

STAND F001

Fulanitos, S.A de C.V  
[www.fulanitos.com](http://www.fulanitos.com)



Watch out for Fulanitos. The Mexican phenomenon has its first major direct product launch in UK in Autumn and is here at the Licensing show for the 6th consecutive year. These gorgeous characters appeal across age groups from Pre-School through Tweens and Teens, in multiple product categories.

Applications include plush, stationery, apparel, school bags and back packs, as well as a host of fantastic textile products with particular girl appeal. The Fulanitos team is here on the back of successes at the Las Vegas and Paris

Licensing Shows, and with growing sales in America, Canada, Asia and Europe.

The Fulanitos were designed by Gabriela Moad and launched as a brand more than 15 years ago. They have captured the imagination of children and adults alike and are guaranteed to brighten up any retail shelf. The company is strongly design led, with a great emphasis on new product development, but the essence of Fulanitos is its characters and what they can get up to, making it a very attractive proposition for potential licensees.



Garagato

He is so proud of his coloured stripes and so afraid that they could disappear one day when he is having his so enjoyable bubble bath...Target: Cat lovers.

Merenganita

Oh, how she hates divisions, multiplications and fractions...she only wants to talk about spoonfuls, slices, drops and pinches...which result in yummy creations. Target: Any girl or even grown up girls who like to bake and cook yummy stuff.

Lolipop

Creative, colourful, stripy and big hearted, loves to draw, cut, paint, scribble and sprinkle with thoughts and glitter her Dear-Diary. (and you are forgetting to say I am the prettiest one too!) Target: Creative, crafty girls.

Floriopondia

And WHOOO doesn't like pink??? Every single thing has to be pink according to her, and surrounding her and touching her. Poor Floriopondia! lately she has even turned allergic to non-pink! Target: Pink, girly girls.