

Sylvanian Families®





Crème the Chocolate Rabbit baby has heard some wonderful news.

"There's a new Mermaid Castle in Sylvanian Land!"
In a glittering mermaid dress with a seashell brooch and star face paint, she's ready to go!
She's so excited about what might happen!



Forever Your Family







Contents

Sylvanian Village

- Figures P. 2
- The world of Sylvanian Land P. 8
- House / Vehicles P. 16
- Figures&Furniture Sets P. 22
- Baby Collectibles P. 26
- Seasonal Set P. 27
- Furniture / Room Sets P. 28
- Pony's Stylish Hair Salon P. 32
- Family Trip Series P. 34
- School & Nursery P. 37
- Food&Shop / Clinic P. 40
- Town Series P. 42

Catalogue Key

-  Figure / Figures included.
-  Battery / Batteries required.
-  Includes over 10 pieces.
-  This item will light up with batteries. Batteries not included.

*Some furniture and accessories shown in catalogue may not be included in product. See package for details.

*Colours and contents may vary.

Figures

Fennec Fox Family



☐ #5696 Fennec Fox Family **New**



☐ #5697 Fennec Fox Twins **New**

Penguin Family



☐ #5694 Penguin Family **New**



☐ #5695 Penguin Babies Ride'n Play **New**

Reindeer Family



☐ #5692 Reindeer Family **New**

☐ #5693 Reindeer Twins **New**

Chocolate Rabbit Family



☐ #5655
Chocolate Rabbit Family



☐ #5405
Chocolate Rabbit Baby



☐ #5420
Chocolate Rabbit Twins



☐ #5190
Chocolate Rabbit Grandparents



1 2

- 1 ☐ #4172 (#3136)
Walnut Squirrel Family
- 2 ☐ #5406
Walnut Squirrel Baby
- 3 ☐ #5421
Walnut Squirrel Twins



3



1 2

- 1 ☐ #5455
Persian Cat Family
- 2 ☐ #5456
Persian Cat Baby
- 3 ☐ #5457
Persian Cat Twins
- 4 ☐ #5458
Persian Cat Triplets



3



4



- 1 ☐ #5636
Husky Family
- 2 ☐ #5638
Husky Twins



2



1

- 1 ☐ #5619
Sheep Family
- 2 ☐ #5620
Sheep Baby
- 3 ☐ #5621
Sheep Twins



2



3



1

- 1 ☐ #5059 (#3150)
Bear Family
- 2 ☐ #5412
Bear Baby
- 3 ☐ #5426
Bear Twins



2



3



1

- 1 ☐ #4018 (#3122)
Hedgehog Family
- 2 ☐ #5410
Hedgehog Baby
- 3 ☐ #5424
Hedgehog Twins



2



3



- 1 ☐ #5706 Milk Rabbit Family
- 2 ☐ #5413 Milk Rabbit Baby

New 2023AW



2



- 1 ☐ #5308 Marshmallow Mouse Family
- 2 ☐ #5408 Marshmallow Mouse Baby
- 3 ☐ #5337 Marshmallow Mouse Triplets



2



3



1

- 1 ☐ #5259 Toy Poodle Family
- 2 ☐ #5411 Toy Poodle Baby
- 3 ☐ #5425 Toy Poodle Twins



2



3



- ☐ #5530 Midnight Cat Family



- ☐ #5622 Goat Family



- ☐ #5529 Pookie Panda Family



☐ #5180
Striped Cat Family



☐ #5429
Striped Cat Twins



☐ #4030 (#3134)
Cottontail Rabbit Family



☐ #5182
Yellow Labrador Family



☐ #5639
Highbranch Giraffe Family



☐ #5181
Tuxedo Cat Family



☐ #5272
Kangaroo Family



☐ #4108
Milk Rabbit Family

Who is Your Favourite Character?

Figures

Freya



Chocolate Rabbit Girl

Freya the Chocolate Rabbit girl is a cheerful girl who likes to have fun with her family and friends. She often invites her friends to parties at her house and gives them delicious treats which she baked with her mother. She's very good at drawing and has won lots of prizes in school competitions.



Ralph



Walnut Squirrel Boy

Ralph the Walnut Squirrel boy is full of energy and loves to climb trees. When his little brother's balloon got caught on a tall tree, Walnut Squirrel boy climbed up and got it back in the blink of an eye. He says he's climbed every tree in Sylvanian Village, but nobody knows if it's true.



Lyra



Persian Cat Girl (little sister)

Lyra the Persian Cat girl likes tinkering with machines, and is very interested in the piano and other musical instruments that her father dances to. She's currently fascinated by how the elevator in their home works. She's usually quiet, but talks a lot when she's with her twin sister.



