

Make BELIEVE play

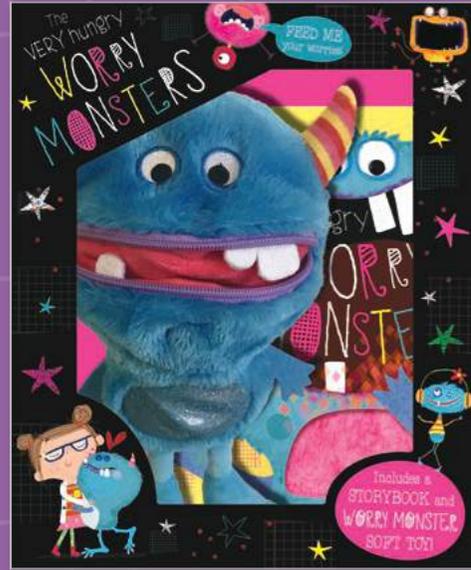


Introducing  
**Make BELIEVE** Play,  
a range of classic games,  
puzzles, craft and activity sets,  
novelty journals, and plush gifts,  
designed to entertain and  
inspire little minds.

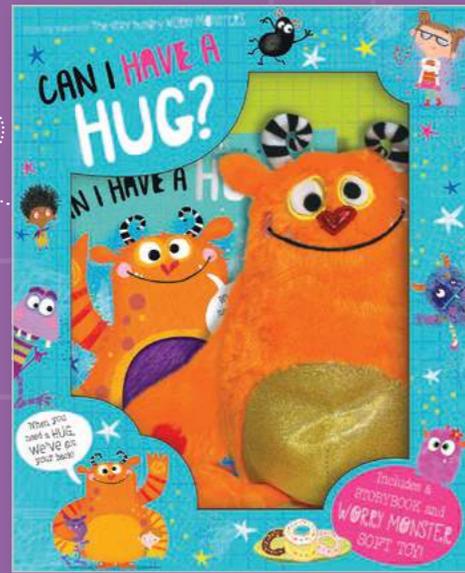
# The Very Hungry Worry Monsters 3+

Have you heard of the Worry Monsters? They eat your worries and make them disappear! These amazing box sets consist of a cute Worry Monster plush and a reassuring storybook. Children will love snuggling up to their new friend as they read about the sweet and comforting tales of the Worry Monsters.

Lara Ede  
Box set inc. plush  
and 32 pp PB  
with a touch  
on the cover  
260 x 215 x 100 mm  
£16.00



9781789479768



9781800583498



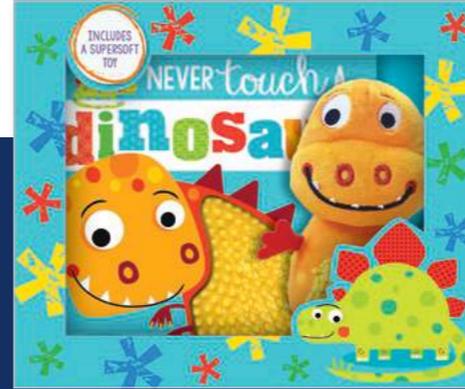
Over  
1.5 million  
sold



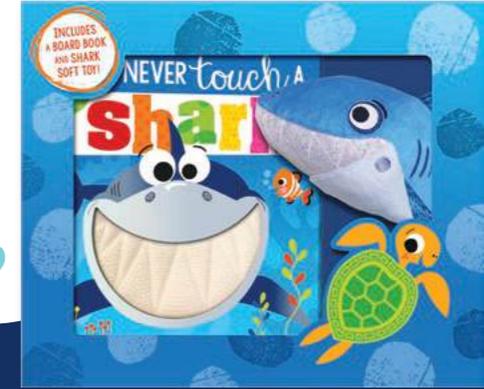
# Never Touch Box Sets 0+

Explore these Never Touch box sets ... if you dare! These sets include a fun, rhyming board book and a matching plush toy. Little ones will love the bumpy silicone touch on the front cover of the book, and the soft plush pal that brings the story to life.

