

Avenir Eco-friendly



Avenir is constantly taking important steps to being 100% Eco-Friendly, and using FSC certified products was our first step towards this.

We are now pleased to announce we will phase out the use of plastic bags in our products as our next step.

Subject to product type, most plastic bags will be replaced by either biodegradable paper bags, or by reusable bags made from alternative materials.

Avenir cares deeply for the Earth & Nature and is taking valuable steps against plastic pollution.

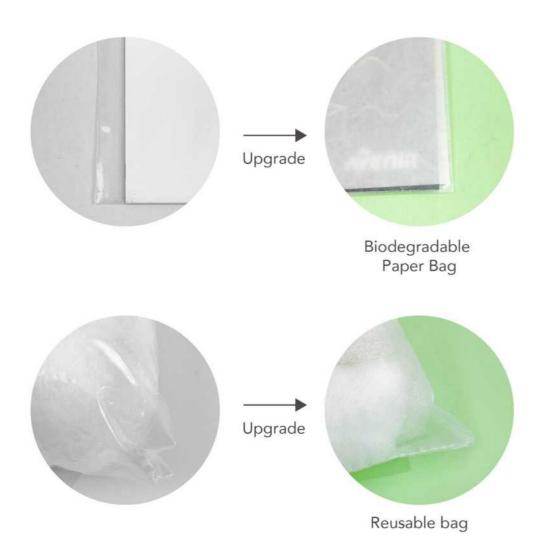


01—FSC





02—LESS/ NO plastic







Sewing My Animal Friend

Every child is creative and unique and everyone can be who they want to be in life's journey of growth.

We may meet friends with similar tastes and hobbies, or who may be completely different, but no matter what, from when we become friends, we stay together, we support each other and we love each other always, for what we are.

These are the treasures of childhood.





2023SS

With this in mind, we are pleased to introduce 4 new Animal Friends to our sewing line:- Musical Bunny, Snowboard Bear, Arty Crocodile and Snoozy Lamb.

Created with love to help children on life's journey, and the discovery of their treasures.

Our Animal Friends make a safe, warm, creative activity for children, and fulfill Avenir's intention to encourage diversity and individuality in children everywhere.

Music - it's food for the soul! Sweet notes strummed on a ukulele bring joy, calm and creativity

Sport and adventure promote mental and physical well-being and skiing takes us into another world.

Painting has long been recognised as a precious art form, expressing our nner thoughts with brush

> Sweet dreams are sweeter than candy, close your eyes and let's travel to the moon and the stars together!













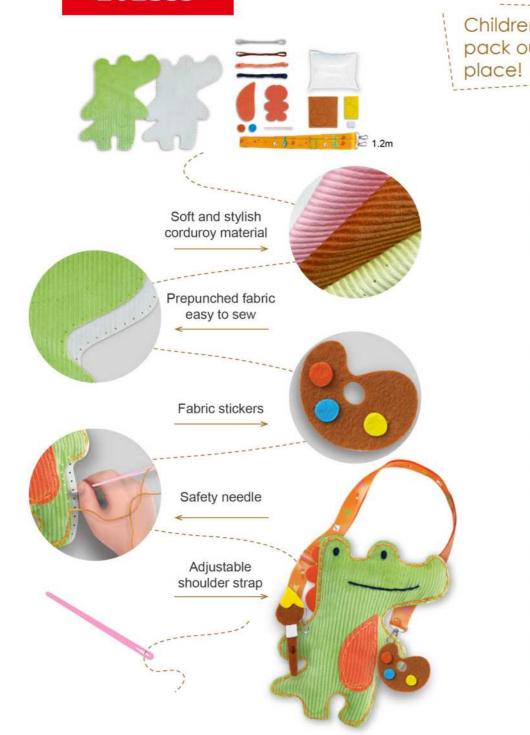
Fashion Accessories













Sewing My Animal Friend Musical Bunny



Art. CH221815 Box Size: 150x100x180mm

(5.9"x3.94"x7.09") Product Size: 175x290mm

(6.89"x11.42")





Sewing My Animal Friend Snowboarding Bear





Box Size: 150x100x180mm (5.9"x3.94"x7.09")

Product Size: 200x240mm

(7.87"x9.45")







Sewing My Animal Friend Arty Crocodile





(8.27"x9.06")





Art. CH221818

Box Size: 150x100x180mm
(5.9"x3.94"x7.09")

Product Size: 200x250mm

(7.87"x9.84")









Straps





The shoulder straps are also great to use as:

Doll strap / Cup strap / Bag strap / Mobile phone strap / Camera strap

- ✓ Doll strap
- ✓ Mobile phone strap
- ✓ Cup strap
- ✓ Camera strap or for anything you need to carry
- ✓ Bag strap

.....







