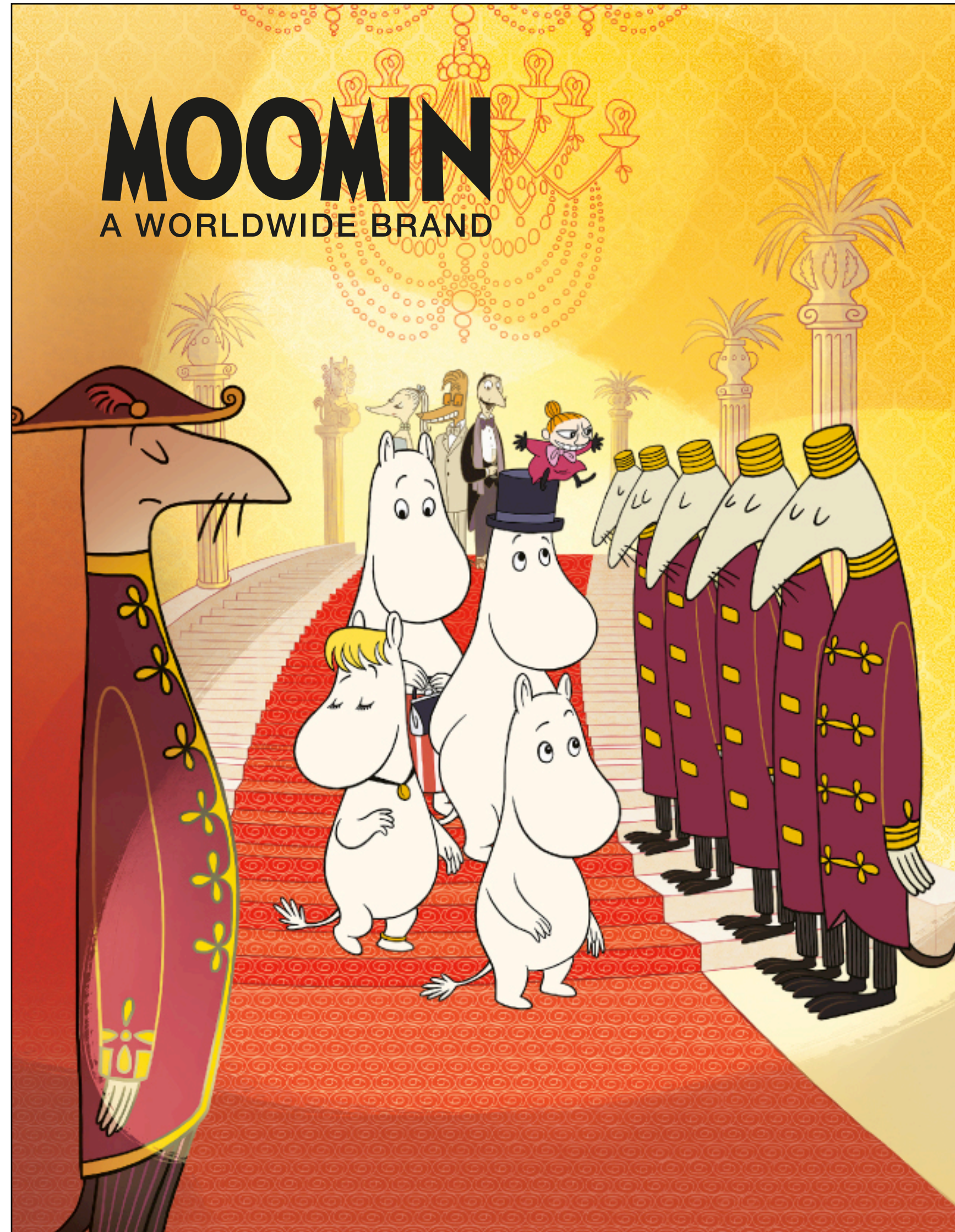


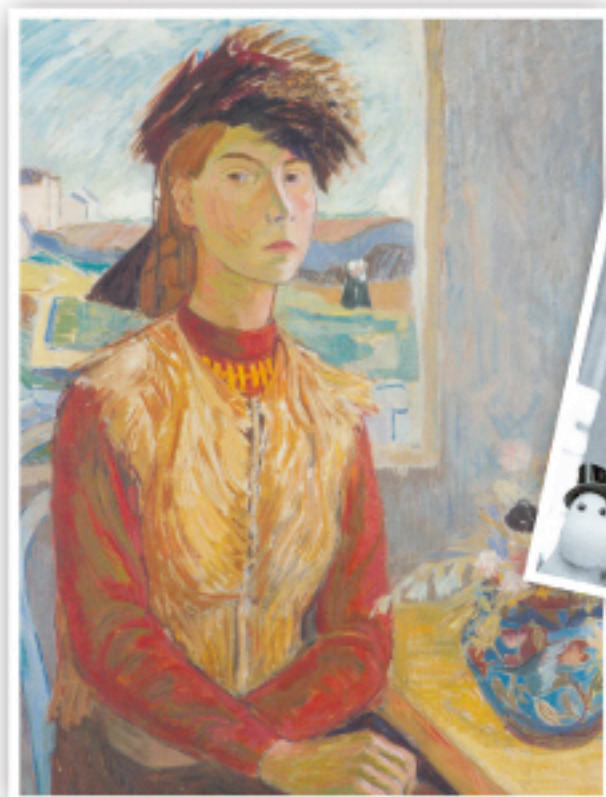
# MOOMIN

A WORLDWIDE BRAND





# Tove Jansson



**MOOMIN 70**  
©MOOMIN CHARACTERS™

Tove Jansson (1914–2001) became one of the key artists in Finnish visual art during the postwar golden age of modernism.

Jansson's immense international success made her one of the best-known Finnish artist in the world.

## MOOMIN TURNS 70

2015 marks the 70th anniversary of Tove Jansson's first book about the Moomins. Published in 1945, "The Moomins and the Great Flood" is the story about Moominmamma's and Moomintroll's search for the missing Moominpappa and how they found their way to the Moominvalley.

Since then, the popularity of the Moomin trolls is constantly growing. Books, TV-series, the animated feature film "Moomins on the Riviera" and an increasingly successful licensing program with an estimated yearly retail value of 500 million Euro, Moomin was voted top twenty brands in the world by Licensing biz in 2013.





# MOOMIN & TOVE JANSSON

Tove Jansson wrote and illustrated nine novels, four picture books, and hundreds of comic strips about the Moomins.



Schildts & Söderströms  
[www.sets.fi](http://www.sets.fi)



[www.moomin.com](http://www.moomin.com)  
[www.tovejansson.com](http://www.tovejansson.com)











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



[www.finlayson.fi](http://www.finlayson.fi)



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



[www.finlayson.fi](http://www.finlayson.fi)



ONE MILLION  
MOOMIN MUGS  
SOLD ANNUALLY



ARABIA  
1873

[www.arabia.fi](http://www.arabia.fi)

Arabia, a Fiskars Home Brand, has been enjoying enormous success as a licensee since the 1950s.



The first ceramic products were hand-painted by Tove Jansson herself.



[www.finlayson.fi](http://www.finlayson.fi)



[www.optodesign.se](http://www.optodesign.se)



[www.putinki.fi](http://www.putinki.fi)

