



Make BELiEve baby

Say hello to a world of first sensory play with the **Make BELiEve** baby range. This collection of plush companions, soft books, and buggy books is designed to enrich playtime at every stage.

Make BELIEVE baby

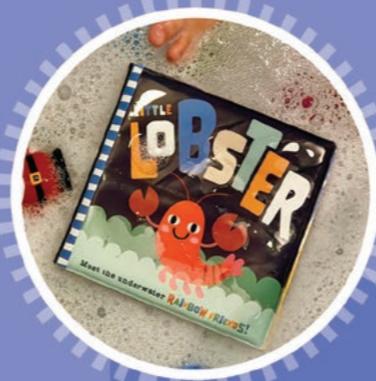
From a baby's very first grasps and tugs through to an active engagement in sensory play, the **Make BELIEVE Ideas** baby range is ready to encourage and entertain little ones every step of the way.

Featuring plush companions, soft books, bath books, and buggy books for play on-the-go, each product has been thoughtfully designed to stimulate little ones' senses and bring a world of imaginary play to life.



CUTE, COLLECTABLE PLUSH TOYS

BUGGY BOOKS FOR ADVENTURES ON THE GO



BOOKS FOR BATH-TIME FUN

SOFT BOOKS FOR LITTLE HANDS



Squish and Snugg Gift Sets 0+

Children will love counting to ten with Little Avocado and exploring colours with Little Carrot. With an adorable first words book and a portable plush toy, these super-cute gift sets are great for on-the-go adventures and learning through play.



9781836429531



9781836429609



Beverley Hopwood
Box set inc.
an on-the-go plush
and 10 pp BB
218 x 260 x 78 mm
£14.99

Squish and Snugg Cutie Fruities Set 0+

Meet Lovable Strawberry and her kindhearted friends, the Cutie Fruities, with a special message to share. This sweet set includes a book with a super-soft plush cover and a multi-sensory strawberry toy to snuggle, squish, and squeeze.



SQUISHY COVER
SUPER-CUTE ART
EASY TO HOLD

HANDY CLIP
TOUGH TEETHER
MIXED TEXTURES
NOISY RATTLE

Ian Worrall-Dutton
9781836429715
Box set inc.
an on-the-go plush
and 18 pp padded BB
with details sewn
onto a velboa cover
220 x 270 x 95 mm
£18.99

Squish and Snugg: On the Go 0+

Meet the adorable on-the-go plush friends! With a handy clip to attach to buggies and car seats, these perfectly portable additions to our Squish and Snugg range are sure to keep little hands entertained.



Apple:
5060236483973
Avocado:
5060236483874
Broccoli:
5060236487025
Cactus:
5060236483867
Carrot:
5060236487056
Strawberry:
5060236487063
Watermelon:
5060236483980

Plush character with a clip and teether, packaged on a backing board 290 x 135 x 70 mm £8.99

Squish and Snugg: Cuddlies 0+

This upsized cuddly crew boasts a variety of engaging features, with mixed textures, colourful patterns, and ribbon tags to offer a stimulating experience and provide a lasting huggable friend.



Plush character with swing tag £12.99

Apple: 5060236483935
310 x 270 x 110 mm

Avocado: 5060236483959
360 x 180 x 140 mm

Cactus: 5060236483966
420 x 220 x 100 mm

Watermelon: 5060236483942
350 x 250 x 85 mm

Sensory Snuggables: Cuties Sensory Plush 0+

Over
2.66 million
sold

Proving that good things come in small packages, these gorgeous Cuties Sensory plush toys bring a combination of key Sensory Snuggables qualities while remaining perfectly portable for life around the home and adventures on the go.

Tan Bunny: 5060236487070	Fox: 5060236486332
Grey Bunny: 5060236487087	Giraffe: 5060236483782
Pink Bunny: 5060236486325	Plush character with swing tag 175 x 100 x 100 mm £9.99

Sensory Snuggables: Classic Sensory Plush 0+

Go wild and create a stimulating sensory experience with the endearing Classic Sensory plush. This cuddly crew enriches playtime and is sure to become a treasured part of a child's life.

