



**PLAY WITH MOTHER NATURE**



**Welcome in MYUM garden !  
We are the Veggy Toys.**

**Handmade to help toddlers.  
learn about fruits & vegetables.**

**Our rattles, cuddly toys and music boxes stimulate  
babies curiosity and senses.**

**A playful way to make kids fall in love with greens.**

**We create quality toy for girls and boys since 2013.**



## HOW IT STARTED ...

My name is **FAUSTINE DURAND**, I am a french artist born in 1985.

I live between Paris, my home town and New York, the town of my heart.

I come from a family of artists and farmers. From childhood, my father use to bring me to our family farm and my mother to the museum. I'm passionate about Nature and Art. Veggy Toys bring both my 2 passions together!

I studied at Tokyo National University of Arts. And I am graduated of the Beaux Arts of Paris.

During my time off, I learned crochet techniques, I create cute characters shaped like fruits and vegetables. I add eyes and mouth on it to make them more adorable and fun.

It was a hobby until **COLETTE STORE** spotted my creations on Instagram. I got my frist order from the famous store and decided it was time to launch my brand.

I created **THE VEGGY TOYS** in December 2013 in Paris.



2013 Instagram post, Colette spots my creations.

# PRODUCTION

This is how we do it...

## OUR STUDIO, A WOMEN OWNED BUSINESS

**I have been working with the same craft team since 2015. Step by step we got bigger. Today our capacity is 2 500 pcs medium size per month, and we keep growing!**

Initially a fun and relaxing hobby, it quickly turned into an entrepreneurial adventure. When the orders started to stream in and the quantities became too large, I couldn't do all by myself. So I joined forces with Lin and Jenny, two extraordinary women.

Together, we gradually built a team of craftswomen. Today, with 10 years of existence and more than 200,000 toys made, MYUM is a group of 33 women working full time. The studio is located in South of China in a rural areas.

Our team is composed of talented women who possess the art and mastery of creating crochet shapes. I personally sourced the raw material, we work with the same supplier certified GOTS since 2016. We provide them with the raw material, the cotton and they work freely.

VEGGY TOYS are not ordinary items. They are made the old-fashioned way while respecting animals and the environment. At the same time, MYUM participates in the emancipation of women who create these amazing designs.



*Jenny, the manager*



*Lin, the crochet master*



*the team at work*



## THE CROCHET : OUR TECHNIQUE

There is no machine to make a Veggy Toy, they are all crocheted by hand!  
All our toys are handcrafted with organic cotton.  
It represents thousands and thousands of cotton yarn.



### WE ARE PROUD TO CARRY ON CROCHET TRADITION.

In our mechanized world, crochet remains one of the rare techniques that no machine can reproduce, unlike knitting for which there are looms.

This practice is ancestral and can be found all over the world. The first known works date back to the end of the Middle Ages. But its origin is uncertain, we do not know if it is Chinese, Peruvian, Tunisian or Egyptian.



**WATCH US AT WORK!**



# OUR COLLECTION & DESIGNS

A green Playground ...

I create cute and fun designs for toddlers. My inspiration comes from Nature, Art and Craft.



**Since 2013, I created over 150 designs divided into 6 ranges :**  
RATTLES - COMFORTERS - REVERSIBLES - TEETHERS - MUSIC BOXES - SOOTHING TOYS

