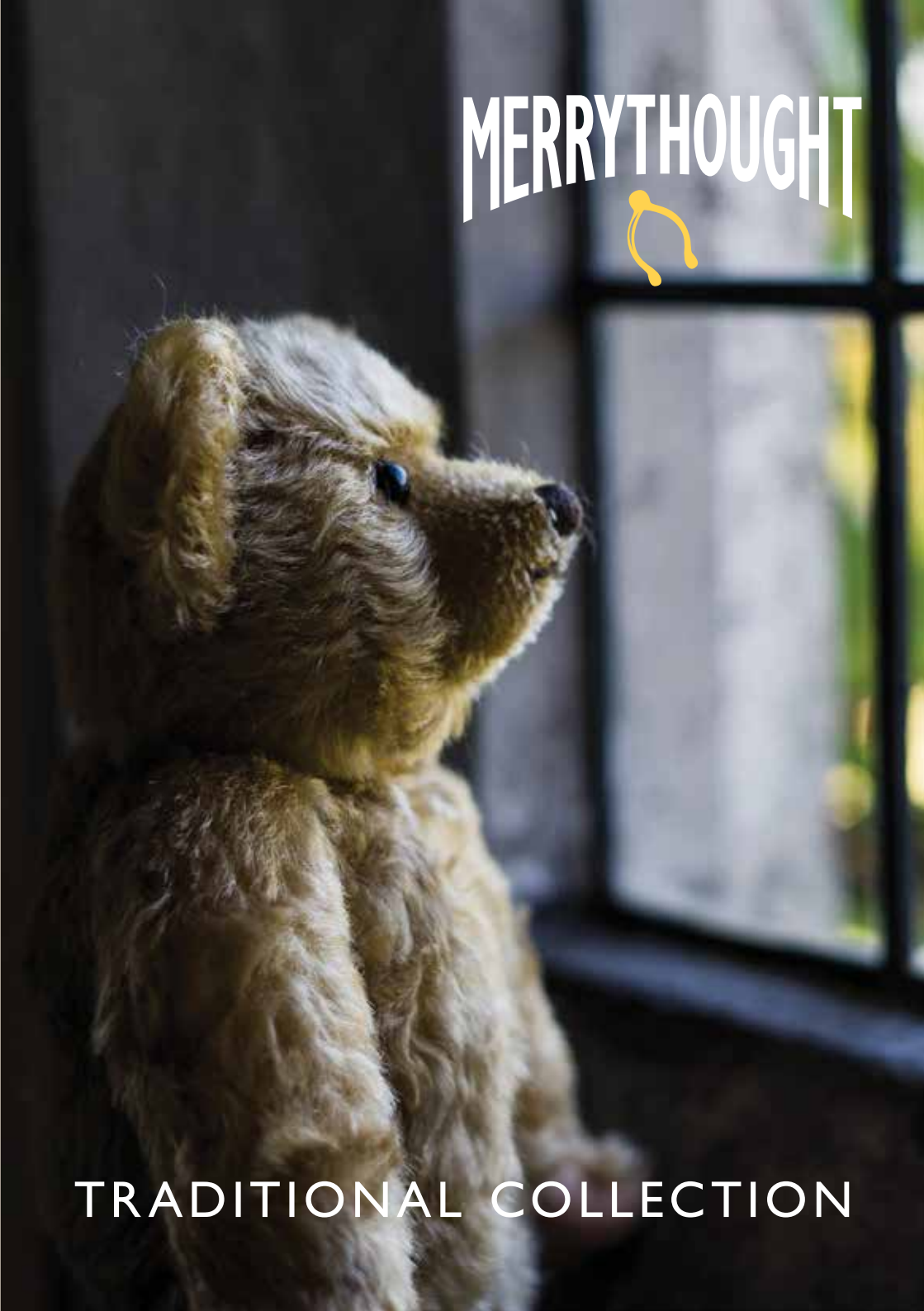
#merrythoughtbears

Made in England  
Est. 1930

# MERRYTHOUGHT



## TRADITIONAL COLLECTION





# Four generations of the finest teddy bears

The story of Merrythought began in 1930, when Gordon Holmes, owner of a mohair spinning mill in Yorkshire, recognised an opportunity to make beautiful soft toys from this special fleece. His wish was to create the very finest teddy bears that would be cherished by children and adults for years to come.

Gordon discovered a beautiful brick foundry building in the heart of Shropshire, and with the help of a small team of skilled local seamstresses, Merrythought was born. The original workshop remains our home to this day; an enchanting place where each soft toy is expertly brought to life using luxury materials and traditional craftsmanship that has been handed down the four generations of our family business.