Stuart Lynch  
Box set inc. plush  
and 12 pp cased BB  
with a silicone touch  
on the cover  
215 x 260 x 90 mm  
£16.00



9781788435420



9781789476934

# Never Touch Gift Set 0+

Join sharks, dinosaurs, funny creatures, and wild animals in this hilarious gift set. Follow the funny rhymes to practise counting down from five as the silicone touches disappear, one by one.

Stuart Lynch  
9781805446804  
Box set inc. 4 x 14 pp  
cased BB with 5 textured  
silicone touches die-cut  
through to the cover  
212 x 178 x 54 mm  
£27.96



# Never Touch Jigsaws 1½+

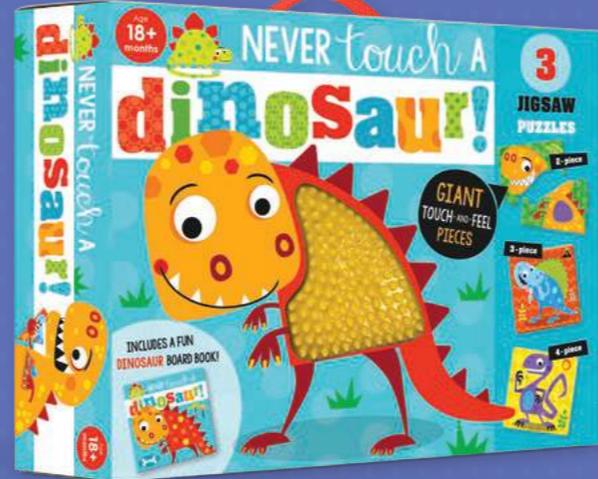
Meet the animals in these touch-and-feel jigsaw sets. With bumpy silicone jigsaw pieces and a funny rhyming board book, there's plenty of fun to be had!

Over  
360,000  
sold

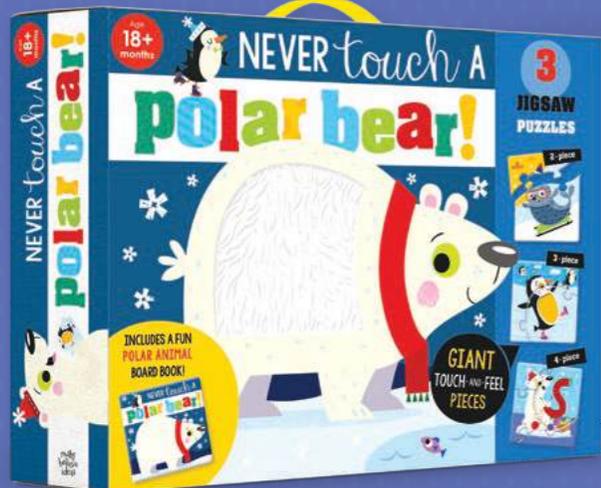
Stuart Lynch  
Box set inc. 3 jigsaws  
with textured  
silicone touches  
and a 10 pp BB  
215 x 280 x 65 mm  
£12.99



9781805441335



9781789474329



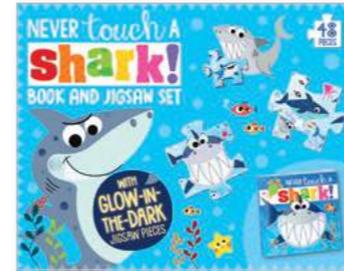
9781800580459



# Book and Jigsaw Box Sets 3+

Have fun completing the sensory floor puzzles in these box sets! Read the book, and then piece together the fun scenes!