"The Moomin stories  
appeal to all ages and  
people from all walks of life."

Sophia Jansson, Creative Director  
at Moomin Characters



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



[www.klippyallfabrik.se](http://www.klippyallfabrik.se)



[www.showroomfinland.fi](http://www.showroomfinland.fi)



Official Webshop:  
[www.moomin.com](http://www.moomin.com)



The Moomin Shop  
Helsinki London Tokyo  
Hong-Kong Seoul





MOOMIN-THEMED  
AMUSEMENT PARK  
TO OPEN IN JAPAN 2017.



Finnish National Ballet presents  
"MOOMIN AND THE COMET"

World premiere at the Finnish National Opera  
March 6, 2015

Choreography : Anandah Kononen  
Music: Panu Aaltio  
[www.opera.fi](http://www.opera.fi)



Photo: © 2015 Mirka Kleemola



AMBIENTE 2015



# FROM 1945 AND ONWARDS...

**1945**  
The first Moomin book, "The Moomins and the Great Flood" is published in Swedish.



**1950**  
The first novel is translated into English. Tove Jansson wrote nine Moomin novels between 1945–1970.



**1952**  
The first licensed products are produced in early 1950s.



**1952**  
The Book about Moomin, Mymble and Little My", Tove's first picture book, is released in 1952. The book is translated, together with the two other titles, into more than 50 languages.

**1957**  
Arabia Finland begins the production of Moomin porcelain in the late fifties. The first products are hand-painted by Tove Jansson.



**1954**  
The Moomin comic strip is commissioned for the London Evening News and runs daily for 20 years.

**1979**  
Film Polski releases a Moomin-themed puppet animation in Poland.



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

**2013**  
The launch of the official web shop, [moomin.com](http://moomin.com)

**2011**  
Launch of "the Moomin Shop" in London.



**1990**  
Release of Telecable's animation of 104 episodes, sold to more than 100 countries. The series is still on air to this day.