Only soft toys of the highest quality are allowed to carry the trusted Merrythought label. We therefore ensure the utmost care and attention to detail in everything that we do, right down to the hand-embroidered nose and delightful smile that makes each teddy bear so unique.

A Merrythought is not just a teddy bear, but an exquisite piece of British heritage and a loyal companion through life.







# Hand-making the perfect teddy bear

At Merrythought we source only premium materials to lovingly create our teddy bears. The best quality mohair or alpaca plush is selected and neatly cut to each soft toy's unique set of patterns, many of which are based on original templates from the earliest years. Incorporating other natural fabrics, such as wool felt and cotton, the pieces are expertly worked with traditional needle and thread to form each part of the bear.

The eyes, legs, arms and joints are skilfully sewn and assembled by hand, gradually creating the recognisable characteristics of the Merrythought bear. Taking time to fill the toy to an optimum weight, it is then ready for the finishing touches; a carefully hand-embroidered nose and smile, a thorough brush and trim, and a neatly tied ribbon bow.

As a signature of quality, our exceptional soft toys are finished with a prestigious stamp of approval – the famous Merrythought gold-and-black label stitched to the right paw. The teddy bear is then ready to start its journey as a lifelong friend, continuing the magical Merrythought story for another generation.

Each soft toy in this collection is presented in a pure cotton drawstring bag, to help keep them clean and dust-free.

All have fully-jointed arms, head and legs and are partly bean filled.

Sizes are approximate.

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## London Gold

London Gold is an iconic Merrythought character, and the ultimate first teddy bear to be treasured for years to come. Expertly hand-crafted from velvety soft golden mohair, with milk chocolate wool felt paws, this bear is a true classic. A simple scarlet satin bow is the perfect accompaniment.

Available in a variety of sizes.

GM10LG 10"

GM14LG 14"

GM16LG 16"

GM16LGG 16" with internal 'growl'

GM16LGM 16" with 'Brahms Lullaby' music box

GM18LG 18"

GM21LG 21"

• Mohair • Wool felt







## Shrewsbury

With a sweet smile and truly timeless design, Shrewsbury is a teddy bear for all the family to enjoy. Handmade from the softest golden mohair, with chestnut-brown pure wool felt paws and a satin ribbon in British racing green, he rivals 'London Gold' as Merrythought's most popular traditional bear.

Available in a variety of sizes.

SHR10SY 10"

SHR12SY 12"

SHR14SY 14"

SHR14SYG 14" with internal 'growl'

• Mohair • Wool felt





## London Curly Gold

This charming traditional teddy bear has similar broad appeal to his cousin, London Gold. Based on the same distinctive patterns, and featuring light gold distressed mohair and a warm smile, London Curly Gold is the ideal companion for all ages. Oak-brown wool felt paws and a royal-blue satin bow complete his exquisite design.

Available in a variety of sizes.

GMI0CG 10"

GMI4CG 14"

GMI6CG 16"

GMI6CGG 16" with internal 'growl'

GMI6CGM 16" with 'Brahms Lullaby' music box

GMI8CG 18"

GM21CG 21"

• Mohair • Wool felt







## Chester

Chester is an enchanting character made from curly cloud-grey mohair, and featuring light stone wool felt paws. A short-trimmed muzzle shows off this teddy bear's broad and friendly smile, while tufty ears and a plump tummy ensure he is irresistibly tactile. A blackberry satin bow beautifully finishes his look.

Available in two sizes.

SNN10CR 10"  
SNN12CR 12"

• Mohair • Wool felt





## Traditional Cheeky

Cheeky is a distinctive style of bear, well-loved and collected across the globe. Based on the original 1950s patterns, this classic version is made from velvety-soft golden mohair and features carefully handstitched 'claws' on his pure wool felt paws. As a signature of an original Merrythought Cheeky Bear, he features a jingle bell in each ear, and is simply accessorised with a pastel-blue satin ribbon.

GT10TC 10"

• Mohair • Wool felt • Cotton velvet



## Antique Panda

Crafted from rich cream and black mohair, Merrythought's much-admired panda is a timeless character with a particularly appealing expression. His distinctive colours, which include black mohair eye 'patches' and wool felt paws, are brought to life by a traditional British racing-green bow.

Available in two sizes.

API0BC 10"

API4BC 14"

• Mohair • Wool felt







## Binky Bunny

Binky is a trusted companion whose friendly smile will brighten any day. Handmade from dove-grey mohair, he features slender ears that are lined in pure wool felt, along with an adorable bobtail that perfectly co-ordinates with his cream satin bow.

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BBU9 9"

• Mohair • Wool felt



## Mabel Mouse

This characterful mouse has a particularly appealing expression, featuring hand-sewn whiskers and a little pinky nose. Her pure white mohair subtly contrasts a peachy-beige tummy, wool felt paws and a slender tail.

