

January 2011



'MORPETH TEDDY BEARS' REPORT

Morpeth Teddy Bears, Campbell's Store Craft Centre
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Goodmorning,

NEW Little Organics Baby Range, by Charlie Bears.

It is very exciting to be launching the **Charlie Baby & Home** range this month. After watching Charlie & William on QVC UK Shopping channel I have discovered some more very helpful information about the baby range.

It was Charlie's dream since starting Charlie Bears that we have a range that was totally baby safe since day one of being born. It has taken over 5 years to develop and go through all the legalities of having such a range. Finally they have developed the *little organics* !!! Charlie Bears Little Organics BABY SAFE Collection have been made entirely from 100% organically grown cotton and 100% recycled stuffing which is not only kind to the environment but also kind to little ones.

So a lot of thought has gone into producing such a range.

1. The small size was measured and made to scale to fit little hands.
2. Charlie has a friend who is a child psychologist who helps smaller children with speech therapy. She asked her what sounds and first letters were easiest for children to say first and that is why the names of the baby range are ME ME, Fi Fi, etc. Children can say these words very easily. Also Larlie the Bear is how children first pronounce Charlie they can't say the "CH". So when a child is upset and having trouble explaining what they want they can easier say Fi Fi !!!! Also as they grow so do the bears, small to large, baby to toddler. William mentioned he could not say Grandpa when he was little and called his Grand pa 'Poppa'.
3. The Charlie Bear logo for Little Organics is actually *Larlie*. If you look closely at the logo you will see he has been made into a bear called Larlie.
4. The range has a Charlie Bear logo on the bottom of each character. This is easily identified as a Charlie Bear. I have lots of people come in to see me after a bear has been loved so much all identifying tags have been worn off so we have trouble identifying the brand. With the new baby range they will always be able to know it is a Charlie Bear.
5. All Charlie Baby Little Organics items are machine washable and are presented in 3 sizes. They are very dry when they come out of the washing machine and all that is required is a little airing.
6. The filling is recycled plastic bottles and super soft. Feels like toy fill.
7. Allergy Safe.
8. There is a little rope around the neck with the tags on it, which can be easily untied when giving it to a baby.



Barley the sheep.



Fi Fi the rabbit.

Charlie invited a group of friends with children to her showroom, which has over 600 bears in it. They placed the Little Organics around the room in different places and when the children arrived they all went to the baby range. It is very appealing to children because of its softness, and they love the big ears and tails to hold onto.

Now Charlie Bears have a range from 0 and up for babies, plush 3 years and up and Isabelle 14 and up. Charlie Bear are now sold in 37 countries.

Goldust – Charlie Bear

Goldust, with her long golden hair, was designed due to another bear being extremely popular. Isabelle Lee bear Cheescake limited edition was a complete sell out within days. Charlie decided to make a replica of the mohair bear in plush so there would be more to go around. Charlie calls her, her "double take" bear as you have to look twice to really take her in. She has been a sell out in the UK. I have managed to get a good stock of these. They are at Morpeth Bears now. Price \$80.



Betty – Charlie Bear

This bear was designed for William's granny called Betty. William's granny is blind so they wanted to create a bear that she could touch and feel its texture and identify with. Betty has textured fur, shaved face and beautiful paws. She is a cream colour with brown tipped fur to resemble a mohair look. Betty can tell her *Betty bear* by feeling it and identify it from other bears. Price \$80.



Steiff Jona

Limited Edition Jona was limited to production in the year 2009. The official number produced has just been released at 2,000 pieces sold. Jona was the first bear produced with a brand new stuffing, which is springy and soft and makes him very cuddly. Jona is an ideal bear to purchase for a new baby or child. He will be with them forever. I managed to get some extra Jona's because he is just such a beautiful bear and at an excellent price of \$380. at Morpeth Bears, if you would like one.

There are some beautiful Open Edition Steiff bears coming out for 2011:

Steiff Classic Teddy Bear

We call him *Jona's Friend* because he has that same soft bouncy stuffing as Jona. For 2011 a golden blond version has been released. Looking for a wonderful gift for a child, this is it. Made of the finest mohair. Fully jointed and surface washable. Open edition yellow tag.

Price: 35cm bear \$295. 25cm bear \$220.



Steiff Kiddy Teddy Bear

A beautiful 28cm anthracite coloured bear (black/brown) made of high quality alpaca. He has brown sculptured paws and is made to be cuddled. Jointed, Open Edition with yellow tag. New for 2011.

Price: \$245. from Morpeth Bears.

Steiff Ginny Teddy Bear

Brimming with charm, Ginny is 28cm and made of cream high quality alpaca. Fully jointed and surface washable. A sister for Kiddy. Very lovable. Sculptured paws. Open Edition with yellow tag. New for 2011.

Price: \$245. from Morpeth Bears.