Carry bags

Material: Paper

Size: 300X230X100mm (11.81"x9.06"x3.94")



Store Presentation Reference





Lacing My First Charm

As this line has been so well-accepted since it's introduction everywhere, we have looked to update it and introduce more characters. And here are the results:- a line of 12 articles now with 3 different skill levels!



A FSC product



Level 1-2-3, different size, details and quantity of charm

Level 1 - the existing 4 items designed for smaller hands (Animal friends, Pet friends, Dino friends, Sea friends), each contains 3 easy-to-do fun animal characters!

Level 2 - adds 4 new items:- Winter animal friends, Bird friends, Unicorn friends, Monster friends - designed for intermediate skills, each kit contains 2 themed animals.

Level 3 - also adds 4 new themes:- Mermaid Friend, Elf Friend, Princess Friend, Astronaut Friend - each kit contains one character with more details to lace, decorate and create.

Avenir actively promotes creative sewing and handicrafts, introducing more themed friends for kids to make & take everywhere!



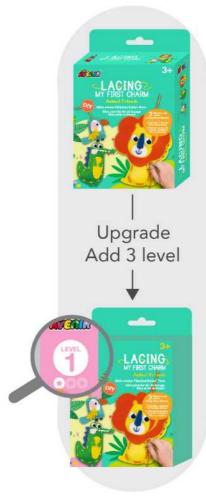
















No needle required!



Felt Deco Stickers



3 Pieces



Practice Lacing and tracing skills



Develop hand-eye coordination and focusing skills



Lacing My First Charm Animal Friends



Art. CH211796 Box Size: 130x195x50mm (5.12"x7.68"x1.97")







Lacing My First Charm

Little Pets



Art. CH211797 Box Size: 130x195x50mm (5.12"x7.68"x1.97")





Lacing My First Charm Dino Friends



Box Size: 130x195x50mm (5.12"x7.68"x1.97")





Lacing My First Charm Sea Friends

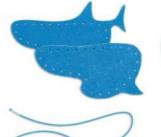


Art. CH211799 Box Size: 130x195x50mm (5.12"x7.68"x1.97")















LEVEL





Lacing My First Charm Polar Animal Friends

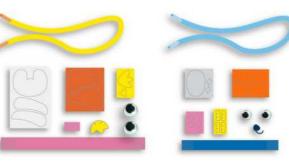


Art. CH221800 Box Size: 130x195x50mm (5.12"x7.68"x1.97")











Lacing My First Charm Unicorn Friends



Art. CH221801 Box Size: 130x195x50mm (5.12"x7.68"x1.97")













Lacing My First Charm Monster Friends



Art. CH221802 Box Size: 130x195x50mm (5.12"x7.68"x1.97")













Lacing My First Charm Bird Friends



Art. CH221803 Box Size: 130x195x50mm (5.12"x7.68"x1.97")











Lacing My First Charm Mermaid Friend



Art. CH221804

Box Size: 130x195x50mm (5.12"x7.68"x1.97")





Lacing My First Charm

Princess Friend



Art. CH221805 Box Size: 130x195x50mm (5.12"x7.68"x1.97")





Lacing My First Charm Astronaut Friend



Art. CH221806 Box Size: 130x195x50mm (5.12"x7.68"x1.97")





Lacing My First Charm Elf Friend



Art. CH221807 Box Size: 130x195x50mm (5.12"x7.68"x1.97")





Lacing My First Charm Assorted Carton Display

Art. DP227459
Box Size: 410x220x(195+120)mm
{16.14"x8.66"(7.68"+4.72")}
1x12 Items
Total 12pcs





DIY Sewing

Based on some of our best performers like "Sewing My First Doll" and "Sewing My First Keychain" in our classic cylinder tubes, we are now updating the keychain line by introducing unique animals & themes.

