



Dear Steiff friends,

Again and again we hear about Teddy bears or other Steiff animals that have become companions for life and have gone through thick and thin with their owners. When we hear such stories, it comforts us in our daily work, because creating lasting friends and cherished moments is the purpose of everything we do. And sometimes a story touches us so deeply that we feel compelled to share it with you. In this issue of your Club Magazine you will find the story of Irene Grumach Shirun and her Steiff Teddy bear "Baerchen". Without giving too much away, we can assure you that this story will touch your hearts as it has touched ours.

While 2022 is a year of Steiff anniversaries, this year is a year of celebration for others – such as our long-time partner, Disney Company. For 100 years, Mickey Mouse & Co. have enchanted people all over the world. Steiff has been one of Disney's partners for many decades and has given shape to countless Disney characters. Our timeline will introduce you to some of them – or perhaps bring back memories, who knows?

We also proudly present our vintage replica "Baerle", which is different from our other replicas. Let us surprise you with what makes "Baerle" so special.

You can expect to find much more information about archive finds, Steiff series from the past and present, and this year's museum bear, as well as a preview of Steiff Summer 2023, which will also offer many extraordinary highlights. So plan your weekend trip to Giengen an der Brenz from 30 June to 2 July 2023 right now!

We hope you enjoy reading your latest Club Magazine.



“Ten decades of creativity, innovation, and determination created The Walt Disney Company you know today — the most enduring and beloved name in entertainment.”

DISNEY CEO BOB CHAPEK

100 years of wonder

New Steiff exclusives celebrate
100 years of Disney.

Disney100 commemorates Disney's 100th anniversary through an offering of unparalleled content, experiences, and collections. This once in a lifetime event celebrates the storytellers, fans, and families who together spark the wonder and magic of Disney.

From dazzling new movies and an immersive exhibit touring the world; to amazing theme park spectacles and collectible merchandise; every corner of The Walt Disney Company will join in the festivities – making Disney100 the largest global celebration in the company's 100-year history.

New and exciting details about Disney 100 Years of Wonder were revealed last fall to fans during D23 Expo 2022 presented by Visa – where Steiff was an exhibitor.

“Ten decades of creativity, innovation, and determination created The Walt Disney Company you know today – the most enduring and beloved name in entertainment,” said Disney CEO Bob Chapek during the opening ceremonies of D23 Expo. “It’s an awesome responsibility to lead Disney as we begin our second century of telling stories and creating magic that will endure for another 100 years.”

Highlights of the year-long event include everything from Walt Disney Animation Studios’ 2023 release *Wish* and Disney100: The Exhibition, (which is currently touring internationally); to new spectacles opening at Disneyland Resort; amazing collectible merchandise; and so much more. Steiff is honored to join the momentous lineup of global product licensors commemorating 100 Years of Disney. Meet our collection of exclusives for this very special event.



PLATINUM MICKEY MOUSE

Platinum, the world's most precious metal, was the inspiration for our newest, most precious Disney collectible yet. In celebration of 100 years of magic, Steiff is pleased to present a version of Mickey Mouse unlike any we've ever done before. It's a modern masterpiece that perfectly illustrates the luxurious platinum theme. This monochromatic Mickey is artistically handmade from various shades of grey cotton velvet, and wears a pair of glittery fabric trousers. He features expressive, embroidered eyes and other detailed, stitched embellishments. This collectible treasure proudly wears a logoed stainless steel chest tag, signifying his status as part of Disney's centennial celebration collection. He's a Steiff Mickey like no other — one that every collector will want to own.

OSWALD THE LUCKY RABBIT

Meet Oswald the Lucky Rabbit! This iconic piece is a tribute to Walt Disney's first character, and thus to the beginning of the Disney Company. Looking at his shiny, smiling face, you will recognize a similarity to another famous Disney character. On the occasion of the 100th anniversary of Disney, Oswald is now back in the spotlight and we are delighted to present you a treasure of film history with this unique masterpiece, complete with "Disney100" chest tag.



More than 90 years ago, Walt Disney himself chose Steiff to make the world's first commercially licensed versions of Mickey Mouse toys.