Box set inc.  
48-piece jigsaw  
and 12 pp PB  
220 x 278 x 35 mm  
£9.99



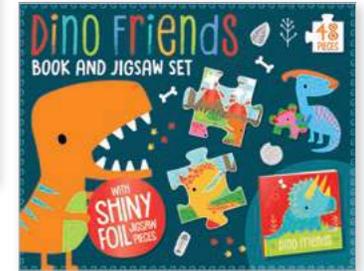
Stuart Lynch; 9781789478945  
With glow-in-the-dark jigsaw pieces



Stuart Lynch; 9781789478914  
With fuzzy jigsaw pieces



Shannon Hays; 9781789478938  
With glittered jigsaw pieces



9781789478921  
With foiled jigsaw pieces

# Simply Thankful 4-in-1 Jigsaw Set 4+

Learn all about mindfulness with this adorable jigsaw set. Each puzzle is beautifully illustrated and comes with an activity card to promote calm, happy feelings.



Clare Fennell  
5060236485731  
Box set inc. 4 jigsaws  
and 4 double-sided  
flashcards  
200 x 238 x 50 mm  
£6.99

# Hide-and-Seek ABC Jigsaw and Book Set 3+

Learn about the letters of the alphabet with this adorable jigsaw puzzle set and search-and-find book.



9781785986369  
Box set inc. 28-piece  
jigsaw and 28 pp PB  
348 x 254 x 35 mm  
£12.99



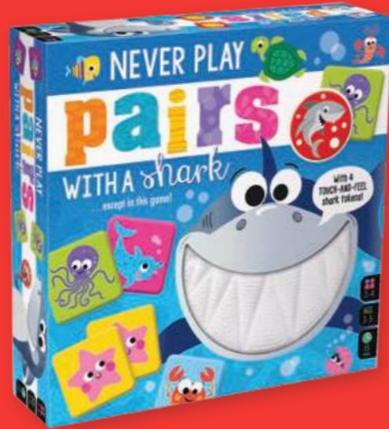
# Never Play 3+

You must never play bingo with a tiger, pairs with a shark, or dominoes with a dinosaur . . . except in these games! Join the playful Never Touch characters in these fun additions to our best-selling series, perfect for the whole family to enjoy.

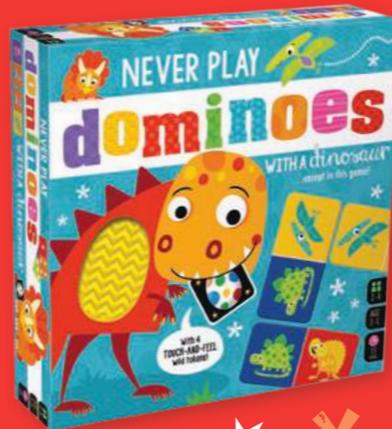
Stuart Lynch  
Box set with a textured silicone touch inc. game pieces and an instruction booklet  
195 x 195 x 50 mm  
£11.99



5060236489012



5060236489005



5060236488992

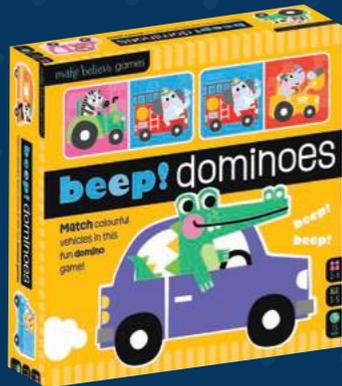
# Make Believe Games 3+

The fun illustrations, chunky play pieces, and simple instructions in these easy-to-play games make them the perfect interactive entertainment for little ones.