The first steps are Fox, Bunny and Tiger, and more cute characters are on the way!



Sewing My First Keychain Tiger

New



Art. CH221637 Box Size: Φ75x170mm (Φ2.95"x6.69")







Upgrade - Add a key ring







Sewing My First Keychain Assorted Carton Display

Art. DP7062 Box Size: 310x160x(180+120)mm {12.2"x6.3"x(7"+4.7")}

1x8 Items Total 8pcs



Fun Bead Charm

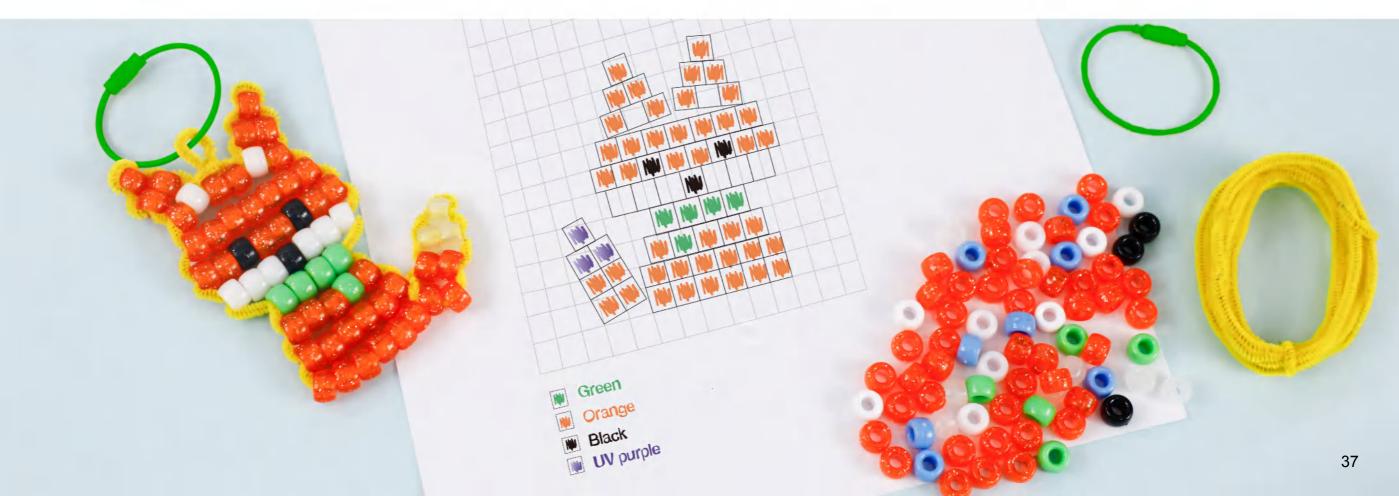
Avenir Fun Bead Charms is perfect for little fingers to practice dexterity and eye coordination while enjoying DIY craft fun and easy to achieve results.

Each kit contains a full set of materials for kids to create an animal charm, including colourful glitter beads, novelty UV colour-changing beads, and the addition of fuzzy sticks makes it even more attractive!



A FSC product

Hang your finished item on a backpack, lunch box, or keyring, or share with friends everywhere!





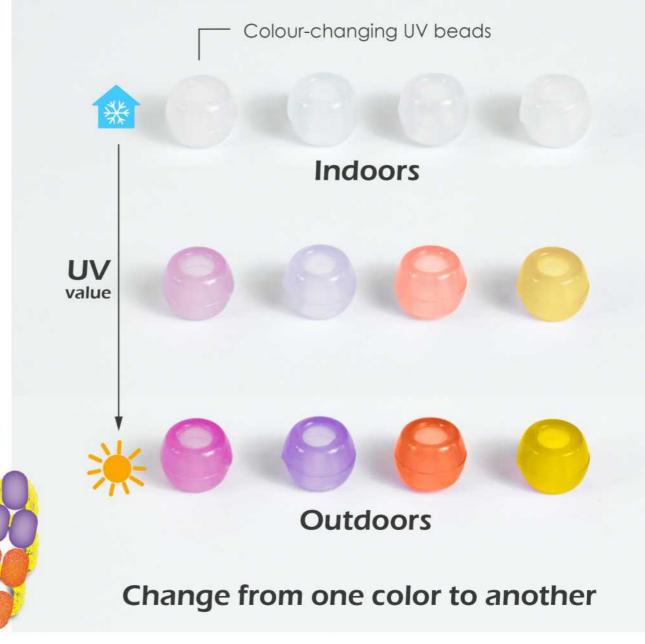
Creative Craft Beads

Avenir launches multiple-colour beads including regular beads, glitter beads and colour-changing UV beads for our little crafters to design and create unique charms.