MICKEY MOUSE
WITH MINI STEIFF
TEDDY BEAR

In honor of the partnership that began in 1931, Steiff and Disney are pleased to present their two most iconic figures in one irresistible set. Introducing Mickey Mouse holding his very own Steiff Teddy bear. Our new limited edition is a perfect representation of the long-term friendship between the two legendary companies. Mickey is sewn from fine wool felt, while his tiny Teddy is crafted from genuine mohair. Both pieces are five-way jointed. Mickey has wired legs for added support, and to make him even more posable. He also proudly wears a “Disney100” signature stainless steel chest tag, signifying his status as part of Disney’s centennial celebration collection.

Disney timeline



MICKEY MOUSE 1448 FROM 1931

The collaboration with Disney began in 1931. Steiff was one of the first manufacturers to create the most famous of all Disney characters, Mickey Mouse, in velvet – unmistakably dressed in yellow gloves and short red trousers. This was the beginning of a long partnership that continues to this day.



MINNIE MOUSE 1431 FROM 1932

The following year, Mickey's friend Minnie Mouse was also born at Steiff. True to the original and classically designed with the world-famous white polka-dot skirt, red pumps and hat, she was the perfect complement to Mickey.



BAMBI 7422 FROM 1951

In 1950, the Disney classic "Bambi" had its cinema premiere in Germany. The following year, our Bambi was created, as delicate and lovingly designed as his cinematic counterpart.



PERRI SQUIRREL 4312,03 FROM 1959

A little-known Disney film, Perri tells the story of Perri the squirrel, based on real-life footage. A famous picture shows Walt Disney himself at the premiere of the film in Germany, surrounded by Steiff Perris.



BALOO 0360/40 FROM 1968

The Bare Necessities! In 1968, a series of animals based on the Disney classic "The Jungle Book" was created. Of course, the famous bear Baloo could not be missing. A second series was to follow in later years.



ANTIQUE TEDDY 0243/32 FROM 1988

Not a film character, but a Teddy bear full of character: In a limited edition of 1,000, the Antique Teddy was the first item at the "Teddy bears & Doll Convention in Walt Disney World", which was held for the first time in 1988.



TEDDY DONALD 651205 FROM 1993

Teddy meets Duck: In 1993, the 6th item for the Convention was the funny Teddy Donald – a charming metamorphosis between Teddy bear and duck, almost symbolic of the close cooperation and limited to 1,500 pieces.



WINNIE THE POOH 651243 FROM 1994

The first Winnie the Pooh was released by Steiff in 1994. With his typical lovable expression and red waistcoat, he was number 7 in the convention series and was available in a limited edition of 2,500.



MICKEY SORCERER'S APPRENTICE 651519 FROM 2000

In the style of Disney's "Fantasia" from 1940, "Fantasia 2000" appeared at the turn of the millennium. Steiff designed several items based on characters from the film, including Mickey, the Sorcerer's Apprentice. As an annual limit, 7,000 little wizard apprentices were produced until 31.12.2000.

MICKEY MOUSE WITH DISNEY BEAR 669491 FROM 2006

The right combination: Mickey Mouse and Teddy bear meet for the first time in 2006. 1,500 copies of this lovingly designed pair of friends who seem to be inseparable.



PLUTO 651809 FROM 2001

Pluto has been Mickey, Minnie & Donald's faithful companion since 1930. In 2001, the popular character finally saw the light of day at Steiff, in an edition of 5,000.



NEMO 354885 FROM 2013

We found Nemo! The first Pixar character to be released by Steiff in 2013, in a limited edition of 2,000 pieces. Detailed and authentic, right down to his underdeveloped right "lucky fin", Nemo is an original in every sense of the word.

DISNEY PIXAR'S TOY STORY WOODY 354915 FROM 2017

Featuring cowboy Woody from Toy Story, exactly 113 triple-jointed wool felt figures were handmade at the Steiff factory in 2017. Why exactly 113? An inside joke: animators learn their craft in the A113 lecture theatre at the California Institute of Technology, which is why the number keeps popping up in Pixar productions.



DISNEY FROZEN OLAF 354571 IN 2019.

