

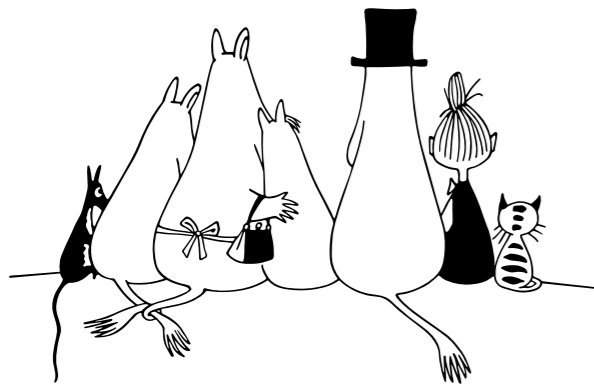
KID'S CONCEPT

Look bo ok.

KID'S CONCEPT SPRING & SUMMER COLLECTION 2025

MOOMIN[®]

BY KID'S CONCEPT



"The collection aims to create a friendly, cozy home that welcomes everyone to be themselves and feel at ease."

LOTTA HALLENIUS
DESIGN MANAGER / PRODUCT DEVELOPER

"Moomin has always been a part of my life as I remember. My mother comes from Vasa and Moomin and Tove Jansson's stories were a beloved part of everyday life. I was captivated early on by the picture book 'The Book about Moomin, Mymble and Little My' (Hur gick det sen?) with its mystical forest, intricate die-cut pages, and Moomintroll's sometimes scary adventures. Over time, in the books, I realized how complex and relatable the characters are, each embodying different personalities. And as you grow and develop, you will discover new stories within them.

In Moomin stories, the characters share incredible insights—wise, philosophical, funny, and sometimes a bit crazy, each reflecting their unique personalities. Their conversations can be practical and straightforward or contain hidden "good to know in life" messages.

Our new kids' Moomin collection aims to create a vibrant, friendly, and cozy home where everyone can be themselves, welcoming anyone in need and letting them feel at home. The Moomin house represents so much of this—a place to read, rest, hang out, and embark on adventures. It's a feeling we hope to bring into your own home.

We want to create a home that is both practical and beautiful. No matter your personality or taste, we believe this collection will enhance it."



© Moomin Characters™

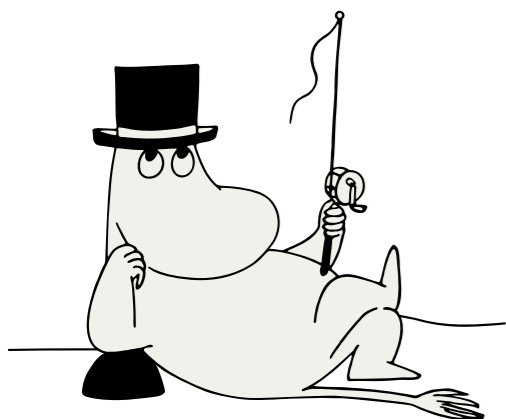
// **Lotta Hallenius**, Designer & Product developer at Kid's Concept

Tent MOOMIN.

In stock in **JANUARY**



Pocket for books etc



1000956 Tent MOOMIN



Collection hangtag.



"So Moominpappa climbed up on a stool and got down the bottle and three glasses.
-Who is the third one for?" asked Moominmamma.
-The Muskrat," answered Moominpappa. A great man. He's coming to live here – with your approval, my dear."



DESCRIPTION

This tent pays tribute to those Moomin qualities of kindness and providing a safe, welcoming space for everyone. The black-and-white design features Moominpappa, Moominmamma, Little My, and Moomintroll, with two inner pockets for small toys and books, and an outer pocket where Moomintroll and Little My can be found.

In many Moomin stories, someone that needs shelter or care ends up staying for a shorter or longer period at the Moomin House. In the book Finn Family Moomintroll, (original title Trollkarlens hatt) Moominpappa welcomes two small, inseparable friends into the Moominhouse when they arrive in Moominvalley. These shy creatures, who speak their own language, are on the run, seeking a safe place to stay. Moominpappa's decision to take them in reflects the Moomins' core values of kindness, openness, and a willingness to help others, even those they don't know and without judgement. By offering shelter, the Moomins show that everyone deserves a safe place and kindness, regardless of their past or circumstances.

MATERIAL GOTS Certified cotton, FSC-certified pine, PE.

SIZE 107x107x124 cm.

PACKAGING Brown box with sticker

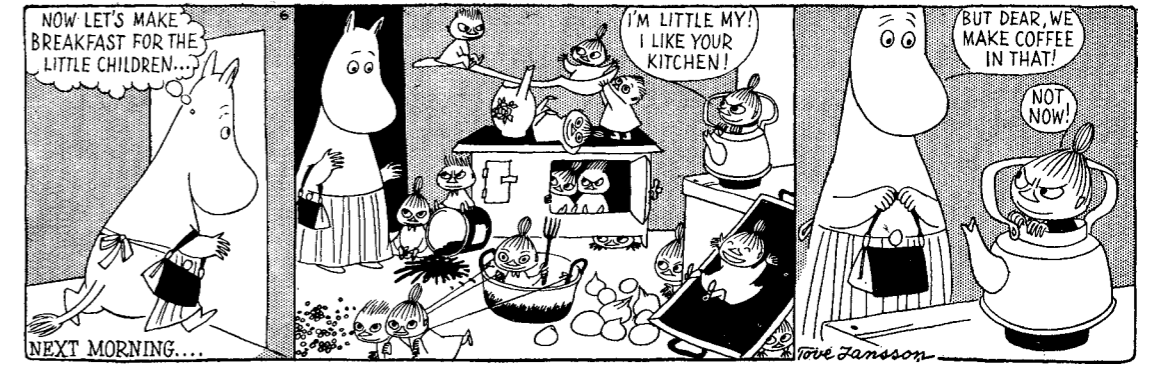
EXTRA -

AGE 2Y+

UVP	VE
222,95	1

Tent with figures MOOMIN.

In stock in **JANUARY**



Pocket inside the tent for books etc

Moomin figures in paper to play with.



Collection hangtag.

Moominmama: "Now let's make breakfast for the little children. "I am Little My! I like your kitchen" But dear, we make coffee in that! "Not anymore!"



DESCRIPTION

Moominmama has a natural talent for making everyone feel welcome and cared for. Whether it's her family or special guests, she ensures that everyone feels at home, just like in the Moomin house. Inspired by the story when Little My got adopted by the Moomin's, we created a tent with practical pockets, reminiscent of Moominmamma's apron, perfect for storing small books or toys. Made from sturdy canvas in certified cotton and FSC-certified wooden poles, the tent also includes three small Moomin textile figures—Moominmama, Little My, and Sniff—symbolizing the idea that family can look however you want.