Pauline



Husky Girl

Pauline the Husky girl loves to zoom along on the sled or her bike. Whenever her family goes out on the sled, she and her brother Hayden are in front pulling the sled. Pauline loves crafts - she sits in her mother's workshop and makes beautiful decorations from the leaves and branches that she and Hayden find in the forest.



Piers



Bear Boy

Piers the Bear boy has a big appetite—he's always saying "I'm hungry." If he smells food while playing with his friends, he can't help following his nose. His mother won't let him help get meals ready because he can't keep his hands off the food.



At Sylvanian Land,
the amusement park for the babies
in the Sylvanian Village,
there's a new Mermaid Area!

Off we go for
an adventure!

This swing is
so much fun!

Here comes
the Parade Train!

It's as if I'm
in the sea!



Let's explore
the sea!

Can you
find us?



Welcome to
Mermaid Princess Castle!



It's as if we're under the sea!
There are 12 types of fun rides!

Jellyfish Swing



Dancing Fish



Shell Bed



#5701
Baby Mermaid Castle

New
2023AW



Set featuring an undersea-themed amusement park, along with three baby figures. Includes a beautiful Mermaid Castle, "Aqua-Go-Round" Ride, Jellyfish Swings and plenty more for baby and cradled baby figures to ride in! The figures are all wearing special mermaid-themed outfits.

◆ Dream Ship ◆



◆ Balloon ◆



◆ Aqua-Go-Round ◆



◆ Submarine ◆



◆ Mermaid Castle ◆



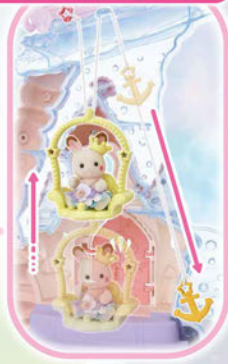
*It's just like being
under the sea!*



*There's a lot of fun to be had
on the other side too!*



◆ Floating Elevator ◆



◆ Secret Cave ◆



◆ Ocean Café ◆



◆ Treasure Box ◆

3,2,1,Blast Off!!

Zoom!!

Bring lots of babies
the more the merrier!

The ferris wheel goes
round and round!

Let's go on thrilling adventure
on the pirate ship ride!

#5537
Baby Amusement Park

The Baby Amusement Park features an amazing castle and lots of rides. There's a Ferris wheel, Viking ship, go karts, and a rocket ride. There is a display board at the back of the amusement park where you can line up the baby figures.



☐ #5703
Royal Princess Set

New



New



☐ #5702
Floating Cloud Rainbow Train

Features a lovely parade train with plenty of movable parts, along with the long-eared Fennec Fox baby.

Moving the Rainbow Train along will make the cloud of smoke in its chimney move up and down.





☐ #5527 Baby Balloon Playhouse



☐ #5526 Baby Windmill Park



☐ #5539 Baby Star Carousel



☐ #5542 Spooky Surprise House



☐ #5543 Royal Carriage Set





OVER
25
pieces

#5651
Ice Cream Van

The Ice Cream Van set contains over 30 colourful and delicious-looking ice creams and accessories. The display case can be flipped around and used as a seat! The van can also be used as a four-seater vehicle.



OVER
20
pieces

#5653
Popcorn Delivery Trike



The Popcorn Delivery Trike set contains Sheep mother Barbara in an exclusive outfit, plus a popcorn trike and all the accessories needed to enjoy running a popcorn stall. Turn the handle behind the popcorn maker to make the popcorn bounce up and down!

Sylvanian Village



☐ #5708
Red Roof Country Home
-Secret Attic Playroom-



☐ #5567
Red Roof Cosy Cottage



☐ #5400
Red Roof Tower Home



☐ #5393
Sweet Raspberry Home



House



OVER
10
pieces



#5567

Red Roof Cosy Cottage Starter Home



The perfect item to start to your Sylvanian Families collection! This set includes a house, furniture and figure for all kinds of play!

House





This house can be opened up to 90 degrees , 180 degrees or even kept closed. The lights in the rooms can be turned on and off too! When the house is closed, the beautiful house shape can be seen on all sides, with lovely cosy lights in the windows.



OVER
20
pieces



☐ #5708
Red Roof Country Home
-Secret Attic Playroom-

New
2023AW



Lights



#5708
Red Roof Country Home
-Secret Attic Playroom-

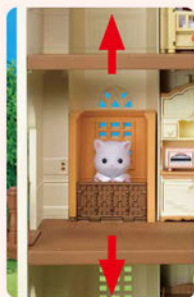


#5567
Red Roof Cosy Cottage



Connect these two houses together to create the Red Roof Grand Mansion, the biggest house in the Sylvanian Village. You can make all kinds of combinations! This enormous house has rooms for plenty of furniture. You'll have lots of fun creating lovely arrangements for each room!