Creative Craft Beads

When the AVENIR UV beads change colours outdoors, it's not just pretty, but also a reminder to pay attention to sun protection!





Big beads and fuzzy sticks make it easier to create Avenir Bead Charms.











Fine motor skill practice

Hand and Eye coordination Screen-free fun!





Creative and stylish charms

Fun Bead Charm Create My Own Bunny

New



Art. CH221883
Box Size: 100x35x(110+35)mm
{3.94"x1.38"x(4.33"+1.38")}
Finished Product: 93x56mm
(3.66"x2.2")











Art. CH221884
Box Size: 100x35x(110+35)mm
{3.94"x1.38"x(4.33"+1.38")}
Finished Product: 82x66mm
(3.23"x2.6")







Fun Bead Charm Create My Own Dog



Art. CH221885 Box Size: 100x35x(110+35)mm {3.94"x1.38"x(4.33"+1.38")} Finished Product: 81x70mm (3.19"x2.76")





Fun Bead Charm Create My Own Fox



Art. CH221886 Box Size: 100x35x(110+35)mm {3.94"x1.38"x(4.33"+1.38")} Finished Product: 96x63mm (3.74"x2.48")





Fun Bead Charm Assorted Carton Display

Art. DP227451 Box Size: 210X220x(145+124.5)mm {8.27"x8.67"x(5.71"+4.9")}

3x4 Items Total 12pcs









In order to better communicate the product on the pack for these lines, compared to our regular 8 Scratch Sheets items, we have changed the envelope size, and added 2 stylish novelties too! Magic Pegasusses and Magic Elves will delight kids everywhere.

Scratch - 4 Magic Pegasusses









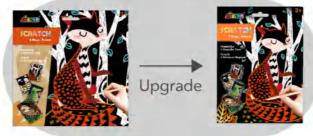




Art. CH221541 Box Size: 170x230mm (6.69"x9")











240x140x240mm

180X160X240mm

Scratch - 4 Magic Elves



Art. CH221546 Box Size: 170x230mm (6.69"x9")

















Scratch **Assorted Carton Display**

Art. DP227430 Box Size: 180X160X240mm (7.09"x6.3"x9.45")

4x6 Items Total 24pcs



Please note this will be a running packaging change, introducing the new packs as & when the old inventory runs out.



Scratch 4 Magic Animals

Art. CH221568 Box Size: 170x230mm (6.69"x9")







Scratch 4 Magic Birds

Art. CH221569 Box Size: 170x230mm (6.69"x9")









Scratch 4 Magic Dragons

Art. CH221570 Box Size: 170x230mm (6.69"x9")







Scratch 4 Magic Unicorns

Art. CH221571 Box Size: 170x230mm (6.69"x9")







Scratch Book

In view of the success of our Avenir Mini Scratch Book line, we're delighted to release our new adorable novelties based on fashionable and beloved themes for kids. For the existing mini book line, we have added 2 classic themes - Princess and Car.

We are also introducing A5 and A4 Scratch Books for bigger kids! Now our scratch book line covers different age groups, sizes, price points and features - parents can easily find a suitable book for their kids.

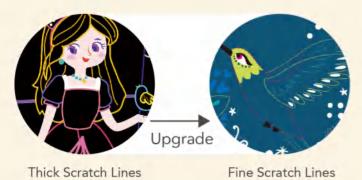
Further, we have upgraded our new A4/A5 book from regular black scratch paper to coloured scratch paper. More colourful, more beautiful, more fun!