MATERIAL GOTS Certified cotton, FSC-certified pine, PE.

SIZE 107x107x124 cm.

PACKAGING Brown box with sticker

EXTRA 3 Moominfigures

AGE 2Y+

UVP	VE
222,95	1

1000957 Tent with figures MOOMIN

Beanbag MOOMIN.

In stock in **JANUARY**



Three Moomin cushions included.



1000958 Beanbag MOOMIN



Collection hangtag.

DESCRIPTION

Mymble, Little My's big sister, occasionally longs for some peace and solitude, away from her many siblings. Mymble truly enjoys moments where she can just relax and be by herself, illustrating the importance of personal space and downtime, especially for those who are constantly surrounded by others. Inspired by Mymble's occasional need for solitude, this bean bag is the perfect spot for children to retreat, relax, and have their own cozy, moominous time.

The bean bag features a handy side pocket where books and toys can be stored, as well as three soft textile Moomin characters: Moominpappa, Snorkmaiden, and Moomintroll. It has a removable cover in corduroy that is machine washable, making it easy to keep fresh. The base is made of a durable, darker fabric that helps maintain a clean and tidy appearance. The inner lining inside, it is filled with shredded PU foam that adapts comfortably to the body. The inner cushion has a zipper so you can re-fill or remove the filling.

MATERIAL 100% polyester, polyester/cotton bottom, PU-foam. Polyester canvas for figure and pocket.

SIZE 60x80 cm H 60 cm.

PACKAGING Brown box with sticker.

EXTRA Pocket on the side for the Moomin cushion; Moominpappa, Moomin and Snorkmaiden.

AGE N/A

UVP	VE
222,95	1

Book display MOOMIN.

In stock in **JANUARY**



Collection hangtag.

DESCRIPTION

Encourage the love for reading and proudly display all your wonderful books. This shelf helps keep your favourite stories within reach, fostering a reading habit in children. The shelf allows easy organisation and quick access. The front rail prevents books from falling and provides a clear view of the titles you want to read. The rail features two charming motifs of the Moomins: Little My sitting happily beside a large book, and Moominmamma and Moomintroll joyfully embracing—perhaps after a long adventure. This display shelf is easy to mount on the wall or even behind a door due to its compact design.

MATERIAL FSC-certified MDF, poplar wood.

SIZE 60x12 H 65 cm.

PACKAGING Brown box with sticker.

EXTRA Flip the front bar to get a white front.

AGE N/A

UVP	VE
61,95	2

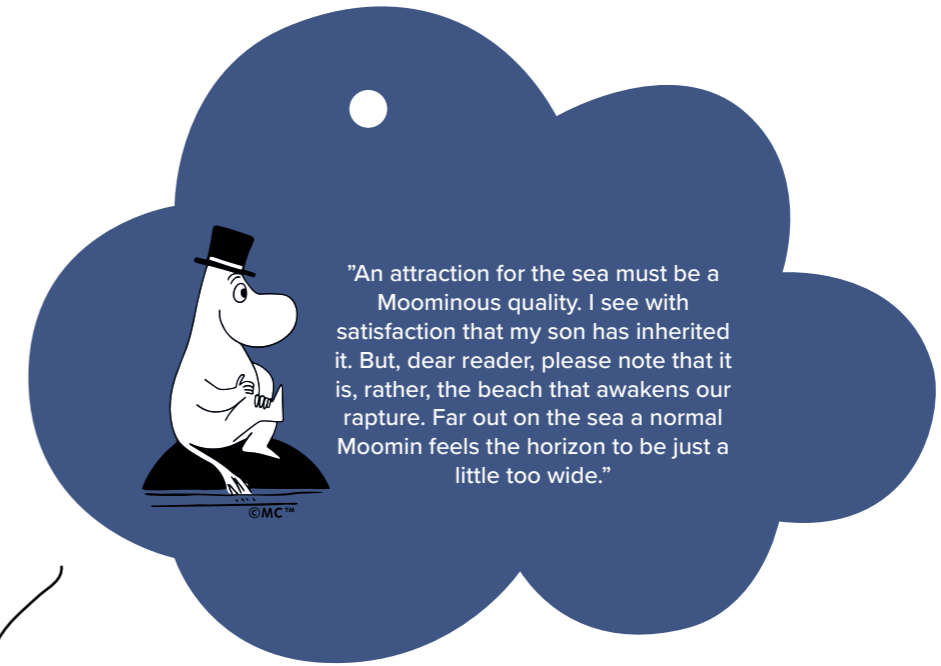
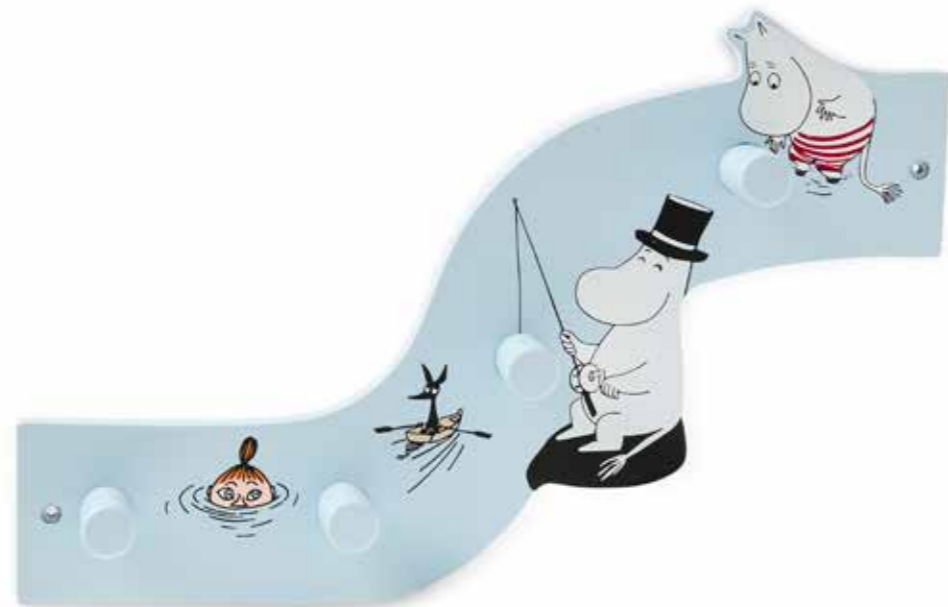


1000963 Book display MOOMIN



Hookboard MOOMIN.

In stock in **JANUARY**



"An attraction for the sea must be a Moominous quality. I see with satisfaction that my son has inherited it. But, dear reader, please note that it is, rather, the beach that awakens our rapture. Far out on the sea a normal Moomin feels the horizon to be just a little too wide."