Olaf needs no introduction: the world-famous faithful sidekick of Anna and Elsa from "Frozen" has a huge fan base all over the world. In a limited edition of 2,013 pieces, he will be released in 2019 as part of the collaboration between Disney and Steiff.

DISNEY MICKEY MOUSE D100 PLATINUM 355936 FROM 2022

For 100 years, Disney's world-famous characters have enchanted people all over the world – and we're celebrating together! This extraordinary cotton velvet Mickey Mouse is inspired by the colours Disney has used to celebrate 100 years of wonder. The exclusive design is a stylish highlight for this festive occasion.



Lucky rabbits

Rare bunnies are a highlight of Ladenburger auction.

This first rabbit highlight from this sale was lot #6186, a tail-turns-head bunny from the early 1930s. He was 11 cm tall, begging, and made from tan and white mohair. His details included black and brown glass pupil eyes, a red hand embroidered nose and mouth, clear monofilament whiskers, and black airbrushed highlighting and claws.

He was in clean, nearly as new condition without playwear and retained his fully legible red ear tag numbered 4311H, his trailing 'f' button, and his tail-turns-head instruction tag as his IDs. He sold for €5,100 / \$5,522. His presentation, size, and full ID – including his round tail tag in three languages – were simply extraordinary.

Prewar, Steiff produced tail-moves-head items, including this rabbit, as part of its strategy to create playful and innovative toys for the worldwide market. The company received a patent for their tail moves head mechanism in the early 1930s. Over time, over 25 different tail-turns-head models were produced through the early 1940s. These designs were mostly based on popular standard line patterns of this time and included cats, dogs, rabbits, penguins, goats, and lambs, and even Mickey Mouse, among others. These charming novelties were featured on the cover of one of the company's 1931 catalogs. They were promoted as, "The year 1931 has presented us with the animals with the new head movement... The simplicity of the mechanism, though which the splendid movement is produced, cannot be beaten, yet it is unbreakable and allows lifelike play, full of variety and mimics... When buying new supply in plush toys please be sure to include the STEIFF animals with the new head movement; all numbers equipped with it are marked 'H.'"

The new year started off in the best possible way for vintage Steiff collectors! On January 21st, 2023, Ladenburger Spielzeugauktion GmbH of Ladenburg, Germany held a vintage Steiff sale featuring the Susan Kilgore Wiley collection. The auction featured 195 exciting lots, lasted nearly 5 hours long, and hammered at €351,872 / \$381,000, with buyer's premiums varying across different selling platforms.

Mrs. Wiley was from Raleigh, North Carolina in the United States. She passed away in 2022. She started collecting all things Button in Ear in the 1980s. Her collection would grow over time to include over 2,000 antique Steiff items, including some of the most desirable rarities ever produced.

Mrs. Wiley particularly loved rabbits and rabbit novelties, and they featured prominently in her collection. Here are five of Mrs. Wiley's outstanding, seldom seen Steiff hares from this recent auction that really caught the eyes, hearts, and pocketbooks of bidders from around the world. There's no better time to showcase these distinct designs than during the "Year of the Rabbit" in the Chinese Zodiac.

His presentation, size, and full ID – including his round tail tag in three languages – were simply extraordinary.



The second rabbit highlight from the Wiley sale was lot #6066, a dressed rabbit doll from around 1937.

She measured 28 cm tall, was standing, and head jointed. Her head was made from mohair, her hands and feet were made from wool plush, and her body was made from flesh colored fabric. Her pert ears were lined in felt, and her face came to life with oversized brown and black glass pupil eyes, a pink embroidered nose and mouth, and airbrushed details and highlights. Her outfit included a white and red dotted dress, red belt, a red neck ribbon, white underwear, and a red and white dotted cape. She was in excellent, all original condition without playwear and retained her short trailing 'f' button and most of

a fully legible yellow ear tag as her IDs. She sold for €4,100 / \$4,439.

Although dressed animal dolls have appeared occasionally in the Steiff catalogs since the turn of last century, they became a very prominent part of the line in the early 1930s. It was at this time that Steiff debuted a series of self-standing, head jointed animals with humanized bodies and well-tailored, removable outfits. And rabbit dolls were a big part of this introduction. These utterly charming, dressed rabbit dolls appeared in the line in 14, 22, and 28 cm in maize or white plush from 1931-1943 overall. About a dozen outfits for these rabbits were produced; they included pajamas, playsuits, and regional outfits.