Black Scratch Paper (A6) Coloured Scratch Paper (A4, A5)

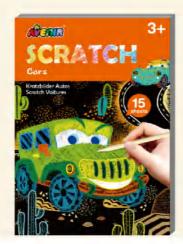


Thick Scratch Lines

Beautiful illustrations



Eco-friendly Premium Product Quality-- FSC product















UpgradeNo More Plastic Bag



























Mini Scratch Book - Cars

Art. CH221659 Box Size: 100x140x5mm (3.93"x5.5"x0.2")



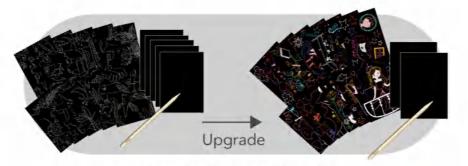
Mini Scratch Book - Princess

Art. CH221658 Box Size: 100x140x5mm (3.93"x5.5"x0.2")





Eco-friendly Premium Quality——FSC product



15 rainbow scratch sheets upgraded to 13 Illustration sheets + 2 rainbow scratch sheets



upgrade the printing effects of scratch paper



A5 Scratch Book Elves in the Garden





Art. CH221827 9: 148x210x5mm (5.83"x8.27"x0,2") 6 920773 318277 Box Size: 148x210x5mm





A5 Scratch Book Under the Sea



Art. CH221828 148x210x5mm (5.83"x8.27"x0.2") 6 920773 318284 Box Size: 148x210x5mm





A4 Scratch Book Secret Garden











A4 Scratch Book Magical Animals



Art. CH221834 Box Size: 210x297x5mm(8.27"x11.69"x0.2")











Mini Scratch Book Assorted Carton Display

Art. DP197110 Box Size: 230x82x143mm (9"x3.2"x5.6") 4x6 Items Total 24pcs





A5 Scratch Book Assorted Carton Display

A5

Art. DP227449 Box Size: 220X140X100mm (8.66"x5.51"x3.94") 6x2 Items

Total 12pcs





A4 Scratch Book Assorted Carton Display



Art. DP227450 Box Size: 220X290X100mm (8.66"x11.42"x3.94") 6x2 Items Total 12pcs



Sticker Fun



Face Gems & Gem stickers

Kids love a bit of bling, and who can resist sparkling gems! Avenir Face Gems are designed to bring special moments to life and enhance one's unique natural beauty!

Great for special occasions like Birthday Parties, Halloween, Christmas or Sleepovers.....

They are tested so you can apply them to your face, body or even nails and hair to give a unique, beautiful look. They're also great for clothes, mirrors, mugs, phones, or making greeting cards, DIY deco and so on...

The material is hypoallergenic acrylic, and no glue is required - they're easy, safe, fun and clean to apply and remove!



Play on smooth surface















Ideal activity for any occasion: Sleepovers, Parties, Halloween, Christmas



Sparkling face deco



Quick and easy on/off



FSC certified product



Great small gift for parties or occasions!



Face Gems - Flower



Art. TS228224 Box Size: 155x129mm (6.1"x5.08")



Face Gems - Feather



Art. TS228225 Box Size: 155x129mm (6.1"x5.08")



Face Gems - Star



Art. TS228226 Box Size: 155x129mm (6.1"x5.08")



Face Gems - Crown



Art. TS228227 Box Size: 155x129mm(6.1"x5.08")



Gem Stickers - Jewelry





Art. TS228232 Box Size: 110x230mm (4.33"x9.06")



Size of Gem Sheet: 110x180mm (4.3"x7.1")



Gem Stickers - Flower





Art. TS228233 Box Size: 110x230mm (4.33"x9.06")



Size of Gem Sheet: 110x180mm (4.3"x7.1")



Gem Stickers - Rainbow





Art. TS228234 Box Size: 110x230mm (4.33"x9.06")



Size of Gem Sheet: 110x180mm (4.3"x7.1")



Gem Stickers - Galaxy





Art. TS228235 Box Size: 110x230mm (4.33"x9.06")



Size of Gem Sheet: 110x180mm (4.3"x7.1")



Face Gems Assorted Carton Display



Art. DP227453
Box Size: 320x(135+119)x90mm
{12.6"x(5.31"+4.69")x3.54"}

12x4 Items Total 48pcs



Gem stickers Assorted Carton Display



Art. DP227454 Box Size: 242x(240+80)x144mm {9.53"x(9.45"+3.15")x5.67"}

12x4 Items Total 48pcs



Window Decals

Avenir Window stickers are designed to provide kids with a no-mess, easy to use fun activity!

