DEPESCHE

Germany

- Designed in Germany
- Focused on Trends
- Created with Love





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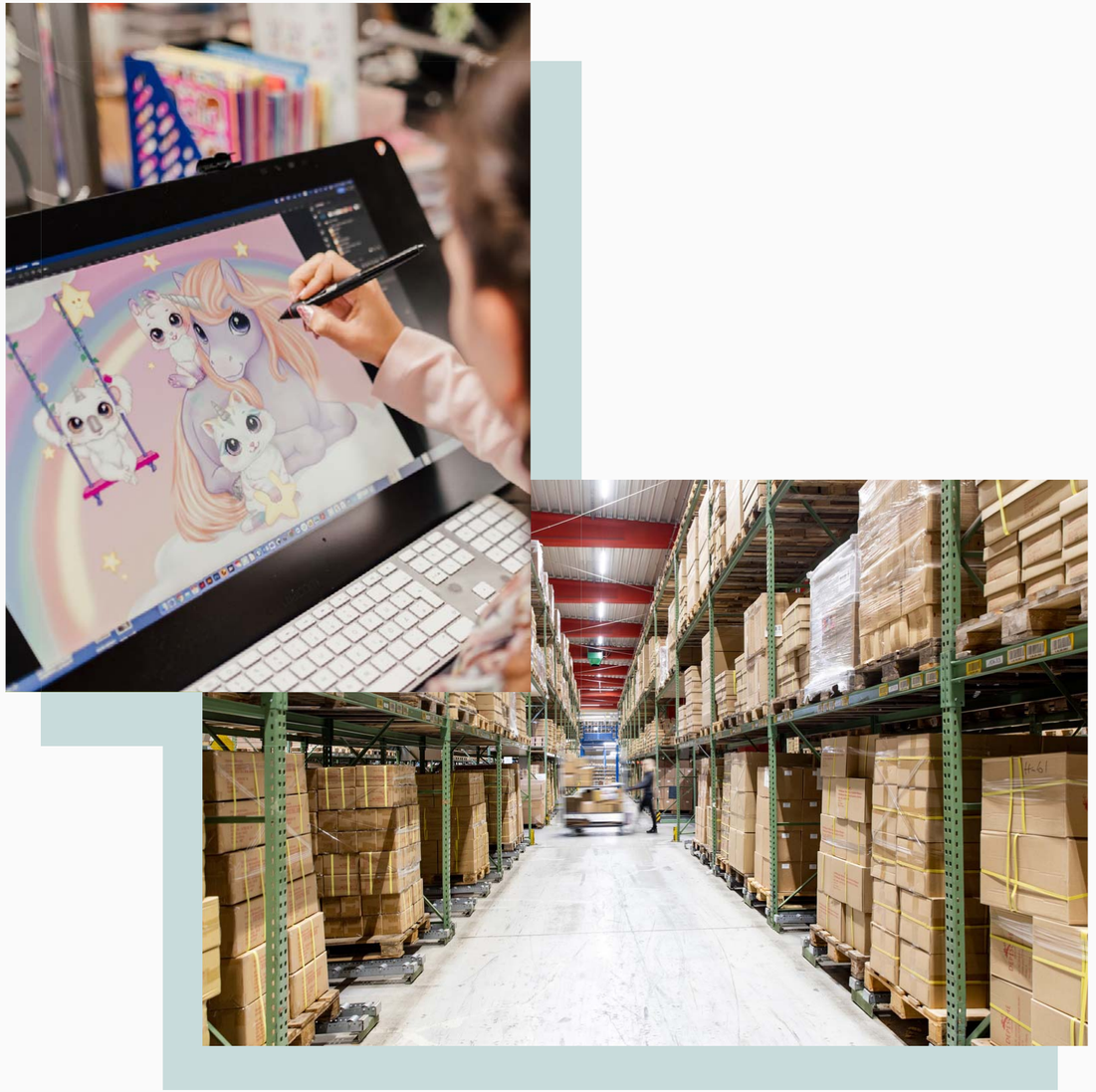
ABOUT US

Kjeld Schiøtz founded the family business Depesche in 1985, with its head office in Geesthacht, near Hamburg, Germany.

From the initial idea to product development and delivery of our 7 brands, the company employs around 320 people.

Over 500 new products are created annually within the Depesche brands, such as colouring and creative books, beauty items, bags and accessories, greeting cards and other gift items.

With independent branches in seven countries and exports to 47 other countries, Depesche sells gift and trend items worldwide.