Collection hangtag.

DESCRIPTION

The sea is central to the Moomin family. On the hookboard, you see Moominpappa, perhaps daydreaming about sailing far away, while Moomintroll and Little My enjoy adventures by the water. In many Moomin stories, the sea serves as a backdrop for exploration, challenge, and bonding among the Moomin characters. The residents of Moominvalley spend time fishing and exploring the shoreline, creating cherished memories.

This hookboard, featuring Moominpappa trying to catch fish, Moomintroll discovering a message in a bottle, and Little My swimming, captures this deep love for the sea. Made of FSC-certified MDF and solid wood, it is a practical and decorative detail for any child's room or hallway.

MATERIAL FSC-certified MDF, schima.

SIZE 35x6,5x21,5 cm.

PACKAGING Photo box.

EXTRA Note, fixing device are bought separately.

AGE N/A

UVP	VE
26,95	2



Hooks 2-set MOOMIN.

In stock in **JANUARY**



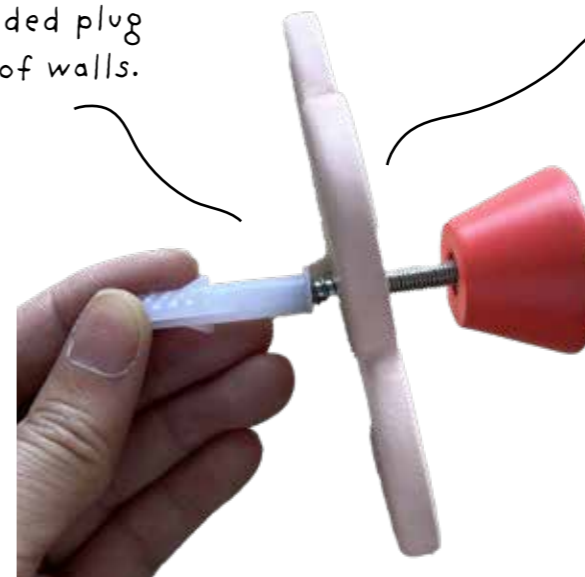
1000960 Hooks 2-set Little My MOOMIN



1000961 Hooks 2-set Moominmamma MOOMIN

"Wooden screw thread" part with included plug for most kind of walls.

Metal thread part in hook and half of screw length.



DESCRIPTION

Moominmamma and Moominpappa's relationship is built on love, mutual respect, and support for each other's passions. Moominpappa, a romantic adventurer, complements Moominmamma's steady and nurturing nature. Together, they create a balanced, supportive environment that encourages their children's independence while embracing new experiences and the comfort of home. They are always welcoming to others, reflecting an inclusive view of family.

The hooks, made from FSC-certified wood, come with hidden screws for easy wall installation. The included plug is for concrete walls; for other wall types, consult your local hardware store.

MATERIAL FSC-Certified MDF, schima.

SIZE Moomin: 14x2,5x4,5 cm. Little My:12x2,5x5 cm.

Moominmamma: 14x2,5x8,5 cm. Moominpappa: 16,5x2,5x10 cm.

PACKAGING Photo box.

EXTRA -

AGE N/A

UVP	VE
21,95	4

Guitars

In stock in **JANUARY**



1000952 Guitar dot lilac



1000950 Guitar dark pink



Flower power!

1000951 Guitar flower pink

DESCRIPTION

Jam on your own or assemble a band to play a concert for Teddy or the entire family. Let the surroundings hear all the music you create. Wooden toy guitar with a star cut-out. Children love playing instruments and making sounds themselves. Perfect as a toy for children who love music or to help create an interest in music. The strings can be stretched just like on a regular guitar.

MATERIAL Guitar: FSC-certified Linden, beech, plywood. Guitar string: Polyamide. Details: ABS. Fret: Copper.

SIZE 18x5x53,5 cm.

PACKAGING Brown window box.

EXTRA -

AGE 3Y+

UVP	VE
30,95	2



Guitars.

In stock in **JANUARY**



1000953 Guitar black / white



1000954 Guitar yellow / white



New design!

DESCRIPTION

Jam on your own or assemble a band to play a concert for Teddy or the entire family. Let the surroundings hear all the music you create. Wooden toy guitar with a star cut-out. Children love playing instruments and making sounds themselves. Perfect as a toy for children who love music or to help create an interest in music. The strings can be stretched just like on a regular guitar.

MATERIAL Guitar: FSC-certified Linden, beech, plywood. Guitar string: Polyamide. Details: ABS. Fret: Copper.

SIZE 18x5x53,5 cm.

PACKAGING Brown window box .

EXTRA -

AGE 3Y+



UVP	VE
30,95	2

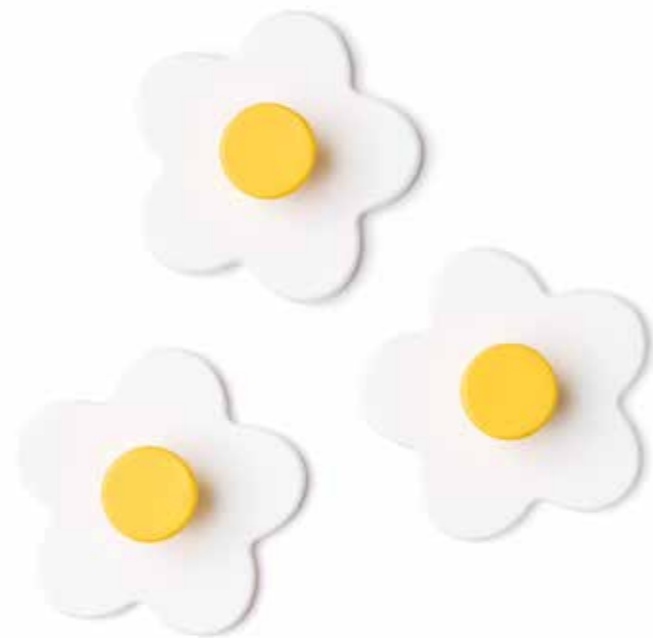
Hooks flower 3 pack.