The third rabbit highlight from this sale was lot #6053, an unusual roly-poly rabbit novelty. This example, made around 1914, was 23 cm tall and made from white and faded light blue mohair. He had a ball shaped body, was head and arm jointed, and came to life with brown and black glass pupil eyes and a pink embroidered mouth. He also featured a felt disk on his bottom, as well as a partially working rattle. He retained his long trailing 'f' button as his Steiff ID. Despite his loved condition, he sold for €3,500 / \$3,790.

Roly-polys are eye-catching, extremely rare novelty items designed to wobble about, but not fall down. Very few have survived over time as they were designed for rough and tumble play. Roly-polys made two distinct appearances in the Steiff line. The first was from around 1909 through the late 19-teens, then again from 1937 through 1943. Models produced over time included rabbits like this one from the Wiley collection, as well as cats, bears, and a variety of dolls – like clowns and farmers. It is possible that the roly-poly concept was based on the company's much earlier wooden bottom tumblers line. These tumblers were made from smaller scaled, standard line items that were mounted on a solid, heavy, wooden hemisphere. Wooden bottomed tumblers appeared in the line as early as 1894, and were produced on and off through the early 1940s.



The fourth highlight from this important auction was lot #6152, a larger Steiff Peter Rabbit doll from around 1908.

He was 22 cm tall, made from spotted velvet, begging, and unjointed. His face was detailed with black button eyes backed in red felt, a hand embroidered nose and mouth, and clear monofilament whiskers. Peter wore a collared blue felt jacket with embroidery and gold buttons and red slippers with leather soles. He was in lovely condition and retained his long trailing 'f' button as his Steiff ID. He sold for €3,400 / \$3,681.

In 1902, a little story written and illustrated by English author Beatrix Potter hit the market in a big way. This book, *The Tale of Peter Rabbit*, became a worldwide sensation due to its simple, universal story and beautiful illustrations. Soon after, Ms. Potter created a little Peter Rabbit doll and registered it in the London patent office. Despite numerous attempts, she could not find a manufacturer in England to produce her toy. Steiff got wind of this, and soon became the producer of the "official" Peter Rabbit doll for the English market. Steiff would go on to produce Ms. Potter's handsomely attired Peter Rabbit in 10, 22, and 28 cm through 1919.



The final rabbit highlight from this sale was lot #6189, a mohair rabbit from the late 1920s with a working belly rattle.

He was 15 cm tall, begging, and head jointed. He was made from white and dramatically tipped orange mohair. He was detailed with oversized glass pupil eyes and a simple black embroidered nose and mouth. He sold for €2,500 / \$2,707. His petite size, stunning mohair, and rattle feature prove good things come in threes!



Through the 1930s, Steiff sometimes tucked a rattle into some of the smallest or almost smallest versions of its most popular prewar models. The toy would make a little "click click" sound when jiggled about. Often time, rattle animals are discovered by collectors by accident, as they look no different aesthetically than items without rattle. The next time you handle a small, prewar item, shake it gently... and you may happily surprised as well!!

A perfect match

New “Vintage Replica” captures the look and feel of a genuine antique Teddy.

Three years after Richard Steiff invented the Teddy bear, Steiff released a five-way disc-jointed Teddy bear made of mohair. His name was “Baerle,” and he made his debut in 1905. An original example of this historic bear is on display in the Steiff Museum in Giengen.



On the occasion of the 100th anniversary of Richard Steiff moving from Germany to America, the company has chosen to reproduce a highly detailed, carefully aged version of the rare specimen from the Museum. (Baerle's technical name is 43 PAB: 43 cm when seated, P-plush, A-disc jointed, B-movable). It is a fitting tribute to the genius of Richard Steiff on the centennial of his immigration to the United States.

This "Vintage Replica", a new idea for Steiff, has been meticulously re-created to match the antique original in the condition in which he exists today. The bear has been "aged to perfection" using special techniques to create an amazing vintage appearance. It is even more detailed and authentic looking than our already impressive traditional replica series. .