## RATTLES



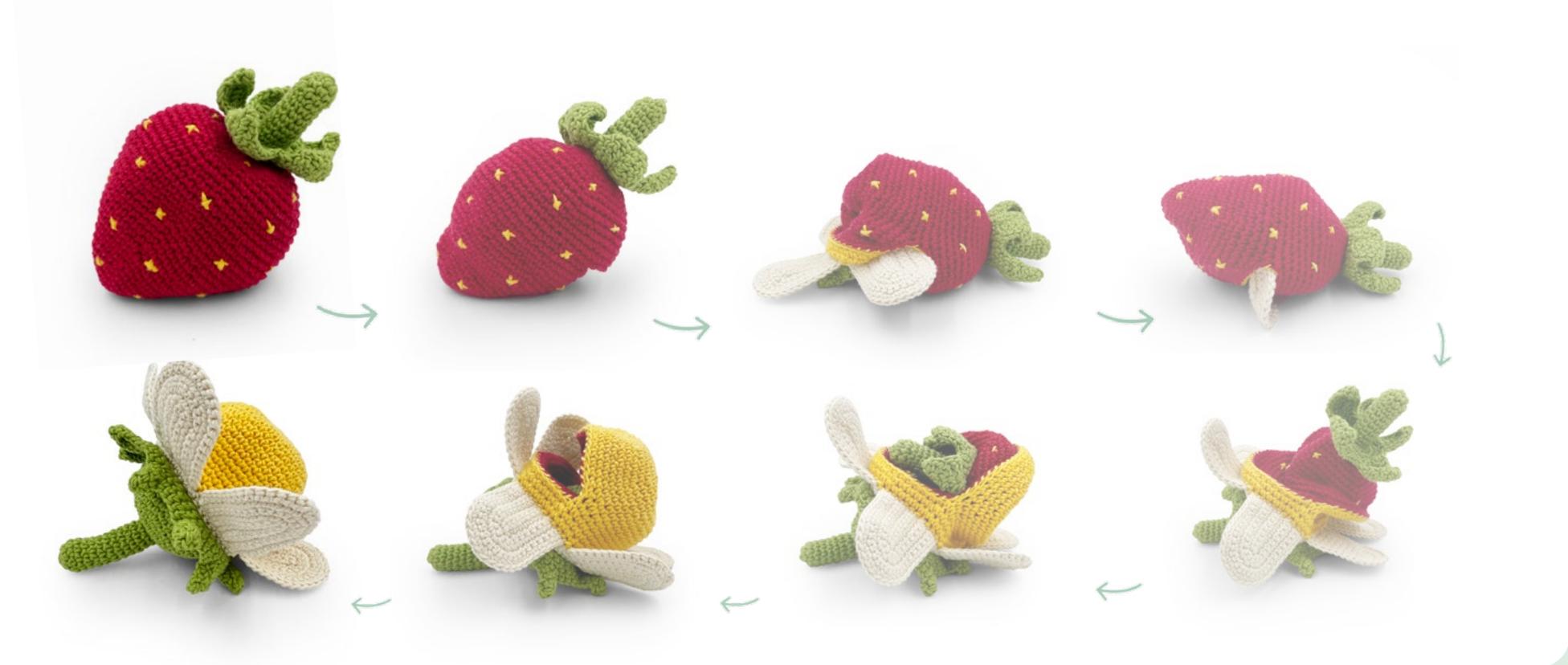
## LOVIES

This collection is my latest innovation, I mix crochet work and cotton gauze.



## REVERSIBLES

Shaped like fruits, these toys turn into flowers.  
Thus the child learns that before the fruit there is always a flower ...



## TEETHERS



## MUSIC BOXES



Pull here and music starts!

## SOOTHING TOYS

IT VIBRATES



# OUR VALUES



## WE BELIEVE BEAUTIFUL & EDUCATIONAL TOYS MADE WITH ETHIC BRING A BETTER WORLD

### FROM BIRTH 0+

VEGGY TOYS are suitable for children from birth (0+). They comply with EU , US and Japanese safety standards.

### SAFE MATERIAL

The material is Oeko Tex class 1. This certification ensures that the materials and dyes used are safe for babies and can be safely put in the mouth.

### ORGANIC

In our plates or in baby's hands, it is much better without pesticides!  
VEGGY TOYS are made of GOTS certified organic cotton.

### CRUELTY FREE

Zero wool, zero alpaca, only plant! We do not use any material from the animal world. We respect life.

### PLASTIC FREE

No plastic, no polluting packaging. The VEGGY TOYS are protected by a bag made out corn fibers. These bags are biodegradable.

### HAND-MADE

Unlike knitting, crochet is an exclusively manual technique. No machine exists to produce crochet items.  
Each toy we create is unique. Real hand-made from the stem to the root!

### FAIR TRADE

We have been working with the same team since our beginnings. An independent women's workshop in southern China. We are proud to work with its talented artisans.

