



♥ Moshi Moshi Kawaii ® ♥





MoshiMoshiKawaii is the new and fresh collectable licensing property with over 250 lovable Moshi characters. The international publishing program, the interactive website and other social media are the essence of the brand.

The Moshi characters are cute little rabbits who live in their own „Moshi world“, which is quite similar to our world, but just more colorful, crazy and fun. The Moshi characters love to dress up, their creativity has no boundaries.



Strawberry Moshi loves to shop for new dresses, her best friend Cinderella Moshi can't get enough from new shoes. Snow White Moshi is always there when a friend needs comforting words. Magician Moshi bewitches the other Moshi characters and can break the wicked spell from Evil Witch Moshi. There are 16 lead characters out of the 250 Moshi rabbits which is very helpful for creative development.



The individual color and dress scheme and the different characteristics just make it fun to attach a personal Moshi to the friends and foes of our real world. There are Moshi rabbits of any kind: goodhearted, evil, funny, clumsy, grumpy, smart, sad and naive - just like us. The collectability is unlimited as well as the fun playing with the Moshi characters.

The diverse universe of the Moshi characters is a must have for a new generation of collectors and fans. Internationally successful publishing programs, target oriented marketing activities, new media, social network activities as well as a diverse licensing program will hit our markets soon. The German website is expected to go live in spring 2012.



The lovable Moshi rabbits bring smile and laughter into our world.

Target Group:
Primary: Kids age 6-9 years
Secondary: Tweens and Teens

Team! Licensing is your point of contact in Germany, Austria, Switzerland and the Benelux countries.

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