Emily Spikings  
Box set inc. game pieces and an instruction booklet  
195 x 195 x 50 mm  
£10.99



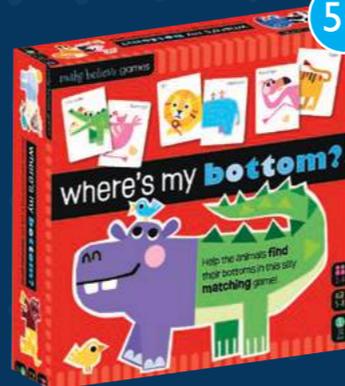
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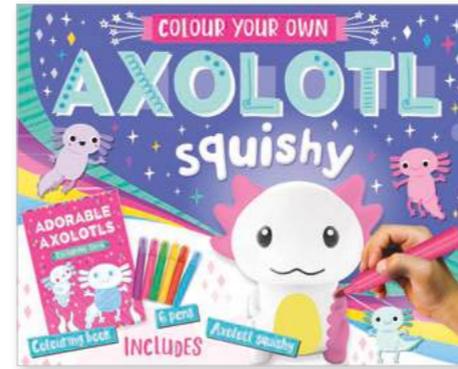
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# Colour Your Own Squishy 3+

Get creative and design your own squishy with these super-cute box sets, featuring a squishy to colour, six pens, and a sweet colouring book.

Over 280,000 sold

Box set inc. a squishy, 6 colouring pens, and a 32 pp singer sewn book  
190 x 240 x 63 mm  
£10.99



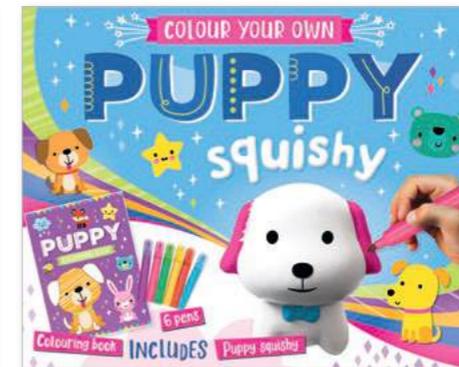
Danielle Mudd  
9781805444616



Shannon Hays and Charly Lane  
9781805444657



Charly Lane  
9781800585454



Charly Lane  
9781800585447



Charly Lane  
9781800585461

# Things That Go Sponge Art 3+

Paint colourful vehicles with four fun shaped sponges! From cars and trains to rockets and boats, this kit is an ideal gift for creative kids who love things that go.



Shannon Hays  
9781805443087  
Box set inc. 4 shaped sponges, 4 paint pots, and a 32 pp art book  
215 x 280 x 50 mm  
£16.99

# Bubble Tea String Art 6+

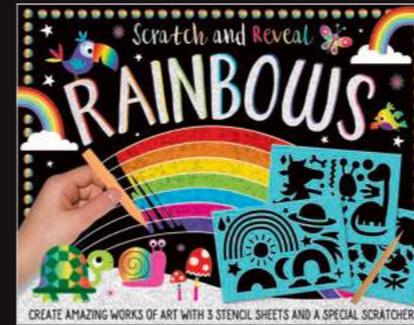
Create two bubble tea string-art designs using colourful thread, pom-poms, pins, and stickers. Then, have fun solving super-sweet puzzles in the awesome activity book.



Jess Moorhouse  
9781805449812  
Box set inc. 2 foam boards, 2 sticker sheets, pins, thread, pom-poms, glue, and a 24 pp activity book  
215 x 280 x 50 mm  
£16.99

# Scratch and Reveal: Rainbows 6+

Use the stencils and scratcher tool in this colourful kit to create sparkling works of art. This awesome set includes a frame to display your rainbow masterpieces.



Stuart Lynch  
9781800589810  
Box set inc. 40 pp book, 8 scratch-off sheets, 3 stencils, scratcher tool, and a card picture frame  
228 x 294 x 37 mm  
£14.99

# Pirate Ship Model Kit 6+

Build an epic pirate ship and crew with this swashbuckling box set! Complete with ship model pieces, paint supplies, coloured clay, and an awesome art book.