In stock in **JANUARY**



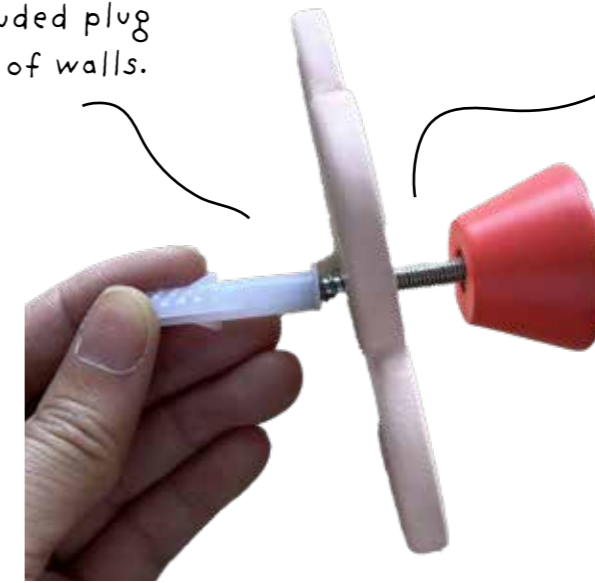
Flower power!

1000971 Hook flower mix 3 pcs



1000970 Hook flower white 3 pcs

"Wooden screw thread"
part with included plug
for most kind of walls.



Metal thread part
in hook and half of
screw length.

DESCRIPTION

A set of two flower hooks that add extra flair to any room. Perfect for hanging your favorite bags or accessories, these hooks combine functionality with a playful design. They're a cheerful addition of color to any kids' room. Hooks in wood, with screw hidden inside, set of three. Note, fixing device are bought separately.

MATERIAL FSC-certified MDF, schima.

SIZE 9,5x9,5x2,5 cm.

PACKAGING Photobox.

EXTRA -

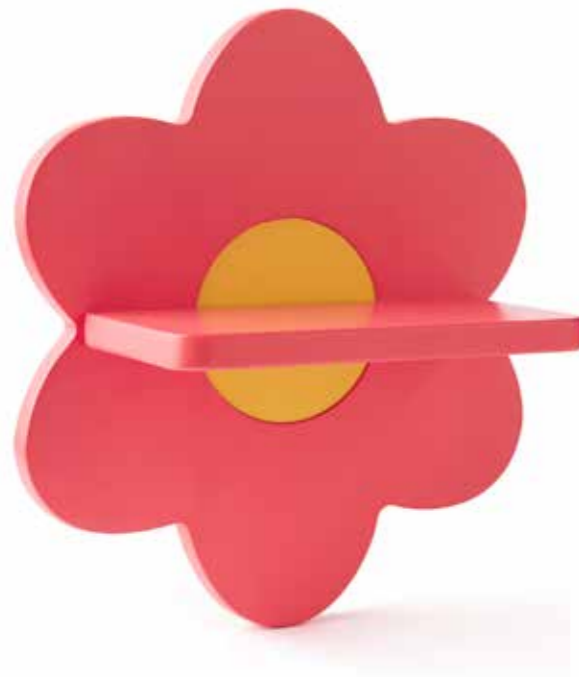
AGE N/A

UVP	VE
17,95	4



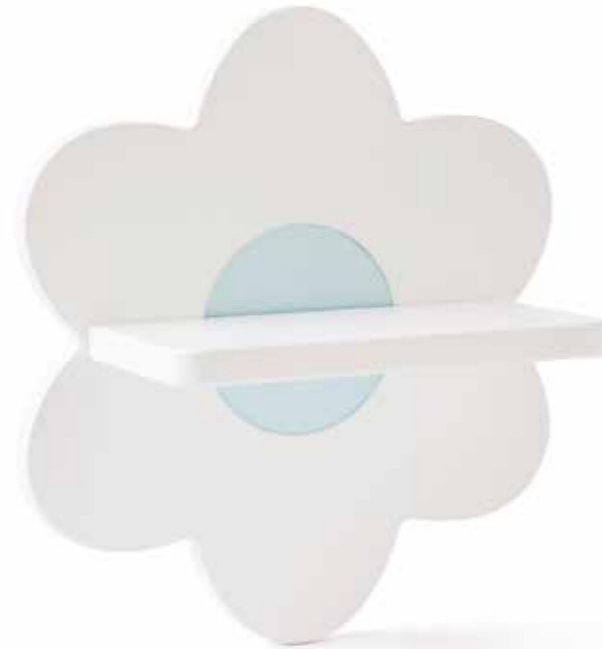
Wall shelf flower.

In stock in **JANUARY**

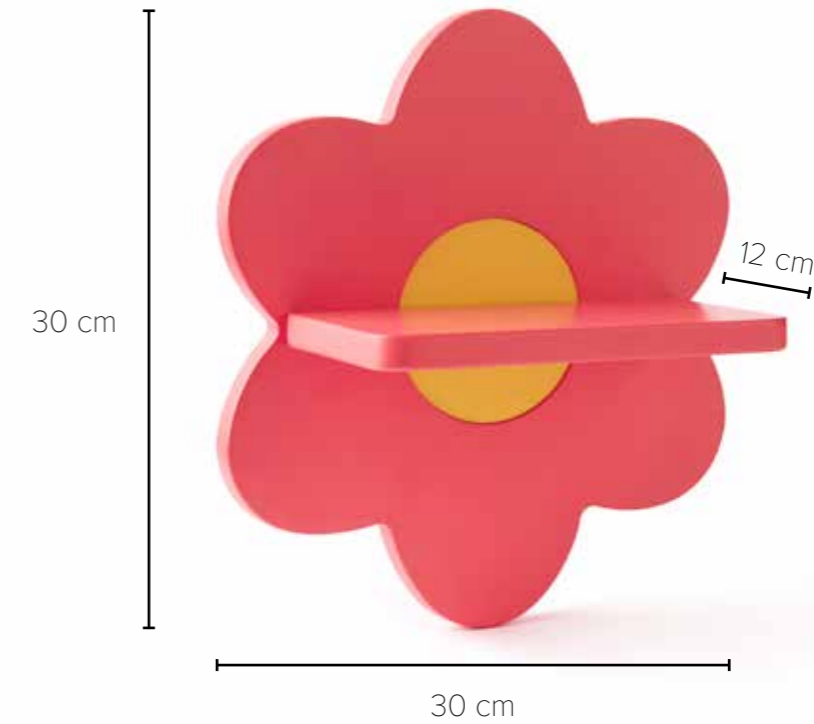


1000972 Shelf flower pink

Flower power!



1000973 Shelf flower white



DESCRIPTION

The Flower Power shelf is a vibrant addition to your child's room, perfect for displaying small decorative items. Arrange several shelves in a creative pattern across the walls to add a playful and modern touch. Complement with some flower hooks to achieve a lively, colourful space for flower lovers. This shelf expresses joy and happiness with its dark vibrant pink petals and yellow center, making it a striking focal point in any room.

The cartoon-inspired daisy flower shape brings a touch of joy to the space. The shelf features hidden brackets/keyhole hangers for a clean look. Please note that screws are not included, as the correct wall fixation should be chosen based on your wall type

MATERIAL FSC-certified MDF.

SIZE 30x12x30 cm.

