



Y
O
B
Y
O
Y



Big Loyalty
promotion
with FREE
BABY born
rucksack

Autumn/Winter 2022
Collection




New trends

from the world of BABY born

The fashion marathon is entering a new stage. To celebrate, you will receive a free children's rucksack when you buy colourful BABY born clothes. BABY born shows you her latest trendy outfits in this brochure. You and your BABY born can show us where you go and what you do with the rucksack on Instagram or Facebook under the hashtag #adventureswithbabyborn – yes, BABY born is on social media too! And she even goes digital in the new BABY born app: you can discover a world of fun that comes with caring for and playing with your doll, and even a digital wardrobe!



 www.baby-born.com

Your
BABY born team



BABY born Loyalty promotion
Fashion marathon

2022

Shop for fashion
and get a
free
BABY born
children's
rucksack!



For more information, see page 15 of the Lookbook.



New!

BABY born app
Scan the QR code and
start playing!



 App Store

 Google Play

With a funny
song about
brushing your
teeth



Look
after your
BABY born!



For all
doll
parents!


Choose a
cute outfit
for your
BABY born!



Follow BABY born on her
own Instagram channel...



Scan me!

 [babybornuk](https://www.instagram.com/babybornuk)

...and delve into the colourful world of BABY born. Discover great competitions and promotions, simply say hello or share your most beautiful BABY born look with the hashtag

#adventureswithbabyborn

Smooth or fluffy

Weather models

BABY born's functional clothing protects her from windy and wet weather. And whenever she's out and about, she's always sporting new interpretations of pink: whether her raincoat in two shades of pink, which she combines with light blue waterproof trousers and turquoise wellies, or the fluffy pink coat decorated with badges, which looks great together with the leggings in shimmering metallic look. She is also wearing a glittery bobble hat in a lighter shade of pink.



sweet print on back



1 | BABY born Deluxe Rain Set 43cm
Raincoat, trousers and wellies.
Item no.: 832578

2 | BABY born Pink Coat Set 43cm
Fluffy coat, metallic leggings
and bobble hat.
Item no.: 833834

4 | Lookbook

For rainy days

1/



Pastel look for rainy days

2/



Fluffy combination with metallic leggings

Soft and cuddly

Nice and Warm

It's time for BABY born to go sledging! To make sure she doesn't get too cold while she's enjoying the winter wonderland, she's wearing her new two-piece snow outfit. The coat and trousers feature the same colourful design with Bello the dog. And the colour of her winter wellies matches her outfit perfectly – just like her hat, which she definitely shouldn't forget while she's out playing in the snow.



BABY born Deluxe Wintertime 43cm
Coat, trousers, hat and boots.
Item no.: 830062



BABY born Unicorn Onesie 43cm
Including clothes hanger.
Item no.: 832936

BABY born simply loves dressing up, and this unicorn outfit is one of her very favourites. This cuddly unicorn onesie combines pure white with metallic rainbow features on the wings, feet and tail. But of course, the most important thing is the hood with its mane, its sweet little ears and unicorn's horn in rainbow colours. The pink heart on the front of the onesie shows BABY born's close bond with everyone who believes in magic, as does the unicorn print on the left leg.

Born to dance

Streetwear

This is what you wear in the hood... Of course, hood is short for neighbourhood and describes the place where you hang out with your homies and take them on at street dancing. Boy is practising cool hip-hop moves in a hoody with sewn-on waistcoat. He completes the outfit with comfy jogging bottoms. His bro (a cool abbreviation for Brother) is on his way to a dance course in a bomber jacket and a pair of jeans.



cool animal prints



1 | BABY born Outfit with Hoody 43cm
Hoody and trousers, including clothes hanger.
Item no.: 832615

2 | BABY born Outfit with Jacket 43cm
Jacket and trousers, including clothes hanger.
Item no.: 833599

8 | Lookbook

Hooded top

1/

Denim waistcoat



2/

Jeans



Bomber jacket

The traditional way to look stylish

Traditional styles

Dirndl dresses and lederhosen (leather shorts) can be found in every wardrobe in the Alpine region. Of course, when BABY born travels to the mountains, she always takes her traditional outfit with her: she is wearing her checked dirndl with a white flowery apron, while Brother is going to the folk dance in his leather shorts. These are sometimes called "krachledern" because they make so much noise when you slap your thighs when dancing the Schuhplattler. The two of them look truly resplendent in their traditional costumes.