### LOW CARBON

MYUM is committed to reducing its carbon footprint. VEGGY TOYS are imported to our warehouse by train, the most ecologic transport.

### WASHABLE

A little drool, a little mashed potatoes and on the ground! Hard lasts the life of a VEGGY TOYS!  
Fortunately, they are washable! And in the machine at 30 °!

### GENDER NEUTRAL

Education has no gender. VEGGY TOYS are for girls and boys.

# DISTRIBUTION

Where you can find us ...

For the first 10 years, we built our distribution focusing on the French and European market.  
Last January, We launched in USA and Japan.

## RETAILERS

For 10 years we have worked with over 1 000 retailers and we sold more than 200 000 items.

Our main markets are France, Europe. And we work as well with retailers in Asia and USA.

Our clients are :

- Global companies : DFS Group, Danone, Bonpoint, Lolita Lempicka, Cheval Blanc
- Departement stores : Galeries Lafayette, Fortnum and Mason, Conran Shop, El Corte Ingles
- Museum shops : Fondation LVMH, MoMA, MCA Chicago, Philadelphia Museum of Art
- Governmental organisations : Culinary Arts commission of UAE
- Independant shops : toys stores, book stores, concept stores, organic grocery stores, garden centers
- Online stores : Smallable.com, Nature & Decouvertes.com, Biokinder.de, SCP.co.uk

The logo for Galeries Lafayette, featuring the brand name in a black, elegant cursive script.The logo for Fortnum & Mason, consisting of the letters 'F', 'L', and 'V' in a bold, black, blocky font. The 'F' and 'L' are solid, while the 'V' is filled with a black and white pixelated pattern.The logo for the Museum of Modern Art (MoMA), featuring the letters 'MoMA' in a bold, black, sans-serif font.The logo for El Corte Inglés, featuring the brand name in a green, cursive script.The logo for Smallable, featuring the word 'SMALLABLE' in a bold, black, sans-serif font.The logo for Fortnum & Mason, featuring two royal crests above the text 'FORTNUM & MASON' in a black, serif font, with 'EST 1707' below it.The logo for Cheval Blanc, featuring a brown silhouette of a rearing horse above the text 'CHEVAL BLANC' in a black, serif font.The logo for DFS, featuring the letters 'DFS' in a white, serif font inside a black circle.

# ONLINE STORE

In 2023, we launched our brand new online store.

[www.myum.fr](http://www.myum.fr)

This store is connected to our warehouse. It is multilingual, french and english. And it have a front store for BtoC and an protected access BtoB sales.



# AGENT & DISTRIBUTOR

In 2024, we start working with new partners :

KEENA agency represents MYUM in the US on the west coast.

CAIZU distributes our toys in Japan.



# TRADE SHOWS

MYUM has been participating in numerous trade shows since 2014.

- Maison&Objet in France (19 editions)
- Playtime in France (9 editions)
- Spielwarenmesse in Germany (4 editions)
- Kind+Jugend in Germany (3 editions)
- Shoppe Object in USA (2 editions)
- Las Vegas Market in USA (1 edition)



# CUSTOMIZED DESIGNS

We collaborate with brands and companies to create products on requirement. Here are 4 of our latest collaborations.

## Lolita Lempicka

For her perfume *Mon Petit*, Lolita Lempicka joins forces with MyuM and entrusts it with the creation of her mascot. A rabbit and its ivy leaf, emblem of the French luxury brand.

Lolita Lempicka



## Alvi GmbH

MyuM adapts in 3d prints of the famous German childcare brand. From this collaboration are born 3 rattles: giraffe, elephant and koala.

Alvi



## Cheval Blanc Paris

It is the most beautiful hotel in Paris, and they chose us to create gifts for their clients and decorate the children's club.

## Bonpoint

Since 2020, We work with Bonpoint. We follow the rhythm of the seasons, we take part in the Bonpoint collections by creating custom toys. It is a real pride for us to be one of the little hands of the famous French luxury house.

Bonpoint





VISIT OUR ONLINE STORE  
[www.myum.fr](http://www.myum.fr)



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