No glue is required - our window stickers stick by themselves, are odourless, water-proof and reusable. They are also easily applied and removable without damage. Use not only for windows, but also on many flat clean surfaces like doors, mirrors, tiles etc.

A fun and easy way to brighten up your home!



A FSC product







Window Decals Space

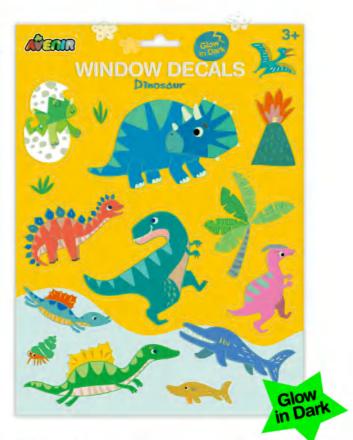




Art. TS228214 Box Size: 210x285mm (8.27"x11.22")



Window Decals Dinosaur



Art. TS228217 Box Size: 210x285mm (8.27"x11.22")

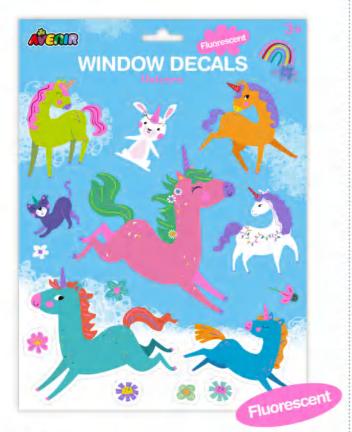






Window Decals Unicorn



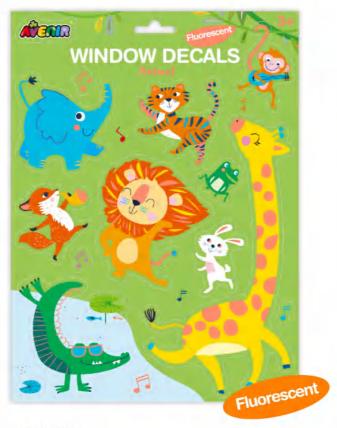


Art. TS228215 Box Size: 210x285mm (8.27"x11.22")



Window Decals Animal





Art. TS228216 Box Size: 210x285mm (8.27"x11.22")



Window Decals Merry Christmas





Art. TS228218 Box Size: 210x285mm (8.27"x11.22")



Stick 'N' Play

Avenir Stick 'N' Play contains cute illustrated animal shaped cards and reusable stickers for kids to create their very own standing animal figurines and scenes!





Stick 'N' Play Assorted Carton Display

Art. DP227452 Box Size: 240×240×180mm (9.4"x9.4"x7.1")

3x4 Items Total 12pcs







Designed for younger kids



Encourages fine motor skill practice



Inspires creativity and imagination



Fluorescent stickers



3D Puzzle creating fun



Play with hand made animals



Stick 'N' Play Secret Garden

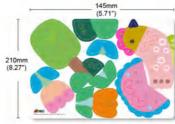




Art. CH221840 Box Size: 230x230x10mm (9.06"x9.06"x0.39")





















Each kit contains kinds of animal cards and stickers in regular color and fluorescent color.

Stick 'N' Play Safari Animals





Art. CH221839 Box Size: 230x230x10mm (9.06"x9.06"x0.39")





Stick 'N' Play Dino World



Art. CH221841 Box Size: 230x230x10mm (9.06"x9.06"x0.39")





Stick 'N' Play Polar and Sea Animals





Art. CH221842 Box Size: 230x230x10mm (9.06"x9.06"x0.39")





Magic Water Painting

With the growing acceptance of our Magic Water Painting, we now are very happy to resease 3 new afficies to expand the fire, based on popular themes, Princess, Unicom, Riding and Hying

And what's more - this the fanow atticially approach to MC based content.







