



HOTTEST NEW LICENSE!

- DEDDY BEARS are taking the world by storm- top trending property across all toy
- Sold hundreds of thousands of units across 7 countries
- Sold in 3 departments (soon to be 4) at Walmart including an endcap
- Target expanded store count from 500 to 2,000 stores





THEY'RE DEAD CUTE



**THEY'RE DEAD
EXCITED TO MEET YOU...**

NEW

MAKE A

DEDDY BEARS

Bringing **MAKE YOUR OWN
PLUSH** to life at retail with hottest
DEDDY BEARS characters



MAKE A



1. Build



2. Stuff



3. Love



Fall 2025

MAKE A DEDDY BEAR

SMALL (ASST)

NEW



Squash

Character Assortment



Vambear



Bones



Howler

Item #25434
(ASST PDQ)
Age: 6+
Box size:
7 x 5 x 1.5"
C/P: 16



NEW

MAKE A DEDDY BEAR SMALL (ASST) MERCHANDIZING



16 Piece PDQ

Item #25434
(ASST PDQ)

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Fall 2024
Available in
warehouse
11/1/24



24 Piece Sidekick