PACKAGING Brown box with sticker.

EXTRA Note, fixing device are bought separately.

AGE N/A

UVP	VE
26,95	2



Wall shelf circle STAR.

In stock in **JANUARY**

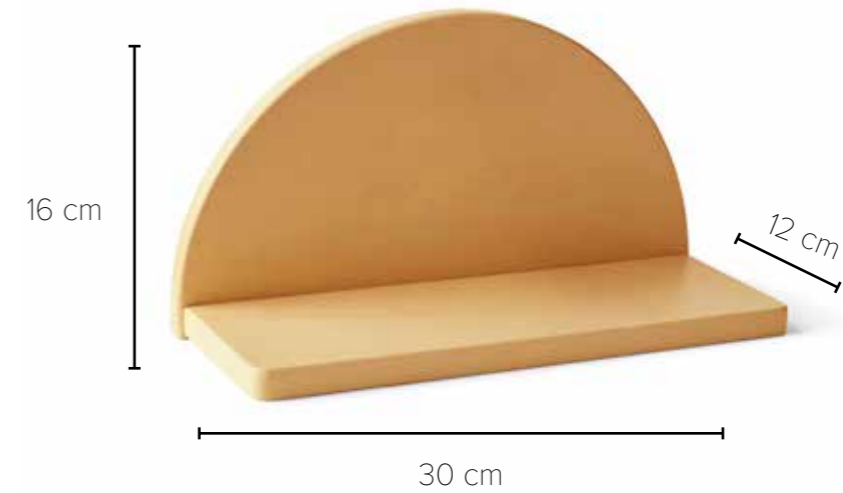


1000975 Shelf circle light blue STAR

Add a hook and make the shelf to a hanger.



1000974 Shelf circle mustard STAR



DESCRIPTION

Playful circular-shaped shelf that combines functionality and style. Hang it with the circular shape facing up or down for a playful touch. Get creative with the shape and hang several shelves on your wall. Plus, the shelf includes an extra hook if you want to transform your shelf to a hanger as well. Place your favorite toy or book on the shelf. Invisible fixation on the back. Note, fixing device for the walls are bought separately.

MATERIAL FSC-certified MDF.

SIZE 30x12x16 cm.

PACKAGING Brown box with sticker.

EXTRA Hang it with the circular shape facing up or down. The hook is installed by drilling a hole. A printed cross at the back shelf indicates drilling (3 mm drill) spot.

AGE N/A

UVP	VE
26,95	2



Wall shelf with sticker STAR.

In stock in **JANUARY**

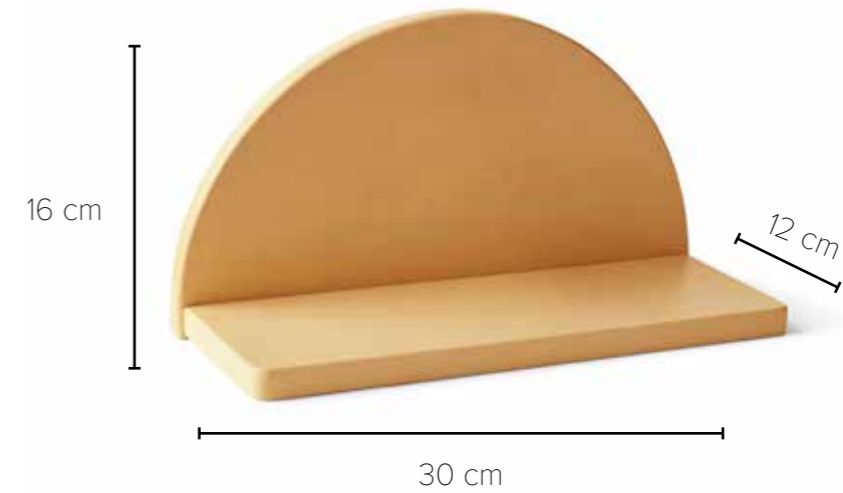


1000979 Shelf circle light blue with sticker STAR

Add a hook and make the shelf to a hanger.



1000978 Shelf circle mustard with sticker STAR



DESCRIPTION

Playful circular-shaped shelf that combines functionality and style. Hang it with the circular shape facing up or down for a playful touch. Get creative with the shape and hang several shelves on your wall. Plus, the shelf includes an extra hook if you want to transform your shelf to a hanger as well. Place your favorite toy or book on the shelf. Invisible fixation on the back. Note, fixing device for the walls are bought separately.

MATERIAL FSC-certified MDF.

SIZE 30x12x16 cm.

PACKAGING Brown box with sticker.

EXTRA Hang it with the circular shape facing up or down. The hook is installed by drilling a hole. A printed cross at the back shelf indicates drilling (3 mm drill) spot.