Dinosaur: 5060236483799
Elephant: 5060236486349
Plush character with swing tag 230 x 140 x 160 mm £14.99



TAN BUNNY



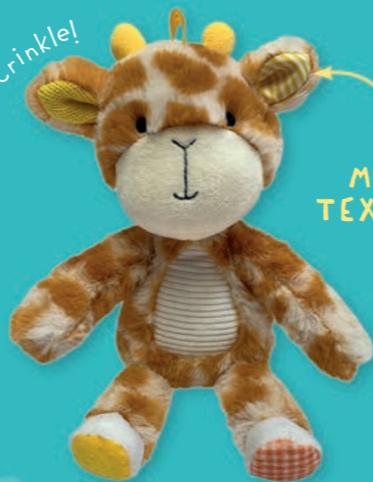
GREY BUNNY



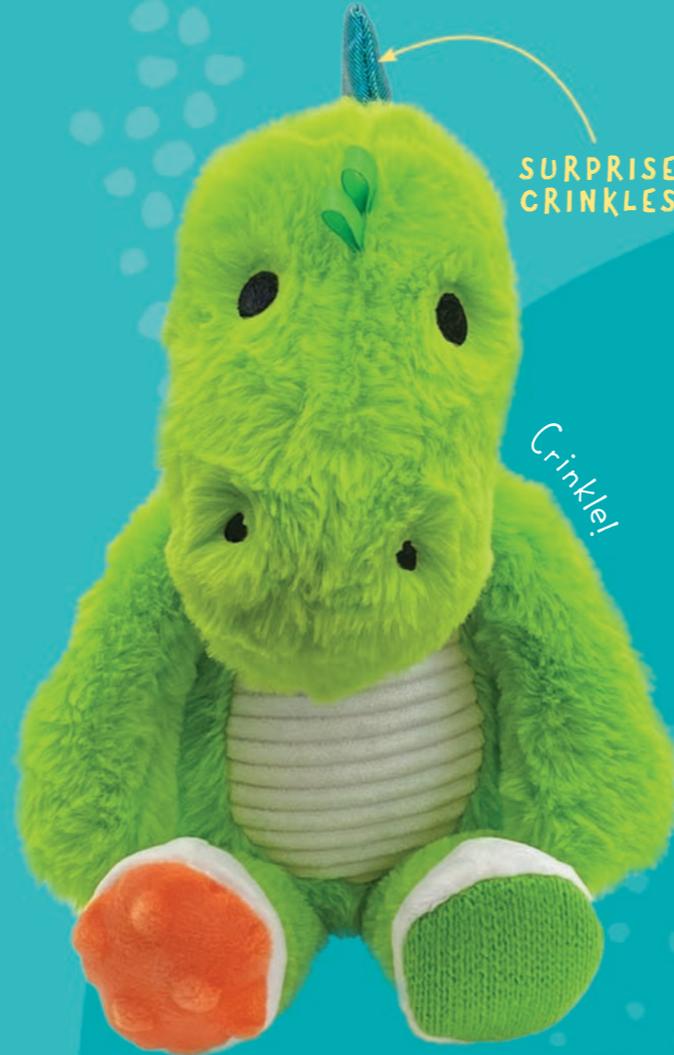
PINK BUNNY



FOX



GIRAFFE



DINOSAUR



ELEPHANT

Sensory Snuggables: Super Sensory Plush 0+

The Super Sensory plush combine all our Sensory Snuggables features to promote developmental skills and provide a huggable companion from early days through to toddlerhood.



Bear: 5060236483812
Bunny: 5060236483829
Plush character
with swing tag
250 x 150 x 140 mm
£19.99

Unicorn: 5060236483898
250 x 150 x 250 mm
£19.99

My First Sensory Blankie Gift Set 0+

Box set inc. plush
and blankie
220 x 200 x 80 mm
£14.99

Cuddle up and explore these lovable Sensory Snuggables gift sets, containing a soft blankie and plush toy. Perfectly portable and cute all over, little ones will love exploring the surprise crinkles, ribbon tags, and colourful patterns.



