



## **feehnLAND - Fehn creates a soft and fragrant fairytale world in 2024!**

**With the new Fehn collection feehnLAND, the specialised retail trade once again has something for fairy tale fans and little princesses and princes.**

**Fairy dust and fairytale magic - the new collection from Fehn takes you to the land of dancing fairies, chirping birds and pink mouse happiness! In this very special fairytale forest, all products are in soft shades of pink, combined with natural white and gentle accents in light blue and yellow. Playful details in tulle, muslin, cute pink plush pom-poms, dotted patterns and lovely embroidery make the new collection particularly soft and fragrant and already a bestseller for little princes and princesses.**

Rödental, January 2024

Fairy tales are popular with young and old alike. Whenever reality becomes a little more glittering, magical and enchanted, we head for the land of fantasy. That's where fairies magically conjure up wishes, you can fly, dance on snowflakes and talk to animals. Who wouldn't want that? And which parents wouldn't want to take their newborns to a place where everything is possible and there is simply lightness and joy? The traditional Upper Franconian company Fehn has once again waved its magic wand for 2024 and brought a soft and fragrant collection to life with feehnLAND, which is sure to delight more than just the little ones.

### **A fairytale forest full of chirping birds, mice and fairies!**

He has a cute plush beak, dotted little wings and striped socks on his legs. The little bird is one of the main characters in Fehn's new collection and comes as a comforter, crinkle bird, soft book, activity bird, 3D activity quilt, heatable soft toy with grape seed filling and cuddleblanket. Corduroy, plush, muslin and velvety velour alternate and offer different tactile experiences.

The little chirping bird is best friends with a dancing mouse, who has particularly large ears and wears funny pink plush pom-poms on her dotted skirt. Matching her friend the bird, she also wears pink striped socks and comes as a bean bag mouse, activity spiral, hooded bath towel and washing mitt. The magic mouse can also make rain with a little rainmaker. If you don't believe it, try it out - rainmaker mice are not uncommon in the land of fairy tales.

The magical bird and mouse are led by a cute fairy. As a comforter, she appears in a fluffy tulle dress with delicate embroidery and dotted wings.



Fun red striped socks, pink plush pom-poms and short pigtails complete the overall picture and make the little fairy not only baby's best friend, but also a great play figure for first role-playing games with mum or dad. The fairy is also available as a mini musical, rattle ring and rod grabber.

With feehnLAND, Fehn has created a collection that is full of cheerfulness, lightness and fun. The delicate soft pastel colours, the dot pattern, the embroidery and the cuddly soft pink plush details make the products a highlight for every nursery. They are a valuable gift for all babies, because with different functions such as crackling paper, rattles, squeakers and various materials to feel, they stimulate the senses and invite children on a more than enjoyable journey of discovery. And who wouldn't want to get to know the new world with a cute fairy by their side?

### **Family is colourful - Fehn celebrates its anniversary in 2024!**

The traditional Upper Franconian company will be celebrating its 75th anniversary this year. Under the title 'Family is colourful', Fehn is celebrating all types of family. Because Fehn knows that family is where there is love and where children can grow up in the best possible company and protection. It doesn't matter whether the family belongs to the classic father-mother-child model, has two fathers or two mothers, lives in a successful patchwork or unites different nationalities. And everyone decides for themselves who belongs to the family! Family is colourful!

#### **Fehn GmbH & Co KG: quality toys for 75 years**

Founded by Arthur Fehn in 1949 in Rödentel, Franconia, the toy company is now run by the third generation of the family, Arnold Fehn. Permanently employed toy designers are constantly developing new, innovatively designed products that promote babies' fine motor skills as well as their sense of touch, sight and hearing. Safety and quality are Fehn's highest priorities. This is why the company founded its own factory in Sri Lanka back in 1984, which is sustainably managed and closely monitored in accordance with German quality standards. All toys are tested by leading independent testing institutes and tested for safety and security. This means that all parents can be sure they are buying the best for their baby.

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