with cute
drop-front flap

1 | BABY born Dirndl 43cm
Dress, ballerinas and hairband.
Including clothes hanger.
Item no.: 833896

2 | BABY born
Traditional Outfit Boy 43cm
Trousers, shirt and shoes.
Including clothes hanger.
Item no.: 828755



1/



flowery
headdress

2/



sturdy
Alpine shoes



Folk dancer

Festive fashion

Styling is a cause for celebration for BABY born! Her outfits for the Christmas period are a real cracker. The design of the red dress is inspired by the clothing of Santa's elves from the North Pole. On the shirt with white cuffs, Benno the bunny is hanging stars on the Christmas trees. The tiered tulle skirt is covered in fairy dust. The golden leggings underneath highlight the glitter particles even more.



BABY born
X-MAS Dress 43cm
Dress, leggings and cap.
Including clothes hanger.
Item no.: 830284



BABY born
Reindeer Onesie 43cm
Including clothes hanger.
Item no.: 831700

He won't find any fashion mistakes anyway! BABY born and her siblings' consciences are as clean as the furry belly of the cuddly reindeer onesie is white. The plush overall features golden antlers, adorable deer ears and a funny stub tail. The hoof-shaped gloves are directly attached to the onesie. And, of course, the obligatory red Rudolph nose also adorns the outfit.

Scarily stylish

"Wooooo!" It's the big night for fans of all things creepy and sweet collectors. All the little terrors love to dress up for Halloween, and BABY born is no exception. She's wearing a dress in the colours of the night. The purple gown has a cute print that is shrouded by a blue tulle layer. Black details such as the tulle sleeves, the corset lacing on the chest and the overskirt round off the spooky outfit.



BABY born
Halloween Dress 43cm
Dress and shoes.
Including clothes hanger.
Item no.: 833742

Loyalty promotion 2022

Fashion marathon

Whether socks or flower dress,
romper or waterproof trousers...
... every BABY born clothing item
in your shopping basket counts.



Buy clothes
Send in the receipt

BABY born
children's rucksack
for free

While stocks last.



Size: approx. 30 cm high

4 days,
3 nights



Win a family holiday
in an original
Kinderhotel

Family holidays
in the Kinderhotel are also
raffeted once per quarter.



kinderhotels.com

DAS ORIGINAL SEIT 1988

All information is also available online at: www.baby-born.com/modemarathon

This is how it works:

1

Buy BABY born doll clothing with a total value of **at least €50**.

2

Collect the receipt(s).

3

Fill in the participation card. This can also be downloaded from: www.baby-born.com/modemarathon

4

Send the original receipt(s) with the completed participation card to the following address*:

Zapf Creation AG
ModeMarathon
Mönchrödener Str. 13
96472 Rödental

5

You will be sent the **BABY born children's rucksack worth €19.99** for free.



= (min. total value) €50



Participation card

Yes, I would like the BABY born rucksack worth €19.99 for free!



Your name

Name of your legal guardian

I have read and accepted the terms and conditions of participation and the data protection notice clause 5.

Signature of legal guardian

Street No.

Postcode City

Email address

Terms and conditions of participation

1. Organiser

a) This contest is organised by Zapf Creation AG, Mönchrödener Straße 13, 96472 Rödental, Germany.
b) Any questions, comments or complaints regarding the contest are to be sent by post to the organiser in writing to the address stated above or via email to modemarathon@zapf-creation.de.

2. Participation, participation requirements and participation period

a) Eligible participants must be at least 18 years of age. Children and teenagers under the age of 18 need the consent of their legal guardian, which is to be provided in form of a signature on the participation card. Involved companies, their employees as well as their family members are excluded from participation.
b) Participation and participation requirements: see participation card.
c) Participation period: 1 January 2022 to 31 December 2022. Closing date: 15 January 2023. Submissions received after the closing date are excluded. Zapf Creation reserves the right to end or suspend the contest at any time without prior notice and without stating any reasons. In particular, this applies if proper implementation of the contest is not guaranteed due to technical or legal reasons.
d) Legal action is excluded.