Steiff Lukas Teddy Bear

Lukas is 33cm and made from the finest black and white mohair. Jointed, Open Edition with yellow tag. I think he is a Teddy trying to be a Panda. Fully jointed. New for 2011.

Price: \$295. from Morpeth Bears.

Steiff Coretto Teddy Bear

The series of coffee-time bears has been extremely popular. Coretto is making his appearance in 2011 and joins his friends Cappuccino and Latte Macchiato. Brown/white mohair. Fully jointed, 33cm open edition with yellow tag. You'll love him too! **Price: \$245. from Morpeth Bears.**



Steiff Bendy Red Panda

Made of high quality reddish brown alpaca. Jointed, 26cm and surface washable. Open edition yellow tag. Bendy is in a sitting position. I have a soft spot for red pandas and will certainly be adding one to my collection. New for 2011. He's beautiful! **Price: \$285. from Morpeth Bears.**

Morpeth Bears are on the move!

We are not going far. Just down the ramp and along the path to the Morpeth Gallery (the blue wing of Campbell's Store Complex). There, you will find us in our new shop downstairs in the gallery. Sue is coming with the bears to the gallery. So, nothing changes, except we are re-locating.

Forget-me-not/Christmas Shop has moved too. Stock has been relocated to downstairs. A few lines are now in the gallery. The whole of the upstairs of Campbell's Store will be leased as small shops or a larger shop, as new tenants require. If you or someone you know would like to lease some space, please get in touch with Trevor. We are looking forward to new faces joining our Campbell's Store team.

Reduced Prices to Clear!

As a result of the move we have reduced prices while stock lasts on;
 All RUSS bears, now around half price.
 All Ty Beanie Babies, the last few are just \$2.50 each.
 All Robin Rive, Romy Roeder, Hermann Green, reduced to around half price.
 A Selection of Steiff bears are reduced to around half price.

Steiff bear price reductions include:

Steiff Petsy Replica
 Limited Edition
 Movable eyes,
 growler – 42cm.
 Was \$649
NOW \$450
 GREAT BUY!
 (1 only)

Wooden Motor
 Boat with two mini
 Teddy bears.
 Was \$620.
NOW \$320.
 (1 only)

Somersaulting
 Teddy Bear.
 Limited Edition.
 Was \$640.
NOW \$395.
 (1 only)

Alpaca Pierrot
 Teddy bear.
 Limited edition.
 Beautifully made.
 Was \$340.
NOW \$240.
 (1 only) GREAT BUY

Daschund Clothes
 Brush.
 Limited Edition.
 It will pass down
 through the
 generations.
NOW \$195.

Wooden Aeroplane
 with small Teddy
 bear. Limited
 edition.
 Was \$595.
NOW \$320.
 (1 only)



Steiff History Book and Teddy Bear. Limited Edition Was \$440. **NOW \$250.** GREAT BUY!



Colour Splash Artist Board with 6 Teddies. Limited Edition. Was \$740. **NOW \$450.** (1 only)



Honey Licking Bear 26cm Limited Edition. Was \$450. **NOW \$250.** (1 only)



Rose Mohair 34cm. Open edition. Open mouth, growler. Was \$350. **NOW \$250.** (1 Only)



Jeremy Fisher Limited Edition Was \$375. **NOW \$195.** (1 only)



Teddy Replica 1956. Brown tipped mohair 38cm Was \$699. **NOW \$395.** (1 only)



Tilly & koala. Australian Exclusive Limited Edition. Was \$599. **NOW \$395.**



Teddytaur Alpaca Limited Edition. Was \$430. **NOW \$250.** (something different)



Shepherd Bear with lamb can be used as an incense burner. Was \$965. **NOW \$495.** GREAT BUY!



Joseph. Voice activated musical. 30cm Was \$695. **NOW \$395.**



Leo Lion Cub Masterpiece series. Limited Edition. Very posable. Was \$635. **NOW \$395.** GREAT BUY!



Wood Silver Arrow Car. Limited Edition Was \$540. **NOW \$295.** (1 only)



Steiff Club Bear 2010 Edition. 30cm. Was \$305. **NOW \$240.** (1 only)



Swiss Chairlift with 2 mini bears (1 only) Was \$650. **NOW \$350.**



Margarete Billboard Teddy Was \$370. **NOW \$195.** (1 only)

Sydney Teddy Bear Fair.

Sydney Teddy Bear Fair will be held on Sunday 6th March 2011 at Southee Complex at Sydney Olympic Park, Homebush. Morpeth Bears will be there with Steiff and Charlie Bears. We have some very talented bear artists in Australia who are among the world's best. It is a great opportunity to see many of them all in the one spot. To attend between 10am – 12 noon you will need to buy your ticket in advance from www.sydneyteddybearfair.com or you can buy your ticket at the door to attend between 12 noon and 4pm.

We look forward to seeing you in the "NEW" Morpeth Bears shop in the gallery. Beary good wishes for 2011.

Shirley