Scott Barker and Sarah Vince  
9781805441496  
Box set inc. wooden model pieces, 6 paint pots, a paintbrush, 4 air-dry clay packets, beads, and a 24 pp art book  
215 x 280 x 50 mm  
£16.99

# Neon Snap Bracelets 6+



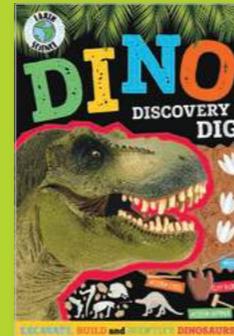
Charly Lane  
9781805449799  
Box set inc. 5 snap bracelets, charms, thread, a plastic needle, and a 24 pp art book  
215 x 280 x 50 mm  
£16.99

# Scented Clay Modelling 6+



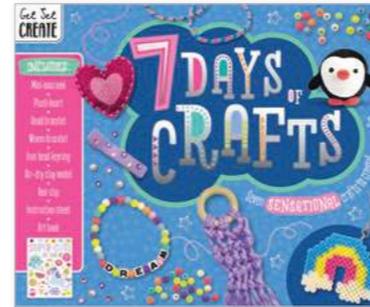
9781805446385  
Box set inc. 4 packets of air-dry clay, a modelling tool, 10 polystyrene shapes, and a 24 pp activity book  
215 x 280 x 50 mm  
£16.99

# Dino Discovery Dig 7+



9781805444831  
Box set inc. a clay block, wooden chisel, wooden hammer, a brush, 2 dinosaurs to make, and a 24 pp activity book  
248 x 171 x 57 mm  
£12.99

# 7 Days of Crafts 6+



Charly Lane  
9781805441533  
Box set inc. mini macramé, plush heart, bracelets, iron bead keyring, air-dry clay model, components to make a hair clip, and a 24 pp art book  
215 x 280 x 50 mm  
£16.99

# Magic Mermaids Snap Bracelets 6+



Scott Barker and Lara Ede  
9781805441489  
Box set inc. 5 snap bracelets, charms, thread, a plastic needle, and a 24 pp art book  
215 x 280 x 50 mm  
£16.99

# Jokes and Pranks Kit 8+



Pedro Demetriou, Stuart Lynch, and Sarah Vince  
9781800588646  
Box set inc. a whoopee cushion, fake vomit, fake poo, fake nail, fake cockroach, 4 fake flies, and a 32 pp activity book  
215 x 280 x 50 mm  
£14.99

# Reading with Phonics 5+

Learn all about phonics through twenty classic fairy tales. Each book focuses on particular key and secondary sounds in an engaging way that makes learning fun.



Over 2.2 million sold

Clare Fennell  
9781789472554  
Slipcase inc.  
20 x 32 pp PB  
232 x 155 x 63 mm  
£79.80

# Playhouse Box Sets 3+

Bring stories to life with these cool and interactive box sets. Unfold each page to create a 3-D scene, and then use the toy characters to act out the stories!



Box set inc. 10 pp BB with gatefold flaps and 4 toy figurines  
Box: 248 x 165 x 32 mm  
Book: 152 x 152 x 10 mm  
£9.99