Magic Water Painting **Assorted Carton Display**







Art. DP217380 Box Size: 220x235x(230+124)mm {8.66"x9.25"x(9.05"+4.88")} 3x3 Items Total 9pcs







Easy take-anywhere



Fabulous illustrations and styling



Painting with water means NO MESS



Play with repositionable stickers and learn

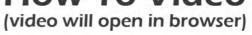


Maze game



Seek and find

How To Video







Magic Water Painting Princesses





Art. CH221777 Box Size: 217x227x20mm (8.54"x8.93"x0.79")









Maze game

Seek and find





Removable stickers for learning and sticker fun

Magic Water Painting Unicorns





Art. CH221778 Box Size: 217x227x20mm (8.54"x8.93"x0.79")









Maze game

Seek and find





Play with repositionable stickers and learn

Magic Water Painting Riding & Flying





Art. CH221779 Box Size: 217x227x20mm (8.54"x8.93"x0.79")









Maze game

Seek and find





Play with repositionable stickers and learn

Magic Water Painting 4 Seasons



Art. CH211774 Box Size: 217x227x20mm (8.54"x8.93"x0.79")









Maze game

Seek and find





Removable stickers for learning and sticker fun

Magic Water Painting Underwater



Art. CH211775 Box Size: 217x227x20mm (8.54"x8.93"x0.79")







y SEY WITH HEY HETCH EVE ... SOMETHING TEST / STIMBLY FOUND /

ICO SOME WAS WAS DUST OIL PROFILE COMES OF TOWNER Y REPRES / RUNGLES / ...

YESPACING AVEC MON PEUT DELL., DURBING COMES OF TOWNER YESTER / TOWN /

Maze game

Seek and find





Play with repositionable stickers and learn

Magic Water Painting Dinosaur



Art. CH211776 Box Size: 217x227x20mm (8.54"x8.93"x0.79")

















Play with repositionable stickers and learn



Origami

We continue to expand our Origami collection as planned - with Create My Own Ocean and Create My Own Dino World.

Just like the existing items, the new designs also contain 40 double sided folding sheets, 2 cardboard pieces, and 1 large poster, and a detailed how-to guide booklet, together with online video instructions too!

Start your Origami Art journey of discovery and express yourself in creative and imaginative ways with Avenir Origami Fun!



A FSC product







Add 3 level













Origami Dream My Don Abyport





Eco-friendly Premium Quality—FSC product



Create your own play scene



Helps develop hands-on ability and creativity



Folding lines printed on paper sheets and step by step instruction booklet, plus Avenir's online guide make origami art easy!



40 Amazing double-sided full color folding sheets

How To Video (video will open in browser)





Origami Create My Own Pets



Art. CH211786 Box Size: 205x250x30mm (8.1"x9.8"x1.2")



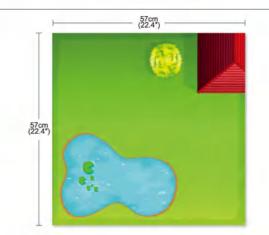


Create your own play scene









Origami Create My Own Ocean



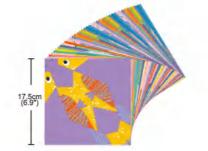


Art. CH211809 Box Size: 205x250x30mm (8.1"x9.8"x1.2")



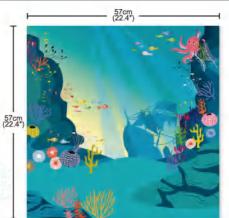












Origami Create My Own Dino World



Art. CH221810 Box Size: 205x250x30mm (8.1"x9.8"x1.2")

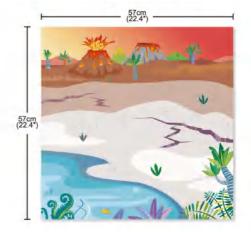












Origami Create My Own Zoo



Art. CH211785 Box Size: 205x250x30mm (8.1"x9.8"x1.2")







Create your own play scene



Origami Create My Own Airport



Art. CH201769 Box Size: 205x250x30mm (8.1"x9.8"x1,2")

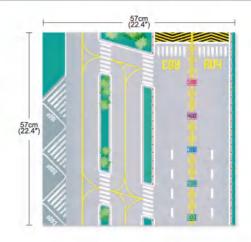














Be Creative, Be Unique