3. Prizes, acceptance of the prize and announcement of the winners.

a) Prizes and acceptance of the prize: every eligible participant will be sent a BABY born product from the "accessories" category worth €19.99 (retail price). The prize cannot be exchanged or paid out in cash. The winner is not entitled to a prize that is identical to the offered prize. Deviations in colour, model, product type, etc. are possible and must be accepted by the winner.
b) In every quarter of the participation period, all eligible participants are entered into a raffle for a family holiday at an original Kinderhotel (www.kinderhotels.com). Booking conditions: 2 adults, max. 2 children up to 12 years of age, valid until 30 November 2023. 4 days, 3 nights, all-inclusive according to hotel offer. Bookings are not possible at Christmas, New Year's Eve / New Year's Day, the German carnival season or the first three weeks of August. Participants who did not win in the first quarter, for example, automatically participate in the draw in the following quarters. Participants who only meet the participation requirements during the 4th quarter, only participate in the draw in the 4th quarter. Prizes cannot be transferred to third parties. Any (subsequent) costs incurred by the winner when using the prize (travel to and from the hotel, meals, etc.) are to be borne by the winner.
c) Announcement of the winners: the winners of the Kinderhotel contest are notified by post or via email within two weeks following the end of the quarter. The winners are selected at random. The winners of this contest are determined by an independent jury comprising multiple members.
The prize (Kinderhotel and/or BABY born product) will be sent to the winner by post using the address specified by the winner.

4. Limitation of liability

a) Zapf Creation AG, its legal representatives and the organiser's vicarious agents shall only be liable for damage according to statutory provisions in the event of malicious intent or gross negligence, and for intentional or negligent injury to life and limb or health and in accordance with the regulations of the Product Liability Act. The above stated limitation of liability shall in particular apply to damage caused by errors, delays or interruptions in the transfer of data, failures of technical systems or services, incorrect content, loss or deletion of data, and viruses.
b) Any further liability shall be excluded.

5. Data protection notice

a) In compliance with the principle of data economy and data avoidance, Zapf Creation AG, Mönchrödener Straße 13, 96472 Rödental, as the organiser, only collects and processes data in connection with the contest that is required for the contest and the notification of the winner.
b) The organiser complies with the EU GDPR and the Federal Data Protection Act (new). Data processing is based on the contract performance due to participation in the contest within the meaning of Art. 6 Para. 1 lit. b EU GDPR.
c) The organiser processes the submitted participant data (first name, last name, email address, address) exclusively in connection with the promotion. After sending the products and determining the winners, we will notify you of your win by post/email and request the relevant data directly from you.
g) The personal data is automatically erased once the prizes have been processed. If the participant requests the deletion of their data, the data is erased; this also means that the participant withdraws from participation in the contest.
e) Participants have the rights stated in Art. 15 to 22 EU GDPR. These include:
• Right of access (Art. 15 EU GDPR)
• Right to erasure (Art. 17 EU GDPR)
• Right to rectification (Art. 16 EU GDPR)
• Right to data portability (Art. 20 EU GDPR)
• Right to restriction of data processing (Art. 18 EU GDPR)
• Right to object to data processing (Art. 21 EU GDPR)

To assert these rights, participants may contact the data protection coordinator at Zapf Creation AG at: datenschutz@zapf-creation.de. The same applies if participants have questions regarding the data processing. Participants also have the right to lodge a complaint with a supervisory authority.

f) The organiser will only provide the data to third parties in line with statutory provisions or subject to consent by the participant. No data shall otherwise be provided to third parties, unless the organiser is obligated to do so based on mandatory statutory regulations (transfer to external bodies such as supervisory authorities or law enforcement authorities).

g) The organiser ensures that only individuals that require the data to fulfil contractual and statutory obligations are given access to the participants' data. For example, we provide your address to our post room for shipping the prize. The winner's name and address are also provided to the respective delivery service for shipping the prize. All service providers have signed the required data protection contracts.

6. Applicable law

a) The contest is exclusively governed by the laws of the Federal Republic of Germany. The place of jurisdiction is Coburg.
b) Should individual terms and conditions of participation be or become invalid, the validity of the remaining conditions shall remain unaffected.