**1990**  
Re-launch of the Arabia Moomin mug. Almost 1 million Moomin mugs are sold every year since then.



**1993**  
The first theme park "Moominsworld" opens in Finland.



**2014**  
The 100th anniversary of the birth of Tove Jansson is celebrated all over the world.

**2014**  
"Moomins on The Riviera", a new, animated feature film is launched.



**Junibacken**  
DÄR BARN LEKER SIG KLOKA

**2015**  
Junibacken in Stockholm arranges a major Mumin exhibition.



**2015**  
The 70th Anniversary of the Moomins.











CHINA



KOREA  
HONG-KONG  
CHINA  
TAIWAN



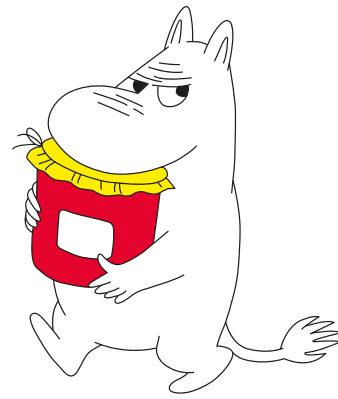
Moomin has been voted one of “Top 10 International Brands in China” by the China Animation Licensing Industry 2015!

There has been a tremendous increase in several Asian countries the past three years for Moomin, not only in Japan! In Korea there are for the moment (sept.2015) 35 licensees producing many kind of products. Hong-Kong, China, Taiwan and Thailand have 40 licensees all together.

The development is increasing rapidly, Moomin cafés and concept stores are opening constantly in this huge and important area of the world.







[www.fazer.se](http://www.fazer.se)



[www.gunry.se](http://www.gunry.se)

## FAST MOVING CONSUMER GOODS



[www.berner.fi](http://www.berner.fi)

Sinebrychoff OY  
[www.koff.fi](http://www.koff.fi)



# HAPPY KIDS



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





[www.optodesign.se](http://www.optodesign.se)



**UNI  
QLO**

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

One of the world's most successful apparel retailer are producing different Moomin collections 2013-14.

[play.google.com](http://play.google.com)



[www.artek.fi](http://www.artek.fi)



ALL KINDS OF  
PRODUCTS

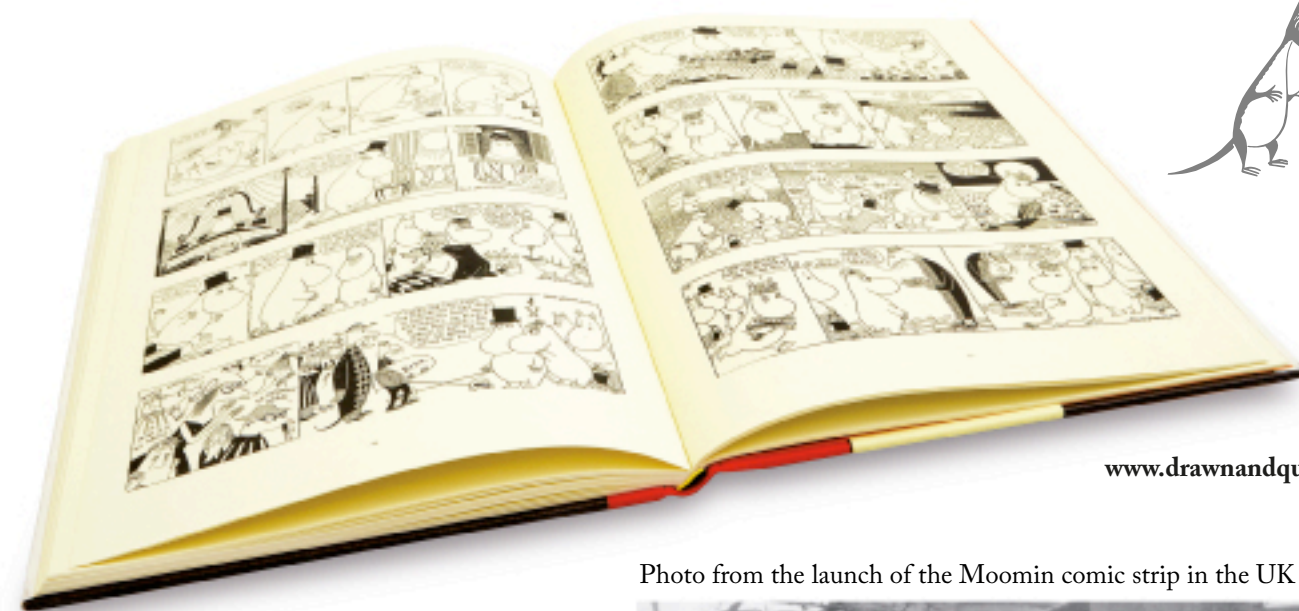


[www.kahru.com](http://www.kahru.com)









www.drawnandquarterly.com

Photo from the launch of the Moomin comic strip in the UK 1954



The original Moomin Strip was created for the UK newspaper The Evening News and first published in 1954. The strip ran for twenty years and was syndicated to over 40 countries and around 120 newspapers, with over 20 million readers daily.