OUR HISTORY

1985

Kjeld Schiøtz founds Depesche as a greeting cards publisher near Hamburg, Germany. Colourful greeting cards and name products such as key rings and mugs establish themselves on the market.

1990

The Diddl mouse, created by Thomas Goletz, emerges and quickly becomes popular. An extensive product range triggers a hype and allows the company to grow.
Even today, the products still have a high collector's value.

2007

The TOPModel brand is launched and continues to delight fans until today with creative colouring and craft sets, high-quality school products, bag collections and child-friendly beauty products.

2012

More brands are created to make childrens' eyes light up. Princess Mimi and Ylvi see the light of day in 2012, Miss Melody is created in 2014 and the Dino World series are added in 2016.

2025

40 years of Depesche! Today, the company distributes and markets its products in over 47 countries worldwide, with an increasing focus on current trends while maintaining a strong presence in the children's brands sector.



SUBSIDIARIES

Austria

Belgium

France

Ireland

Italy

Netherlands

Spain (with Portugal)

United Kingdom



EXPORT COUNTRIES

Australia
Greece
Poland
Scandinavia
South Africa
Switzerland
Turkey
and many more



Distributor search

DEPESCHE



OUR BRANDS


TOPModel
LEXY
CANDY


ACTION & FUN


MISS MELODY
and friends


Ylvi


Lolli Riot


TRENDS




TOPModel
TOP
Model


DESIGN
Tatti
TOP
Model


DIY 8+
Hair clips


Let's
Let's draw
ART SCHOOL
I love to design!


TOP
Model




TOPModel


HAIR TIE &
BRACELET SET
LOVE
TOPModel




DIAMOND PICTURE
TOPModel
Tatti


TOP
Model
TOP
Model


HAPPY GLAM

TOPModel BEAUTY





















MISS MELODY
BY DEPESCHE































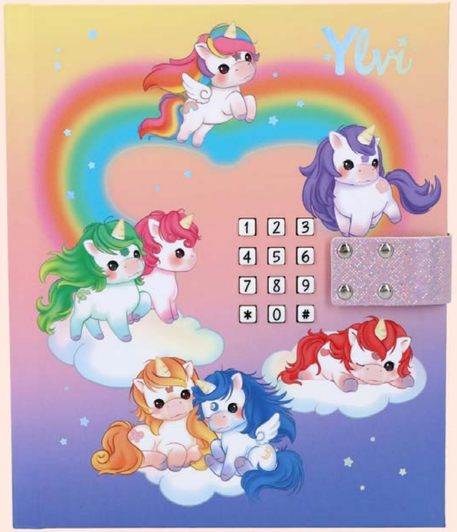
Ylvi
BY DEPESCHE







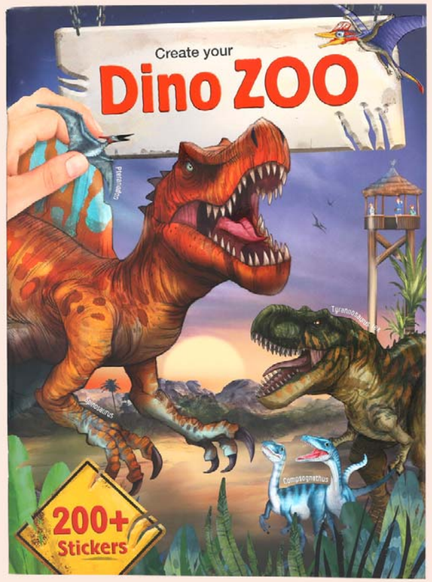














ACTION & FUN
BY DEPESCHE





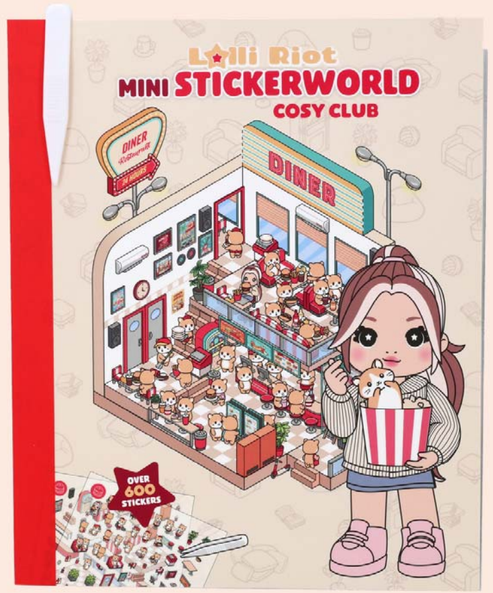











Lolli Riot
MINI STICKERWORLD
COSY CLUB
DINER
OVER 600 STICKERS


SOMEBUNNY LOVES YOU


Lolli Riot
Food lovers
Series 2
Lolli Riot
Self-adhesive collectible figure
Figurine de collection autocollante
Figura da collezione autoadesiva