Shannon Hays  
9781805442134

Clare Fennell  
9781803374390

Stuart Lynch  
9781788436977

# My First Dinosaur Popedia Collection 0+

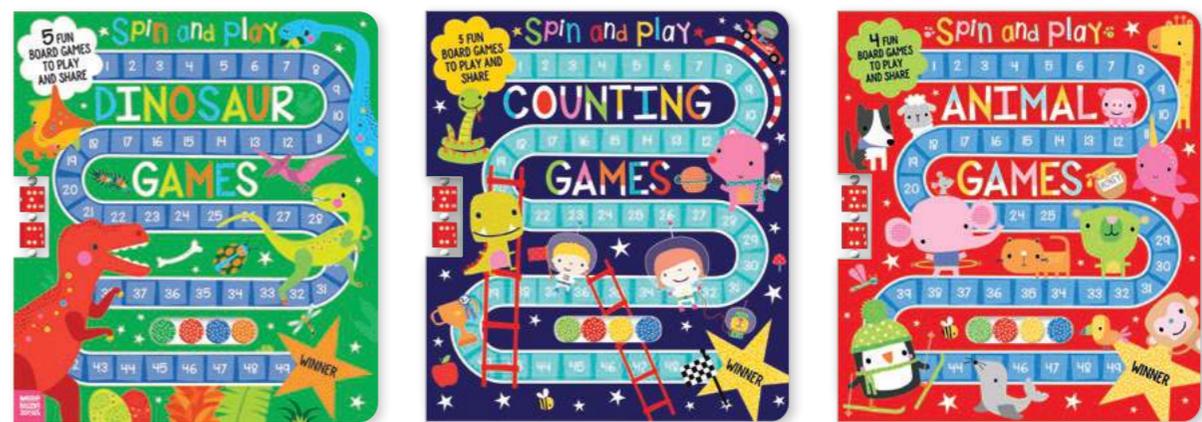
Learn about all things dinosaur in this roar-some four-book set. Discover the fun first facts and cool 3-D scenes as the dinosaurs pop to life in prehistoric head-to-head clashes.



9781805443131  
Box set inc.  
4 x 12 pp cased BB with pop-ups throughout  
189 x 135 x 88 mm  
£27.96

# Spin and Play 5+

Play games on the go with these innovative board books. With dice, counters, and five fun board games, they are perfect for spin and play fun wherever you are.



12 pp cased BB with 2 dice attached to the spine and 16 counters  
246 x 220 x 20 mm  
£12.99

Over 400,000 sold

Hayley Kershaw  
9781836429968

9781786926166

9781789470109

# Snackettes 3+

Meet the animal-food characters in our yummy Snackettes range! Unzip the super-soft plush toy to reveal a mini book inside, brimming with fun facts about your cuddly pal, and then fill in the lined pages and drawing spaces with your hobbies and interests. Each collectable plush has a keyring, making them perfectly portable for on-the-go adventures.

Over 260,000 sold

Jess Moorhouse  
Plush keyring with a zip and 24 pp book inside  
80 x 80 x 65 mm  
£6.99



9781805446903

SPRINKLECORN



SURPRISE ZIP

cinnaBUNNY



9781805446842

PANDY ROLL



9781805446866



9781805446880

MISSY PURRRGER

MIXED TEXTURES



9781805440390  
Assortment inc. 16 plush keyrings with mini books inside  
255 x 320 x 330 mm

# Novelty Journals and Sketchbooks 3+

Journals and diaries: £9.99

Sketchbooks: £12.99

Featuring adorable plush covers and unique novelty themes, these diaries, journals, and sketchbooks are perfect for creative little ones to fill with thoughts, feelings, and doodles.



Furry Capybara Diary  
9781836428497  
160 pp CB with removable plush toy inside pocket  
203 x 152 x 19 mm



Strawberry Milk Bunny Diary  
9781836428510  
160 pp CB with strawberry milk squishy patch and pink bow  
203 x 152 x 19 mm



Constellation Diary  
9781836428503  
192 pp CB with foil details printed onto a faux leather cover, a star lock, and 2 keys  
216 x 146 x 20 mm