The movie "Moomins on the Riviera" is based on the original comic strip adventure from 1955 and is launched in more than 40 countries worldwide during 2015.



Based on the original strip adventures by Tove Jansson

# Moomins on the Riviera

In theaters 2014/2015



Director Xavier Picard Producer Hanna Hemilä

Written by Leslie Stewart, Annina Enckell, Hanna Hemilä, Xavier Picard, Beata Harju Storyboard: François Vataux Character Design: Valérie Madala  
B/G Design: Anita Pettilon, David Dany B/G Color: Sophie Beck, Heidi Packalen Animation director: Zewen Wang Animation supervisors: Jean-Christophe Roger,  
Olivier Carval Compositing: Virginie Mitchell Editor: Thomas Belair Color grading: Marko Terävä Sound: Joona Jyrälä, Miia Nevalainen Alti Olli Rönkänen  
First Assistant Director: Denis Walgenwitz Co-director: Hanna Hemilä Associate producers: Sophie Jansson, Vesa Harju Co-producer: Xavier Picard

Production: Handle Productions, Pictak  
With participation: Finnish Film Foundation, YLE Nordic Film & TV Fund, Moomin Characters,  
Svenska kulturfonden, Media Programme, Föreningen Konstsfundat, Svenska Filleskolans vänner  
World Sales: Indie Sales Distribution in France: Gabeka Films Distribution in Scandinavia: Nordisk Film

© 2014 Handle Productions Oy, Pictak Co. © Moomin Characters TM

www.moominsontheriviera.com



# MOOMIN

## CHARITY PROJECT

During 2015, the 70th anniversary of the Moomins, Bulls and Moomin Characters have selected the **Keep Sweden Tidy Foundation** as their charity partner.

Tove Jansson loved the sea and caring for the environment was very important to her. The love for nature is a recurring theme in the Moomin books and Tove spent many summers on the island Klovharun in the Finnish archipelago.

This is not the first time the Moomins and Keep Sweden Tidy have worked together. During the seventies, Tove and her brother Lars Jansson created a few illustrations exclusively for the foundation and a campaign called "Save the Baltic Sea".

The same artwork used then will now be part of the 70th anniversary and a new campaign to teach children about the environment and keeping Sweden tidy. Moomin licensees will be offered the opportunity to be part of this charity project and use the unique artwork on their products.



[www.arabia.fi](http://www.arabia.fi)



[www.mollitoys.se](http://www.mollitoys.se)



[www.optodesign.se](http://www.optodesign.se)



In February 2015 there was an opening at Junibacken in Stockholm for a major Moomin exhibition that will run until January 2017.





For more information about the products and the producers:  
[www.moominproducts.com](http://www.moominproducts.com)



[www.martinex.se](http://www.martinex.se)



"THE MOOMINS WERE OUR  
TICKET TO INSTANT SUCCESS"

Riia Sandström,  
Managing Director, Martinex





FOR INFORMATION ABOUT THE MOOMINS  
FOR PUBLISHING/LICENSING:

Bulls Licensing

Worldwide agent on behalf of Moomin Characters™  
www.bullspress.com, licensing@bulls.se

Contacts:

Merchandising

Gustav Melin, Global Licensing Director  
licensing@bulls.se

Pia Lindén, Sales Executive  
pia@bulls.se

Publishing

Anna Lawrence, Head of Publishing  
anna.lawrence@bulls.se

For information about products and licensees:  
[www.moominproductgallery.com](http://www.moominproductgallery.com)

For information about the new Moomin animation:  
[www.moominsontheriviera.com](http://www.moominsontheriviera.com)



[www.facebook.com/moomin](http://www.facebook.com/moomin)

Sub-agents:

Tuttle-Mori Agency

Territory: Japan.  
Contact: Takumi Nakayama, email: takumi-nakayama@tuttlemori.com

Medialink Animation International Ltd.

Territory: Hong Kong, China,  
Malaysia, Singapore, Thailand, Philippines, Taiwan and other Asia.  
Contact: Noletta Chiu, email: nolettachiu@medialink.com.hk

SMC Seoul Merchandising Co. Ltd.