Sensory Snuggables: Plush and Cloth Book Set 0+

Enrich playtime with the soft pages of these sweet books, and enjoy snuggling up to your new cuddly companion.

Beverley Hopwood
Bunny: 9781836422327
Fox: 9781836422341
Plush character
and 8 pp cloth book
with a Velcro fastener
360 x 177 x 160 mm
£16.99



Sensory Snuggables: Cloth Books 0+

With a variety of textures to grip and squeeze, surprise crinkles to stimulate hearing, and hand puppets to spark the imagination, these interactive soft books are perfect for enjoying at playtime!

Over 1 million sold

8 pp cloth book with material tabs and a Velcro fastener, packaged on a backing board 220 x 180 x 35 mm £9.99

Beverley Hopwood
8 pp cloth book with touch-and-feel and a Velcro fastener, packaged on a backing board 220 x 170 x 35 mm £9.99



OCEAN FUN
9781803376356



FARM FUN
9781803376332



DINO FUN
9781803374222



UNICORN FUN
9781803374246



BUNNY
9781805441953



DINOSAUR PUPPET
9781836421030



UNICORN PUPPET
9781836421023

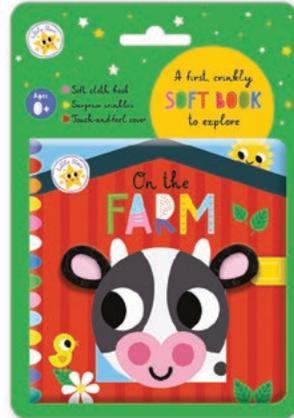


LION PUPPET
Jayne Schofield
9781803376301

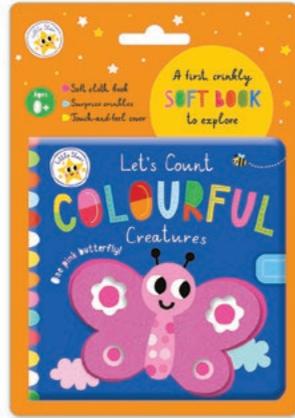
Little Stars Cloth Books 0+

Discover farmyard friends, playful pets, busy vehicles, and more in our adorable Little Stars cloth range. Perfect for developing early learning skills, children will love exploring the exciting touch-and-feel covers and crinkling the soft pages.

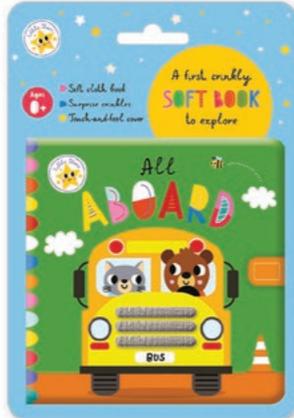
Scott Barker
8 pp cloth book
with a touch on
the cover, packaged
on a backing board
220 x 154 x 40 mm
£6.99



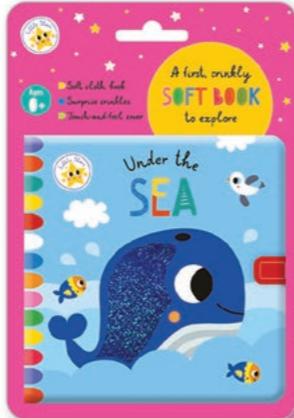
9781805448525



9781805448563



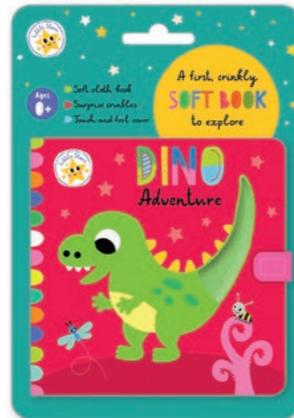
9781805448549



9781805448556



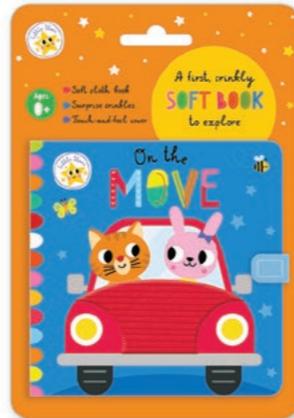
9781805447276



9781805447283



9781803372426



9781805447269

Little Stars Bath Books 0+

With a built-in water squirter and water-resistant pages, these exciting ocean-themed bath books encourage interactive play and offer plenty to keep little ones entertained at bath time.