What sets Baerle 43 PAB apart from earlier replicas?



MOHAIR

Using the historic Teddy bear from the Museum as their guide, Steiff-Schulte has carefully matched the vintage bear's color with unprecedented precision. Steiff artisans then shave, trim, and pluck the mohair coat to mimic play wear and the marks of time. For added realism, each bear receives a very light coat of airbrushing to further enhance his aged appearance.

STUFFING

Baerle is loosely stuffed with excelsior, giving him a softer, less rigid feel — just like a true antique Teddy bear.

EYES

43 PAB's specially lathed wooden eyes are slightly uneven, just like the original.

JOINTS

The bear's loose joints simulate the feel of a Teddy bear that's more than 100 years old.

NOSE

Right down to the Teddy bear's imperfect, skipped stitches, each nose is hand-sewn to exactly match the bear from the Museum.

PAW PADS

Baerle's paw pads are slightly different shades of beige, echoing the ways in which the Museum PAB 43 aged, faded, and was repaired. Carefully placed holes in the pads (including one that reveals red felt underneath) have been hand-cut to mirror the bear from 1905. Repairs to the pads have been hand-stitched to make the bear more authentic.



Due to the complex manufacturing and hand-aging process, only a small number of bears will be delivered each month. Produced in an edition of only 323 pieces, Baerle 43 PAB is sure to become one of the most coveted replicas of all time.



Storyteller & scribe

Two exceptional women, one inspiring story.

**At the Steiff Club Magazine, we're always looking
for new stories that will educate, entertain, enlighten,
or even transform the lives our readers.
Sometimes we find the stories ourselves; and
sometimes the stories find us.**

What follows is the latter. It is the heart-warming (and also heartbreaking) saga of a remarkable woman and her life long Steiff companion. The owner of the Teddy bear (Grumach Shirun) is now deceased, but her story lives on through the memoir she left behind. It was transcribed by Jill Levenfeld, a woman who's remarkable in her own right. You'll be touched and enriched by the chronicle of how their lives intersected, and the impact they had on each other. We are honored that their stories found their way to us, and proud to share them with you.

IRENE'S STORY

(as recounted by Jill):

“Just look at his eyes.”

One cold night in the year of 1939, there was a knock on the door at 53 Schlueterstrasse, where two-year-old Irene lived in Berlin.

Her neighbors that night were fleeing Nazi Germany and offered her their child's Steiff Teddy bear, knowing he would give comfort. Irene named this huggable bear “Baerchen,” and referred to him as her sibling for life, as she had none. He provided continued comfort and emotional support over her 84 years of life.

In 1943, her beloved grandmother (Oma) was deported by Nazi soldiers from their home in Berlin, in front of Irene's eyes, while she was clutching Baerchen close to her chest. For the rest of Irene's life, she was wracked with guilt as she felt she had not properly grieved Oma's death. During our writing of her memoir, she began to understand that Baerchen had helped her mourn this huge loss.

In the process of writing, it became clear through Irene's narration that Baerchen marked the important passages of her life, as her emotional anchor and trusted companion.

Irene's Oma moved into their home in 1941, hoping she would be safe from the Nazis. Irene loved these two years with her Oma, mostly reading books. She would jump into her Oma's lap every day waiting for the next chapter to be read.

Baerchen is not just a Teddy bear but has been a faithful witness to Irene for her entire life. Baerchen held her life together, and she held him when life became unbearable. Baerchen was the holder of her secrets, embraced her pain and her hope.





Irene was concerned that as Baerchen aged, his innards were becoming exposed, and his limbs needed reinforcement. The sewing circle of ladies in Irene's home volunteered to stitch up Baerchen and after two weeks – from “tear to repair” – they returned him to a very relieved Irene. She felt whole again.

Sadly, during the last two decades of her life, Irene became wheelchair bound, and had to learn to navigate life without one leg. Once again Baerchen was there to soften her blow as she faced her phantom pain from the amputation of her leg.

When I would come to visit, Irene would often ask me to reach over to Baerchen to straighten his head. He was always found in her room, perched in his usual place of honor, on Irene's pillow on her bed.