Territory: Korea.  
Contact: Jusung Lee, email: jusunglee@smckorea.com

Caroline Mickler Limited

Territory: United Kingdom and Ireland.  
Contact: Caroline Mickler, email: caroline@carolinemicklerltd.co.uk

The Agency

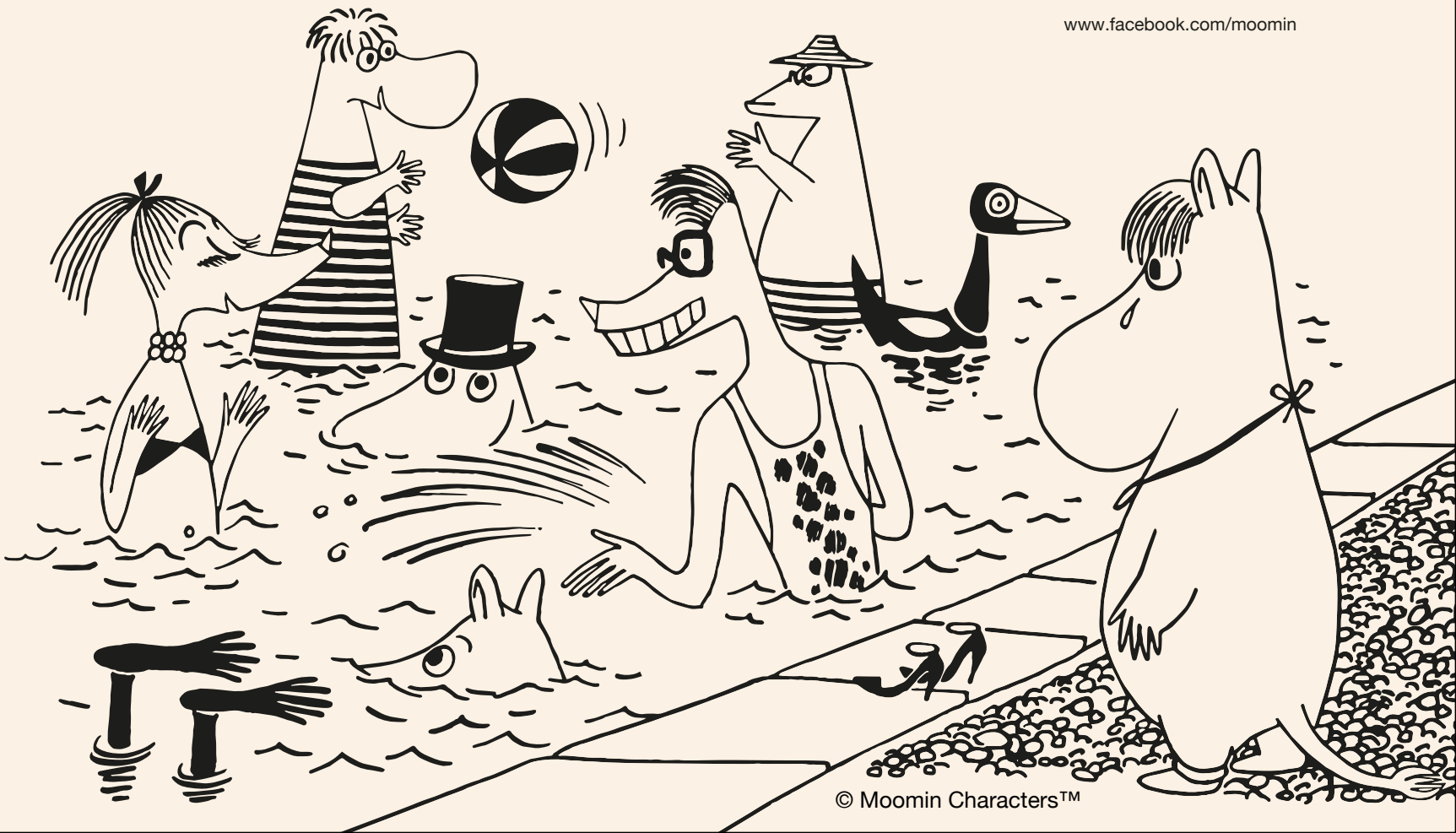
Territory: France and Benelux  
Contact: Alexia Delahaye, email: alexia@theagency-lm.com

El Ocho

Territory: Spain  
Contact: María Sanguino Robledo, email: maria@el-ocho.com

The official home of the Moomins:  
[www.moomin.com](http://www.moomin.com)

[www.facebook.com/moomin](http://www.facebook.com/moomin)



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