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Giochi Preziosi is the market leader in Italy and one of the largest worldwide players in the toy industry. Its activities cover a wide range of toy products but also include many other consumer products aimed at the youth market.



Gormiti: The Invincible Lords of Nature

The record breaking boys property in Europe, now in the US!

A vast variety of unique characters face each other in the eternal fight between good and evil. The perfect blend between action, fantasy and adventure, will grasp your attention. Don't miss out on the top European game! Discover an extremely wide range of categories and products.



Gormiti: The Lords of Nature Returns

With the epic 52 x 26' TV series, the fastest growing boys brand in Europe, now is breaking into TV screens all over the world!

From the record-breaking toy brand Gormiti, an all-new licensing opportunity that brings the instant-classic Gormiti property to a whole new level that will become the new worldwide milestone for boys entertainment. Gormiti is the perfect brand for a wide licensing program for boys in all product categories.