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MBU9 9"

• Mohair • Wool felt





## Freddy Fox

With all the charisma of a real-life wily fox, Freddy is simply irresistible. Hand-crafted from traditional white and copper-brown mohair, he proudly displays a striking white-tipped 'brush' tail, whilst a cheeky smile and whiskers upon his pointy snout really enhance his unique personality.

FFU9 9"

• Mohair • Wool felt



## Milo Monkey

Milo's enchanting expression is sure to capture the hearts of everyone who meets him. His peachy-beige wool felt hands, feet and smiley face beautifully accompany his dark mahogany mohair, while an authentic curled monkey's tail truly brings his character to life.

MMU9 9"

• Mohair • Wool felt







## Digby Dog

This charming little dog will become a loyal companion to whoever takes him home. Carefully crafted from sandy-gold and truffle coloured mohair; he features endearing lop-sided ears; one pricked upwards and the other folded. The fine detail of his design includes a cheerful, upturned tail.

DDU9 9"

• Mohair • Wool felt



## Coco Cat

Merrythought's delightful cat has been skilfully made from jet-black mohair; contrasted with pure white inner ears and tummy. A long white-tipped tail, off-white wool felt paws and hand-stitched cotton whiskers are the final touches to his uniquely feline design.

CCU9 9"

• Mohair • Wool felt











## Edward; Christopher Robin's Teddy Bear

Edward is a simply beautiful replica of the teddy bear who famously inspired AA Milne's Winnie the Pooh stories. Originally created by Farnell in 1921, Edward was brought to life by Merrythought as the star of major feature film 'Goodbye Christopher Robin'.

Purchased from Harrods by Daphne Milne for the first birthday of her son, Christopher Robin, Edward bear and his owner formed a unique bond and became the best of friends. However, following a trip to London Zoo, the young boy later renamed his bear after the zoo's resident black bear Winnipeg, or Winnie for short. Christopher's father, AA Milne, was so enamoured by the wonderful partnership he witnessed between a boy and his teddy bear, that he decided to pen stories about their journey through life together.

Hand-crafted using the same traditional skills and materials as Christopher Robin's original Edward bear, this handsome chap features a rich, antique golden mohair coat and peachy-beige pure woollen felt paws. His deep amber eyes show a longing to be loved, which together with a hand-embroidered nose and endearing smile, give him a quintessential charm that can only be found in a teddy bear of such timeless design and heritage.

True to the original, the 18" sized Edward also 'growls' when tipped.

Created by Merrythought as a Special Edition, each Edward bear is individually numbered and presented in a unique 'Farnell by Merrythought' cotton drawstring bag.

Available in two sizes.

XABI1CRMT 11"

XABI8CRMT 18"

• Mohair • Wool felt





## Henley

Henley's rich cream mohair has been carefully worked with peachy-beige wool felt, both complemented by an opulent burgundy satin bow. This adorable teddy bear's beaming smile is highlighted by a short-trimmed muzzle, giving him a friendly personality that all will fall in love with.

Available in two sizes.

HNY12BL 12"

HNY14BL 14"

• Mohair • Wool felt







## Stratford

A classically designed teddy bear crafted from the finest pale gold alpaca, Stratford stands out as something rather special. Cream pure cotton velvet paws combine to give an overall softness that ensures this bear is impossible to put down, his colours beautifully enhanced by a striking copper-gold satin bow to finish.

Available in two sizes.

RXS10ST 10"

RXS12ST 12"

• Alpaca • Cotton velvet





## Windsor

Made from biscuity-gold, vintage-style mohair, Windsor has the old-fashioned charm of a bear made long ago. Paired with light stone wool felt paws, his colours are perfectly complemented by a pretty aquamarine satin bow.

WNG12VG 12"

• Mohair • Wool felt



## Royal Beefeater & Royal Guardsman

These iconic British character teddy bears are crafted from bright gold mohair and feature chestnut-brown wool felt paws. Each bear is dressed in a beautifully made, authentic uniform of either a Buckingham Palace guardsman, complete with 'Bearskin' hat, or Tower of London 'Beefeater' guardsman, adorned with a Tudor hat.

Clothing is fully removable



OXJ10BF 10"

• Mohair • Wool felt

OXJ10GU 10"

• Mohair • Wool felt • Luxury plush





## Oxford

Crafted from wonderfully soft, rich golden mohair; Oxford's rotund shape and characterful dark brown eyes are guaranteed to warm hearts across the generations. His colours coordinate perfectly with dark sand wool felt paws and a splendid navy-blue satin bow to finish.

Available in two sizes.

OX10G 10"

OX13G 13"

• Mohair • Wool felt



The  
Merrythought  
Teddy Bear;  
A Companion  
For Life