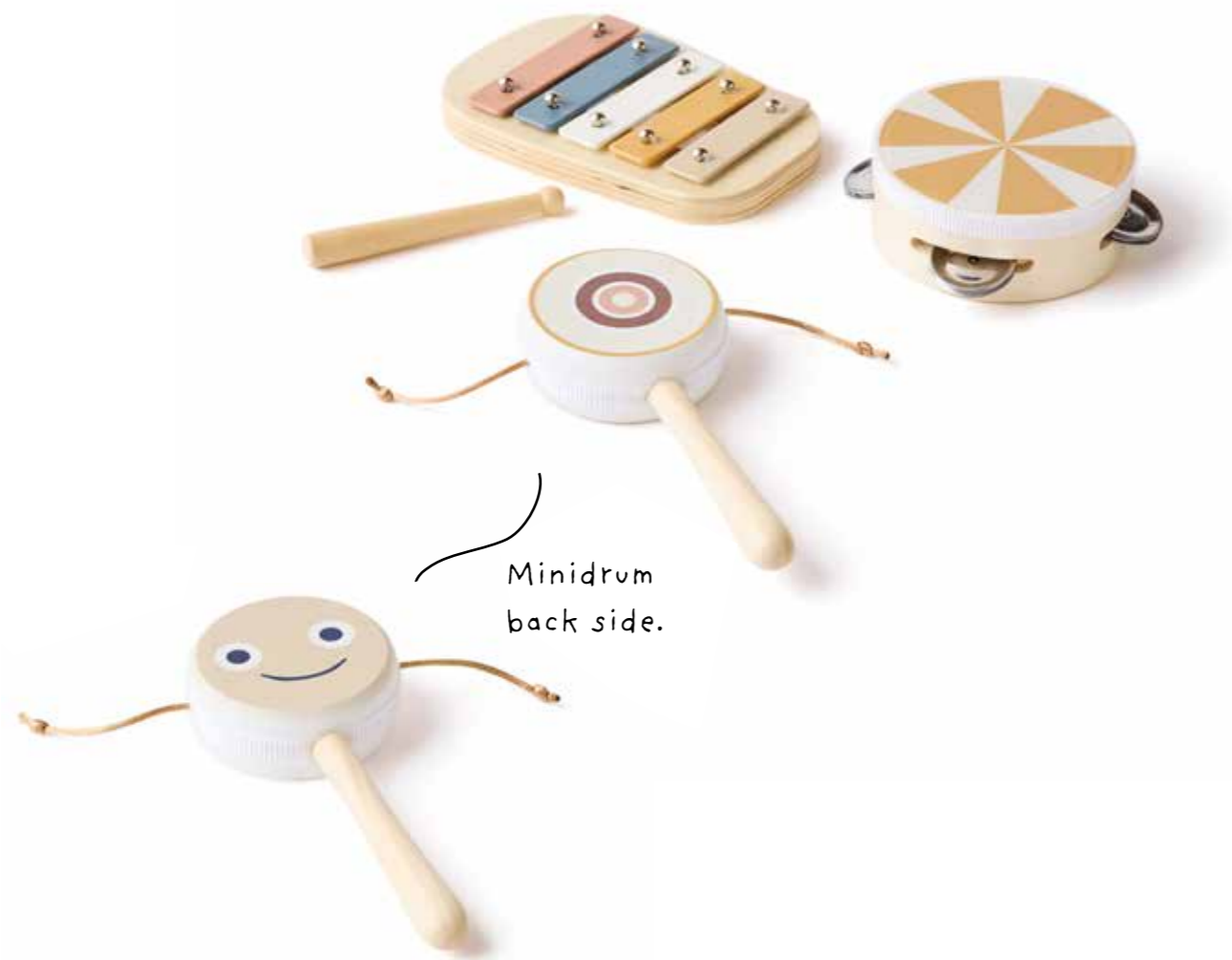
AGE N/A

UVP	VE
30,95	1



Music set.

In stock in **JANUARY**



Minidrum
back side.

DESCRIPTION

A music set for all little superstars. Dive into the world of rhythm and melody with the tambourine, xylophone, and more. Play alone or with friends and family, this set promises endless musical fun. Let the sounds of laughter and creativity fill the air as you explore the joy of making music.

MATERIAL FSC-certified Plywood, birch, polyester, iron.

SIZE Xylophone: 16x10,5x2 cm. Tambourine: 13x13x4 cm. Drum: 8x18x3 cm. Drum stick: 10,5x1x1 cm.

PACKAGING Photobox.

EXTRA -

AGE 18M+

UVP	VE
30,95	2



1000955 Music set brown

Storage grey mustard STAR.

In stock in **JANUARY**



Same warm grey as the chest and shelf with hooks.

DESCRIPTION

Storage for books and toys. Easy to reach for small children. Stable due to the triangle shape. Able to attach to the wall. Comes in two versions that can be placed beside each other. The inside has a contrast colour for a fun vibrant effect.

MATERIAL FSC-certified MDF.

SIZE 60x35 H 60 cm.

PACKAGING Brown box with sticker.

EXTRA -

AGE N/A

UVP	VE
106,95	1



1000968 Storage grey mustard STAR

Book display grey mustard STAR.

In stock in **JANUARY**



DESCRIPTION

A wall shelf with three shelves, perfect for displaying your favorite books, top drawings, or even Teddy. Ideal for small rooms or walls with limited space, it can be placed behind a door for extra storage. The shelf is wall-mounted but can also stand on the floor when securely attached. Note, fixing device are bought separately.

MATERIAL FSC-certified MFD, poplar.

SIZE 60x12 H 100 cm.

PACKAGING Brown box with sticker.

EXTRA -

AGE N/A

UVP	VE
61,95	1



1000969 Book display grey mustard STAR

Beanbag.

In stock in **JANUARY**



1000965 Beanbag brown



1000964 Beanbag off white



DESCRIPTION

Sink down and unwind as you relax in our bean bag puff. Lean back and feel the soft corduroy and make yourself comfy. Relax with a nice book, meditate, or take a moment for yourself. A soft bean bag perfect for lounging. For even more relaxation, add our matching seat pouf for your legs, or perhaps for a friend to join you. Use the handle at the back to easily move the beanbag around, allowing you to change your location and not your seating. Detachable cover that can be washed in the machine.

MATERIAL Corduroy, OEKO-TEX Certified filling.

SIZE 80x75 cm H 48 cm

PACKAGING Brown box with sticker.

EXTRA Detachable cover that can be washed in the machine.

AGE N/A

UVP	VE
177,95	1

Pouffe.

In stock in **JANUARY**



1000967 Pouffe brown



1000966 Pouffe off white



DESCRIPTION

Enjoy the perfect big pouf for relaxation. Whether you want to lay down, sit, or simply hang out, our soft corduroy pouf provides comfort. With a handle added on the side, the product can easily be moved around. For the ultimate relaxation, pair our pouf with our matching bean bag. Whether it's for you or to hang out with a friend, it completes the relaxation experience. Detachable cover that can be washed in the machine.

MATERIAL Corduroy, OEKO-TEX Certified filling.

SIZE 85x85 cm H 34 cm.

PACKAGING Brown box with sticker.

EXTRA Detachable cover that can be washed in the machine.

AGE N/A

UVP	VE
136,95	1

Armchair foldable.