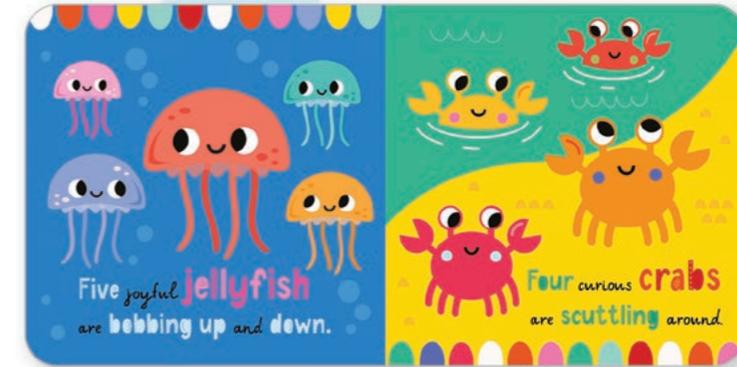
Scott Barker
8 pp bath book with
a squirter, packaged
on a backing board
220 x 154 x 27 mm
£6.99



9781803372433



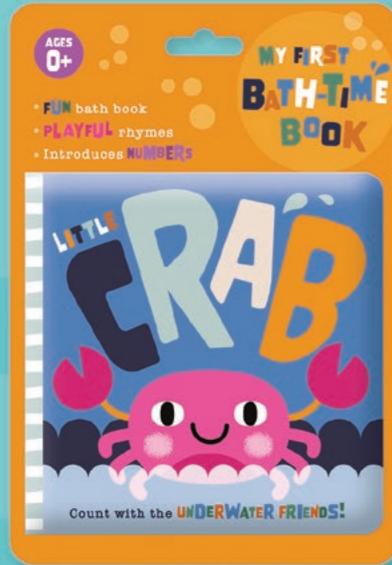
9781805444862



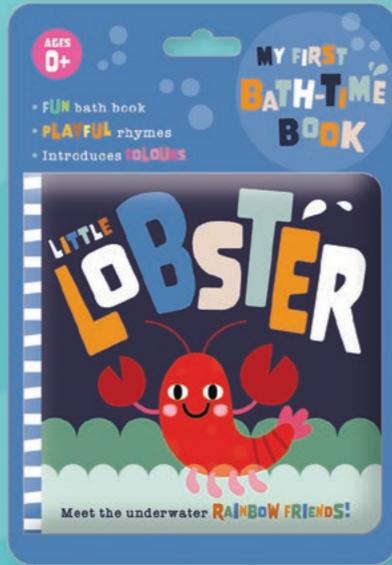
My First Bath-time Books 0+

Introduce little ones to numbers, colours, and ocean creatures in these fun bath books! With simple rhymes and water-resistant pages, these books are the perfect addition to your bath-time routine.

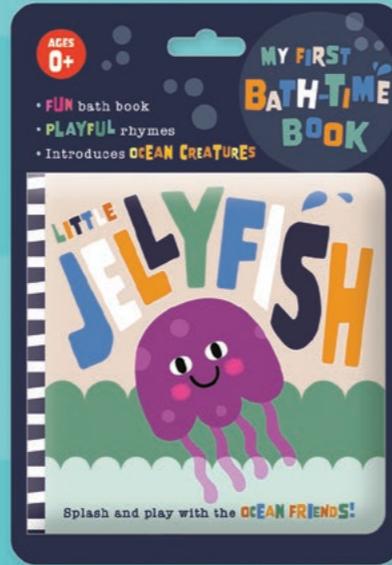
Scott Barker
8 pp bath book,
packaged on a
backing board
220 x 154 x 27 mm
£6.99