Lolli Riot
Mini Charms


Lolli Riot
Mini Charms


Lolli Riot


Lolli Riot CLUB
Collect them all
The chilly riot
The chilly riot




Lolli Riot
Cat Squeezy
Lolli Riot
Bear Squeezy
Lolli Riot
Unicorn Squeezy


Lolli Riot Mini Buds


Lolli Riot
Mini Buds
Collect your tiny crew
ORIGINAL SIZE

TRENDS
BY DEPESCHE













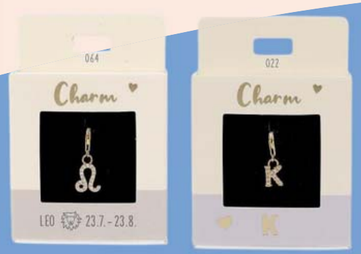




















POS INSIGHTS









TOPMODEL-MAGAZINE

TOPModel by Depesche Friends Club

Our interactive magazine that brings people together and builds confidence!
Every month, the seven friends take readers into their creative world: crafting and painting together, cooking and baking, solving puzzles and playing games.
The Friends Club focuses on togetherness: through empathetic stories and topics relevant to the target audience, young fans aged between 6 and 12 are met exactly where they are – right in the middle of their exciting lives!

For over 15 years, the magazine has been a staple in newsagents, deepening engagement with the TOPModel brand and bringing its product range to life.

New – an audio experience: alongside the magazine, the TOPModel brand is supported by exclusively produced songs and interactive read-and-listen fun.



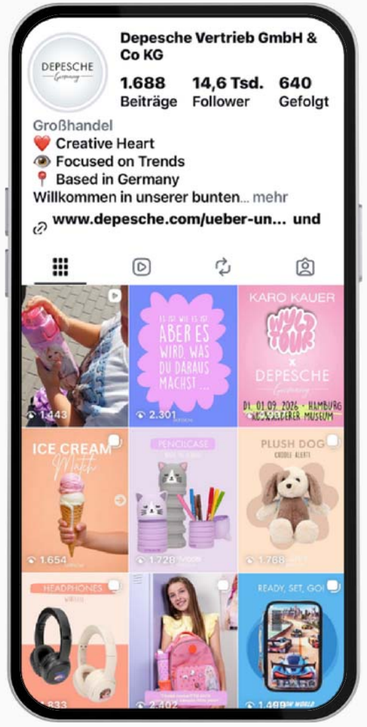
SOCIAL MEDIA

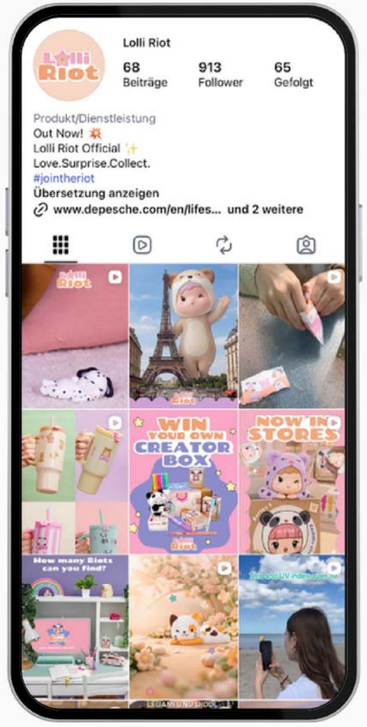
We are also active on social media with TOPModel **@topmodel_de** and **@topmodel_international**, our corporate account Depesche **@depesche_germany**, and, since August 2026, our new brand Lolli Riot **@lolli.riot** on TikTok and Instagram.

Our Depesche account now has nearly 15,000 followers and reaches around 115,000 views per month. Across TikTok and Instagram, TOPModel has almost 150,000 followers and generates more than half a million organic views on Instagram alone each month.
TOPModel showcases new products and trends while offering insights into the daily lives of the seven TOPModels.

On our corporate account, we provide insights into new products, everyday work and the people behind Depesche, while also strengthening our employer brand.
With its trendy collectible figures, Lolli Riot specifically appeals to the growing kidult community.







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