The lift goes up and down!

The doors open automatically when the lift stops at each floor!



☐ #5400
Red Roof Tower Home



OVER
20
pieces



☐ #5302
Red Roof Country Home



Lights



☐ #5393
Sweet Raspberry Home



Vehicles



OVER
10
pieces



☐ #5535
Family Picnic Van

OVER
10
pieces



☐ #5448
Family Cruising Car

OVER
10
pieces



☐ #5274 (#2003) / #4699
Family Seven Seater

Figures & Furniture Sets



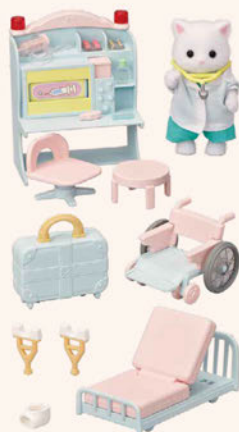
OVER
15
pieces



#5705

Village Doctor Starter Set

New



OVER
35
pieces



#5536

Bakery Shop Starter Set

*Figures not included.



OVER
20
pieces



#5449

Playful Starter Furniture Set



OVER
10
pieces



☐ #5698
Sunny Picnic Set
- Fennec Fox Sister & Baby -

New



☐ #5652
Cycle and Skate Set - Panda Girl -



☐ #5637
Tandem Cycling Set
- Husky Sister & Brother -



☐ #5640
BBQ Picnic Set
- Elephant Girl -




☐ #5646
Party Time Playset
- Tuxedo Cat Girl -



☐ #5641
Weekend Travel Set
- Snow Rabbit Mother -






☐ #5013 (#2201)
Chocolate Rabbit Father Set  ×1

OVER
15
pieces



☐ #5014 (#2202)
Chocolate Rabbit Mother Set  ×1

OVER
10
pieces




☐ #5015 (#2203)
Chocolate Rabbit Brother Set  ×1

OVER
10
pieces



☐ #5016 (#2204)
Chocolate Rabbit Sister Set  ×1



☐ #5017 (#2205)
Chocolate Rabbit Baby Set  ×1



☐ #5432
Chocolate Rabbit Twins Set  ×2



#5707 Triplets Baby Bathtime Set New 2023AW 3



#5709 Baby's Toy Box - Snow Rabbit & Panda Babies- New 2023AW 2



#5532 Triplets Care Set 3



Baby Collectibles

Baby Fairy Tales Series

Collect
all 8!



There are 7 figures and
1 mystery character to collect.



#5699

Baby Fairy Tales Series

New



Easter Celebration Set



☐ #5691
Easter Celebration Set

New



Happy Christmas Friends



☐ #5710
Happy Christmas Friends

New
2023AW



Furniture & Room Sets



OVER
15
pieces



☐ #5442
Kitchen Island

OVER
15
pieces



☐ #5340
Dining Room Set

OVER
35
pieces



☐ #5341
Kitchen Play Set



☐ #4506 (#2933)
Family Table & Chairs



OVER
15
pieces



☐ #5338
Children's Bedroom Set

OVER
15
pieces



☐ #5339
Comfy Living Room Set



Comes with covers in
two different designs

OVER
25
pieces



☐ #5286
Country Bathroom Set

OVER
15
pieces



☐ #5020 (#3563)
Toilet Set



☐ #5445
Laundry & Vacuum Cleaner

OVER
25
pieces



☐ #4254 (#2926)
Children's Bedroom Furniture



☐ #5534
Crib with Mobile



☐ #4464 (#2922)
3 Piece Suite



☐ #5019 (#2934)
Semi-Double Bed

OVER
10
pieces



☐ #4448 (#2919)
Triple Bunk Beds



☐ #5221
Baby High Chair



☐ #5533
Triplets Stroller



☐ #4533 (#2920)
Double Pushchair



☐ #5528
Ceiling Light



OVER
20
pieces



☐ #5225
Homemade Pancake Set

OVER
15
pieces



☐ #5444
Breakfast Playset



**This two-stories hair salon has
so many fun things to do!**



#5642

Pony's Stylish Hair Salon



OVER
40
pieces

**We're going out!
Let's wear matching hairstyles!**



**The compact turns
into a dresser!**



#5704

Pony's Vanity Dresser Set

New



OVER
20
pieces

A new hairstyle? Leave it to me!



☐ #5644
Pony's Hair Stylist Set  x1

**OVER
15
pieces**



☐ #5645
Princess Dress Up Set  x1

**OVER
10
pieces**



☐ #5650
Pony Friends Set  x2

**OVER
10
pieces**

Family Trip Series

"Family trip series" is where children in Sylvanian village can have fun playing in the nature. Have fun playing in the Tree house, rest in the Lake side Lodge and Camp in the camper van!