9781836426691



9781836426707



9781836426714



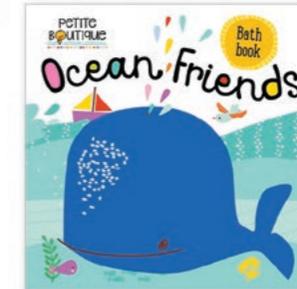
PETITE BOUTIQUE 0+

Range illustrated by Véronique Petit

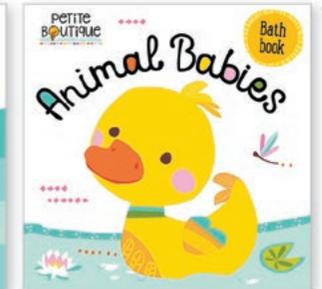
This gorgeous range of illustrated baby books, record cards, and toys is perfect for recording precious first memories and teaching your little one first concepts. Each title features beautiful illustrations from Véronique Petit.



9781786925114
Box set inc. 30 cards
162 x 214 x 23 mm
£5.99

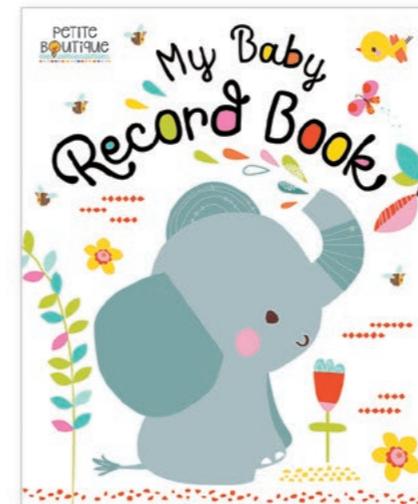


9781786924384



9781786925121

8 pp bath book
120 x 120 x 25 mm
£4.99



9781786924360
32 pp padded CB
285 x 235 x 12 mm
£7.99

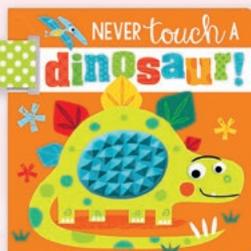


5060236481078
Box containing
5 stacking blocks
130 x 130 x 130 mm
£8.99

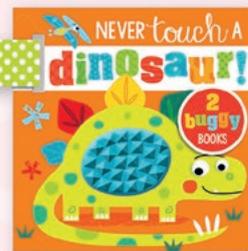
Never Touch Buggy Books 0+

Join the playful Never Touch characters in these mini board books with bumpy silicone touches. Attach to buggies, bags, or highchairs to keep little hands entertained on the go.

Stuart Lynch
12 pp BB with a strap and textured silicone touches die-cut throughout
105 x 105 x 14 mm
£5.99

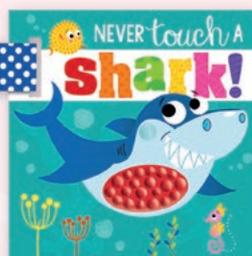


9781805447153

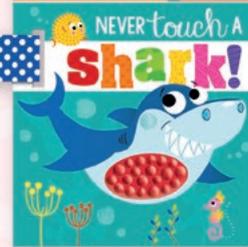


9781805447115

Set inc. 2 x 12 pp BB with straps and textured silicone touches die-cut throughout
210 x 105 x 14 mm
£9.99



9781805447139



HEAD OFFICE

The Wilderness, Berkhamsted,
Hertfordshire, HP4 2AZ, UK

Tel: +44 (0)1442 874 569

SALES ENQUIRIES

Email: enquiries@makebelieveideas.com

www.makebelieveideas.co.uk

www.makebelieveideas.com

Make
BELIEVE
Ideas

MBI products comply with UK, European, and US safety standards.

Available to order on
FAIRE



@mbipublishers



makebelieveideas



makebelieveideas



@makebelieveideas



@makebelieveideas



makebelieveideas



make-believe-ideas