

Snuggle up with the latest GUND® Bears

With worldwide renown for its high quality, luxuriously soft and classically styled designs, GUND[®] Bears has announced nine additions to the collection for summer 2014. With a selection of lovable bears from the mischievous Zag[™], in grey and white stripes, to the popular Maxie[™] in an extra-large size, there's a huggable character for every occasion and for every fan.

Made with the skills and love learnt from over a century of pioneering work by GUND[®], the striking Calvin[™], elegant Wagner[™] and demure Petunia[™] are fully jointed bears, and, adorned with pretty sheer-ribbon bows, they are perfect for classic bear collectors or young children alike.

In addition, joining this much loved heritage brand are ReidTM Bear, Slouchers and Babbs whilst the handsome GUNDerTM Bears are available in an assortment of popular colours from soft brown to charcoal grey.

Featuring timeless, traditional plush animals and bears as well as innovative character-driven soft toys, GUND® is America's oldest and most prestigious soft toy company. Amongst its many achievements is the development of the 'under stuffing' technique using super-soft materials and being the first to produce a licensed soft toy.



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