☐ #5450
Adventure Tree House

Adventure Tree House's rope swing can go up and down and work as a lift. Place the log ride on the huge slide to make it go down. There are four small rooms. There is a secret passage inside the tree, just for the babies. The hut on the terrace can be removed and played with separately.



☐ #5451
Lakeside Lodge

OVER
10
pieces

Lakeside Lodge comes with furniture and accessories. Have your figures cook at the wood-burning stove, eat at the dining table, or sleep in the hammock. The roof has a secret slide that only baby figures can play on.

OVER
15
pieces



☐ #5454
Family Campervan

Family Campervan seats up to seven. Enjoy cooking, barbecue, cycling, fishing, and other fun camping activities! Two adult figures, two child figures, one baby figure, and two twin figures can all sleep in the Family Campervan.

OVER
30
pieces



☐ #5045(#2240)
The Caravan



☐ #5452
Baby Ropeway Park

Baby Ropeway Park allows one baby figure to ride the gondola. Pull the end of the rope to the left or right to move the gondola. There is an adventure playground under the trees.



☐ #5453
Baby Hedgehog Hideout

Baby Hedgehog Hideout is a secret hedgehog motif house for a Hedgehog Baby. The Hedgehog Baby fits snugly into the sleeping bag. Inside the hideout is a slide, a hedgehog-shaped table, and a stove.



School & Nursery

School & Nursery

There's a wonderful new nursery in the Sylvanian Village with lots of fun things to do. Around the nursery building is a playground with all kinds of equipment that the babies love to play on! Hop on the rainbow coloured nursery bus to this exciting new place!



OVER
15
pieces



☐ #5316
Baby Castle Nursery

The Baby Castle Nursery has lots of fun things to play with a piano, swing, slide, a see saw that can be turned into a table, and more!



☐ #5317
Sunshine Nursery Bus

12 babies can ride on this double decker nursery bus. Play together with the Baby Castle Nursery for even more fun!



☐ #5318 Baby Tree House
with Ambrose the Walnut Squirrel baby



☐ #5319 Baby Castle Playground
with Crème the Chocolate Rabbit baby



☐ #5320 Baby Choo-Choo Train
with Jason the Bear Baby



☐ #5333 Baby Ferris Wheel
with Milo the Toy Poodle baby



☐ #5262 Nursery Friends



☐ #5105 Country Tree School

Food & Shop



#5315
Grocery Market



OVER
45
pieces



☐ #5096
Country Doctor



OVER
35
pieces




☐ #5094
Country Nurse Set 



OVER
15
pieces



☐ #5095
Country Dentist Set 



Ruby



Figures



☐ #6002
Town Girl Series
- Chocolate Rabbit -



☐ #5647
Fashion Play Set
Jewels & Gems Collection



OVER
10
pieces

Alicia



Stephanie



Melanie



☐ #5461
Fashion Play Set Town
Girl Series – Persian Cat –



OVER
10
pieces

☐ #5540
Fashion Play Set
– Sugar Sweet Collection –



OVER
10
pieces

☐ #5541
Fashion Play Set
– Shoe Shop Collection –



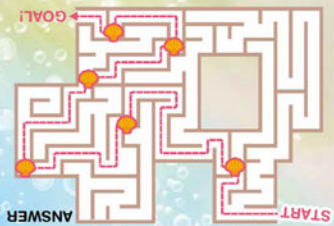
OVER
10
pieces

Let's color!



Sylvanian Families®

START →



ANSWER

GOAL!



Characteristics and Educational Role

The Sylvanian Families products have the five characteristics and roles necessary for toys while also being appealing to their target audience.

Developing motor skills

Children will learn how to perform tasks in their daily life such as cleaning by posing the articulated figurines in a wide variety of different positions and focusing their attention on the details of the actions.



Imitating the daily life of adults

By playing with animal characters that behave like human beings, with an ample lineup of products that instinctively bring to mind a familiar setting, children will naturally be inspired to imitate their own household and jobs that they would like to do when they grow up.

*The 5 characteristics and roles of toys have been advocated in the keynote at the General Meeting of the Japanese International Doll and Toy Research Association by Professor Nakamura from Otsuma Women's University.



Fostering interpersonal communication skills

Children will develop their communication skills and learn to care for others by exploring a great variety of play patterns and playing with various characters that they can identify with.

Stimulating interest in education and art and deepening curiosity

The sweet expressions of the figurines, the unified sizes of the dollhouses and furniture and the high quality of the toys, perfect in every detail, will stimulate children's interest in education and art and foster perceptiveness and an appreciation of beauty.



Fostering creativity and imagination

With an entire world to play with, children's imagination will know no bounds. By combining buildings and decorating them with their furniture of choice, they will also develop their sense of space and readiness.