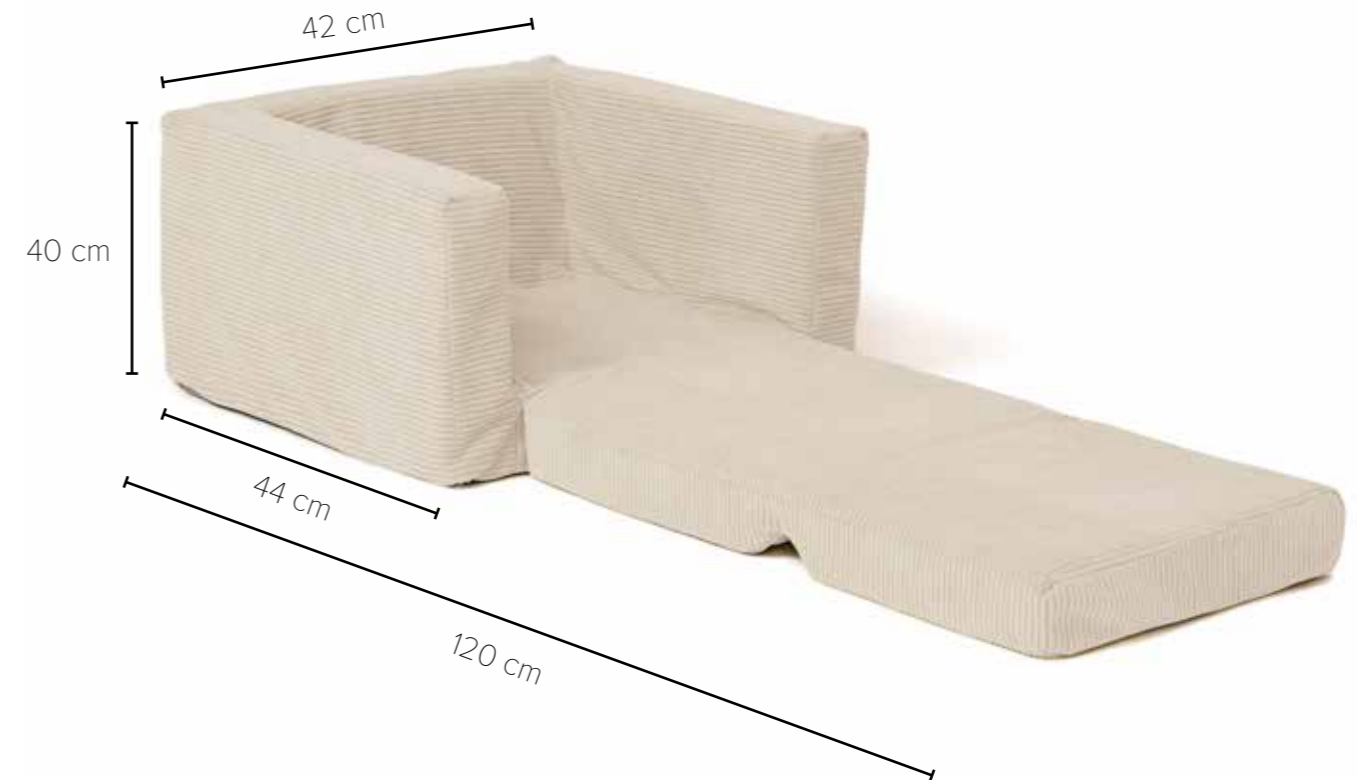
In stock in **JANUARY**



1000977 Armchair foldable green



1000976 Armchair foldable off white



DESCRIPTION

Relax in our foldable chair, unfold it into a comfortable mattress. Lean back and feel the soft corduroy as you make yourself comfy. Enjoy a moment with a good book or simply unwind. The lightweight design of the chair allows it to be easily moved around by a child, so kids can change the location on their own without giving up any comfort. Detachable cover that can be washed in the machine. the seat can be folded out and work as a small mattress, sleep over spot or low lounge chair. The bottom can be opened up, fabric removed and washed. the bottom has a dark fabric to avoid appearance of dirt.

MATERIAL Corduroy, cotton/polyester bottom and lining, pu-foam.

SIZE 42x44 (42x120 cm unfolded) cm H 40 cm.

PACKAGING Brown box with sticker.

EXTRA Detachable cover that can be washed in the machine.

AGE N/A

UVP	VE
79,95	1

Beach tent.

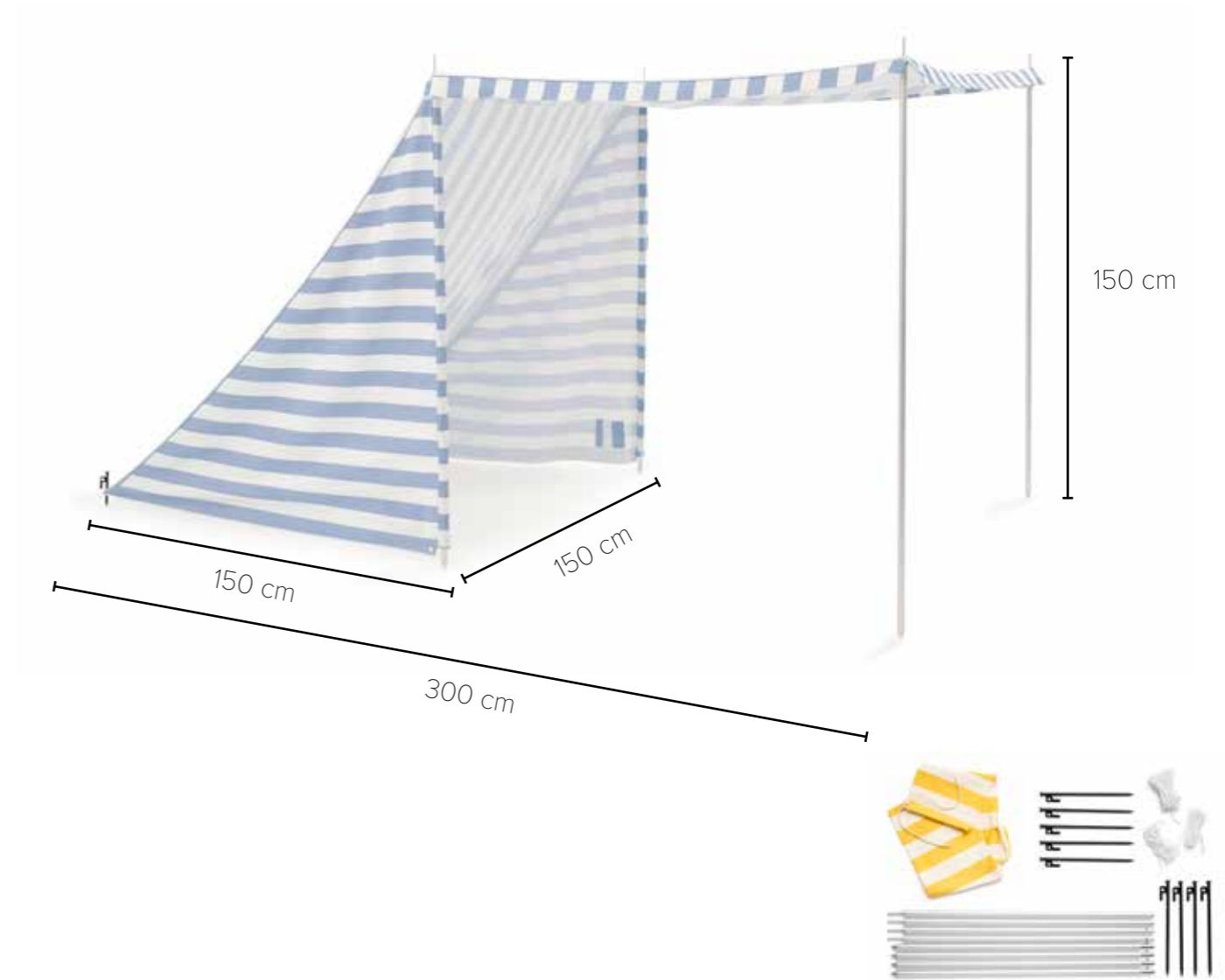
In stock in **JANUARY**



1000946 Beach tent yellow



1000947 Beach tent blue



DESCRIPTION

Fold up the beach tent and create your own safe space at the beach. The tent provides shade from the sun and an outdoor room perfect for chilling and playing. The front can be opened and used as an extended roof for the tent. Simply close the front to create a private dressing room or a cosy hideaway. Inside the tent, there are two pockets for storing any small items. Everything can be packed down into the matching storage bag, easy to carry with you for your next day at the beach.