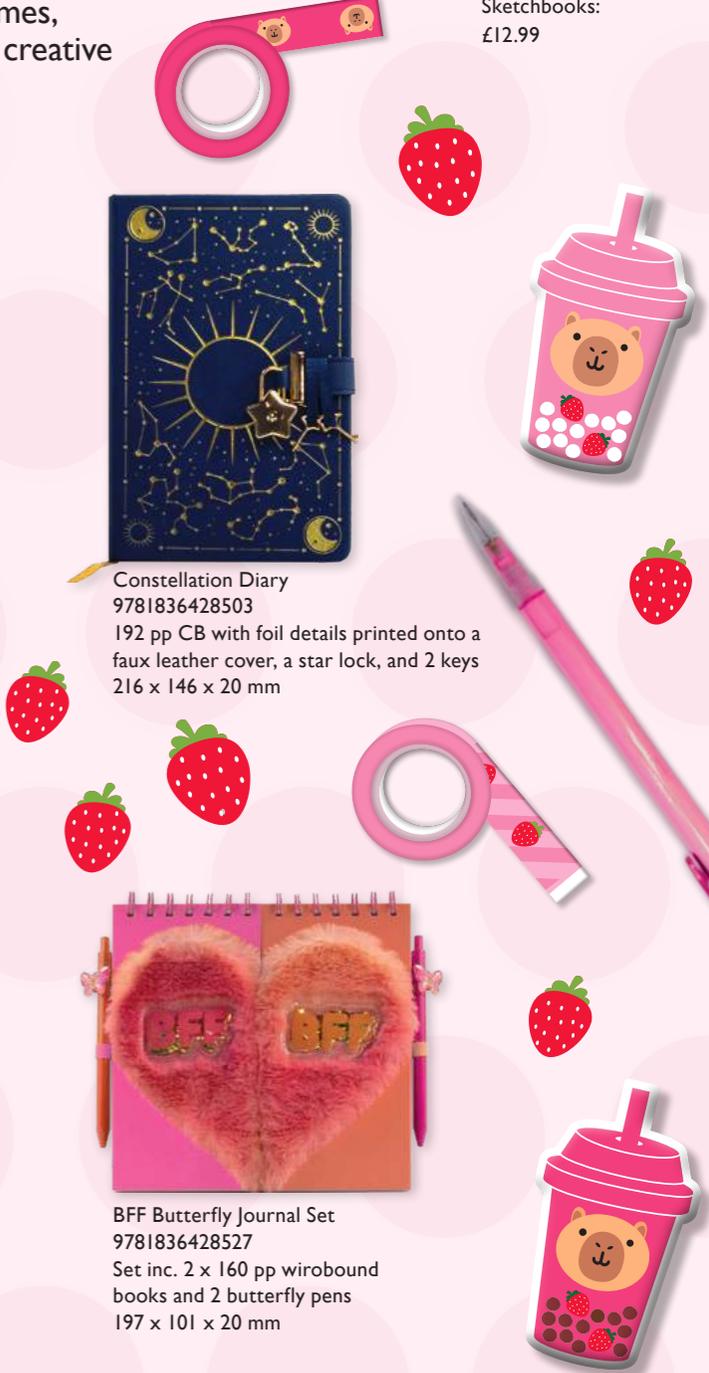
Corgi Sketchbook  
9781836428534  
144 pp CB with removable plush toy inside pocket  
280 x 216 x 35 mm



Boba Capybara Sketchbook Set  
9781836428541  
144 pp CB with zipped pouch containing a notebook, 2 washy tapes, a mechanical pencil, and 2 erasers  
280 x 216 x 25 mm



BFF Butterfly Journal Set  
9781836428527  
Set inc. 2 x 160 pp wirebound books and 2 butterfly pens  
197 x 101 x 20 mm



## 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

## My First Sensory Blankie Gift Set 0+

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.



5060236483010



TOUCH-AND-FEEL CRINKLES  
to stimulate hearing

LUXURY MIXED TEXTURES  
to touch and explore



5060236486363

Box set inc. plush  
and blankie  
220 x 200 x 80 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

## Baby Steps: First Book Set 0+

Discover first words, numbers, colours, and animals in this delightful box set! Includes a first-words buggie book, an ocean-themed bath book, and a cute collection of flashcards.



Charly Lane  
9781805441519  
Box set inc. 10 pp BB  
with fabric strap, 8 pp bath  
book, and 26 flashcards  
150 x 215 x 65 mm  
£16.99

## Petite Boutique: Alphabet Blocks 0+

Beautifully illustrated by Véronique Petit, Petite Boutique's first Alphabet Stacking Blocks are an exciting way to introduce children to letters, associated images, and educational play.



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



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