



zoo
crew

LONDON
ZOO

a ZSL conservation zoo

**Make
Believe
Ideas**

The new exciting range by
London Zoo and **Make Believe Ideas:**

ZOO crew

Offering a variety of **plush toys** and **books**, for babies, toddlers, and **animal lovers** of all ages!

London Zoo is part of **ZSL**, the global science-led conservation charity.

ZSL works to protect species, restore habitats, and inspire support for nature.



... and Board Books!

Meet the animals in the Zoo Crew:



Large Animal Plush

0+

NEW
TITLE

Take a walk on the wild side with the super-soft zoo animal plush! Filled with recycled stuffing materials, these cuddly companions are a great way to introduce young ones to wildlife, sustainability, and conservation while providing a lasting huggable friend.



Bouncy



Echo



Giggles



Honey



Raffles



Lennon



Pebble



Sonny

Plush character
350 x 170 x 130 mm

Bouncy the Bush Baby:
5060236483775
Echo the Elephant:
5060236483713
Giggles the Giraffe:
5060236483744

Honey the Pygmy Hippo:
5060236483768
Lennon the Lion:
5060236483737
Pebble the Penguin Chick:
5060236483706
Raffles the Red Panda:
5060236483751
Sonny the Sloth:
5060236483720

ZSL is celebrating **200 years** of conservation, culture, and innovation.

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Board Books 0+

The animal friends are a wild bunch. Find out what makes them happy and what they really like to munch on in these playful rhyming books, promoting an early love of reading and an understanding of different species. Enjoy touching the bumpy silicone animals and poking your hand through the felt mouths . . . if you dare!



Stuart Lynch
186 x 186 x 19 mm
£7.99



9781836426028
10 pp cased BB with textured silicone touches throughout



9781836426516
10 pp cased BB with die-cut mouth holes and felt teeth throughout



Hand-Puppet Cloth Books 0+

Learn about hippos, giraffes, lions, and sloths in these adorable hand-puppet cloth books. Little ones will love turning the interactive soft pages while following the catchy rhymes and cute illustrations, perfect for encouraging early engagement with books and nature!

Stuart Lynch
8 pp cloth book
with a touch-and-
feel cover, packaged
on a backing board
220 x 160 x 40 mm

Giraffe: 9781836428763
Lion: 9781836427155
Pygmy Hippo: 9781836428749
Sloth: 9781836427179



pygmy hippo



engaging artwork and
fun rhyming story



giraffe

super-soft
fabrics to touch
and explore

recycled
stuffing material



A CUDDLY, INTERACTIVE HAND-PUPPET BOOK



lion



sloth

interactive animal
hand puppet



Zippazoo Bag Buddies 3+

Collect the whole Zoo Crew! Meet the cuddly zip-and-clip animal friends in this adorable Zippazoo range. With a keyring clip and a zip-up keepsake pouch, these super-soft bag buddies are perfect for on-the-go fun!

Plush keyring
with a zip
80 x 80 x 70 mm

Bush Baby: 5060236484147
Elephant: 5060236484208
Giraffe: 5060236484178
Lion: 5060236484185
Penguin Chick: 5060236485922
Pygmy Hippo: 5060236484154
Red Panda: 5060236484161
Sloth: 5060236484192

giraffe

lion

elephant

penguin chick

red panda

sloth

pygmy hippo



5060236485700
Assortment inc.
16 plush keyrings
260 x 340 x 330 mm

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Plush Notebooks 3+

Have fun with these cute and cuddly animal notebooks! Complete with super-soft fur covers for little ones to snuggle and squish, these lovable lined notebooks are perfect for creative little ones to fill with thoughts, feelings, and doodles.

144 pp padded CB with
a touch-and-feel cover
210 x 180 x 40 mm

Bush Baby: 9781836427834
Elephant: 9781836427803
Giraffe: 9781836427810
Lion: 9781836427780
Penguin Chick: 9781836427858
Pygmy Hippo: 9781836427841
Red Panda: 9781836427827
Sloth: 9781836427797

elephant

bush baby

giraffe

lion

pygmy hippo

penguin chick

red panda

sloth



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Clip & Go Buggy Plush 0+

Meet the adorable zoo animals and take them on all your adventures! With a handy clip to attach to buggies and car seats, these perfectly portable plush toys are ideal for entertaining young ones while you're on the go.

Plush character with a clip and teether, packaged on a backing board
290 x 135 x 70 mm

Elephant: 5060236484253
Giraffe: 5060236484222
Lion: 5060236484246
Red Panda: 5060236484239

easy to clip on your buggy



recycled stuffing material



textured teether ring



super-soft fabrics to touch and explore



AN ANIMAL FRIEND TO CUDDLE ON THE GO!



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x



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