MATERIAL Polyester 100%, iron, aluminium.

SIZE 150x300 (with sun roof up) 150 cm.

PACKAGING Carry bag + hang tag.

EXTRA Long cord strangulation.

AGE 3Y+

UVP	VE
133,95	1

Boat with fishing set KID'S HUB.

In stock in **JANUARY**



DESCRIPTION

Row, row, row the boat to new adventures ahead. Or do you prefer to use the engine today to get there a little faster? Imagine the water underneath—are you ready for a swim, a picnic in the boat, or maybe you'll try your luck at fishing? Get the fishing play set as an addition to the boat for even more hours of playtime. The boat is made of cotton and comes with a soft engine.

MATERIAL Boat: Polyester, PE, PU foam. Fishing set: Certified organic cotton, FSC-certified plywood, polyester PU foam.

SIZE Boat. 115x59x28,5 cm. Fishing set: 48x7,5x7 cm.

PACKAGING Hangtag.

EXTRA Removable engine.

AGE 2Y+

UVP	VE
88,95	2

1000948 Boat with fishing set KID'S HUB

Food truck tent KID'S HUB.

In stock in **JANUARY**



Unfold the menu and transform the food truck into a camping van.



DESCRIPTION

Off to the next destination in the bustling life of the food truck. Find your spot, park the food truck, and start the preparations. Unfold the curtain, roll down the menu, and let people know that the food truck is open for business. Drive around and serve delicious food to people everywhere. This playhouse is perfect for young children to enjoy imaginative play, whether they are pretending to be on a camping trip or running their own food truck. The food truck features a door at the back and windows at the front. There's a curtain above the side window where you can meet customers and serve the food. Below you have a removable menu. The roof has an opening perfect for fresh air during hours of play.

MATERIAL Polyester, pp plastic, metal.

SIZE 120x80x102 cm.

PACKAGING Fabric bag with hangtag

EXTRA -

AGE 2Y+

UVP	VE
52,95	2

1000952 / 1000950 / 1000951 / 1000953 / 1000954 Guitars



SALES PITCH

New colors, patterns and models / Toy and decor in one /
Eye-catching interior piece

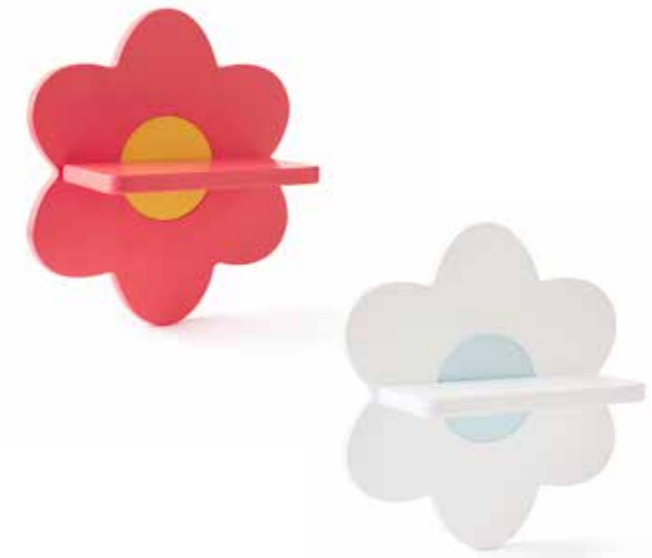
1000971 / 1000970 Hook flower 3 pcs



SALES PITCH

Both interior piece & decoration
/ FSC Wood

1000972 / 1000973 Shelf flower



SALES PITCH

Stylish and functional / Eye-catching design /
Perfect for small spaces / FSC Wood

1000975 / 1000974 Shelf circle STAR



SALES PITCH

Double function design / Stylish and practical /
Easy assemble / FSC Wood

1000968 Storage grey mustard STAR



SALES PITCH

Durable, modern design / Child-friendly storage solution /
Promotes independence / Montessori inspired / FSC Wood

1000969 Book display grey mustard STAR



SALES PITCH

Easy-to-place design / Organizes books neatly / Child-friendly
storage solution / Promotes independence / FSC Wood

1000965 / 1000964 Beanbag



SALES PITCH

Durable and stylish / Great for any room / Comfortable and supportive / Blends with any decor. OEKO-TEX

1000967 / 1000966 Pouffe



SALES PITCH

Multi-use seating solution / Great for any room / Adds comfort and style / OEKO-TEX

1000977 / 1000976 Armchair foldable



SALES PITCH

Space-saving design / Lightweight and portable / Good for small night guests / Washable cover / Great for any room

1000946 / 1000947 Beach tent



SALES PITCH

Quick and easy setup / Provides ample shade / Perfect for beach days / Lightweight and portable

1000948 Boat with fishing set KID'S HUB



SALES PITCH

Soft, nautical design and colors / Promotes imaginative play / Easy to clean and maintain / Adds fun to any room / FSC Wood



1000945 Food truck tent KID'S HUB



SALES PITCH

Quick and easy setup / Ideal for outdoor play / Perfect for garden & beach / Lightweight and portable / Engages imaginative play

1000957 / 1000956 Tent MOOMIN



MOOMIN
BY KID'S CONCEPT



SALES PITCH

Whimsical play space / Durable and eco-friendly / Bestseller in unique design / GOTS / FSC Wood

1000958 Beanbag MOOMIN



MOOMIN
BY KID'S CONCEPT

SALES PITCH

Encourages imaginative play / Soft and supportive seating / Bestseller in unique design / FSC Wood

1000963 Book display MOOMIN



MOOMIN
BY KID'S CONCEPT



SALES PITCH

Easy-to-place design / Organizes books neatly / Child-friendly storage solution / Unique design / FSC Wood

1000962 Hookboard MOOMIN



MOOMIN
BY KID'S CONCEPT



SALES PITCH

Unique design / Cute and practical storage / FSC Wood

1000960 / 1000961 Hooks 2-set MOOMIN



MOOMIN
BY KID'S CONCEPT



SALES PITCH

Unique design / Cute and practical storage / FSC Wood



KID'S CONCEPT
SWEDISH DESIGN