When Irene would speak about Baerchen she would revert back to her innocent five-year-old voice, despite her serious academic persona as Egyptologist, and once chair of the Institute of Ancient Egypt at Hebrew University. Irene mastered almost a dozen languages of multiple Ancient Near Eastern languages; Egyptian, Akkadian, Ancient Greek, Latin, Coptic Syriac, Arabic, along with German, English and Russian.

She studied the Teachings of Amenemope written in Ancient Egypt, a doctrine of general principles for living written 3,000 years ago. “Look at the cup in front of you, and let IT suffice your need” was just one of the many verses from the doctrine that Irene adopted in her own personal life.



These teachings, alongside her German commitment to “Bildung” (self-preservation) resonated deeply with Irene, cultivating her imagination and empathy for others, especially the care for Baerchen.

Irene remembered when she was young:

“I gave Baerchen a haircut, but his hair never grew back.”

“I had a belly ache and needed to take medicine. I gave my portion to Baerchen as I didn't want him to feel sick.”

Irene felt Baerchen had a personality, and that he surely was smart. “I knew my Baerchen was intelligent. Just look at his eyes,” she would say. There was no question in her mind. He was very, very smart. Baerchen had all the attributes needed to be her trusty companion. Irene never had children or grandchildren, and so at her death, I was given Baerchen.

In January of this year, Baerchen and I flew back to Berlin. This was his first trip back to the streets of Berlin since wartime, returning to his roots. He reconnected to spaces he once knew well; his home in Berlin, Humboldt University, the Bundestag and beyond.

Bringing Baerchen to the Steiff store was very moving. As a “wise elder,” he returned to his bear family, given a place of honor, for a few minutes, on the shelves of the store. It is inspiring to think of founder Margarete Steiff, bound by a wheelchair, like Irene Grumach Shirun; two women who persevered despite their disabilities to do good in this world.

Thank you Steiff for this warm welcome, made even more remarkable knowing that Baerchen in 1939 lived with Irene in Charlottenburg, only 500 meters away from today’s location of the Steiff store. A six-minute walk back in history.

Baerchen indeed is a collector’s item holding great value. Yet, he also holds a legacy for which Steiff can be proud.

Sadly, today in 2023 there are still millions of traumatized children who need a “Baerchen” to help them confront their loss and trauma. Playing with a plush Steiff, as Irene knew well, helps develop imagination and resilience.

Baerchen will remain in Berlin, his old/new home, to continue to be an inspiration through the work of AMCHA Deutschland, and their partners. My dream is to develop an educational project around Baerchen, in this space of trans-generational trauma.

I like to think of it as “hope and cope” in the face of trauma, inspired by Baerchen.

May the story of Baerchen bring hope to other children in trauma while bearing witness to their stories.

JILL’S STORY (in her own words):

“Neither of us were quite aware how this special exchange would change our lives.”

I have lived in Jerusalem for almost 40 years. For over two decades, I have been working in the Middle East as a group facilitator in conflict resolution, mapping the complexity of identity where Israelis and Palestinians cross borders. This space in-between teamwork and trust became the basis of my work in developing educational content for many projects, one of which was Sesame Street’s Israeli/Jordanian/Palestinian co-production. We aimed to present positive messages of respect to children at an impressionable age, who grew/grow up with violence as part of their day-to-day reality. Addressing the trauma while hugging Big Bird and Cookie Monster (similar to a Steiff Teddy bear) always brings a smile.

For over a decade, I have volunteered for a very special organization in Jerusalem called

AMCHA, which is the largest provider of mental health and social support for Holocaust survivors here in Israel.

AMCHA Deutschland, based in Berlin, has been working since 1988 in the field of trans-generational trauma. The focus of their work is to aid survivors while recognizing their trauma, lobbying for solidarity, and providing a community of support.

14 years ago, I completed an extensive training at AMCHA in Jerusalem, in order to work with survivors in Jerusalem, enabling a space for psycho-social support. At the time, I was matched with 72-year-old Irene Grumach Shirun, a Holocaust survivor originally from Berlin, who owned Baerchen.



*Throughout their lives,
Irene and her mother spoke
their heart more easily if it
was in Baerchen's name.*



Bearing witness with a century of history under his fur, Baerchen holds Irene's legacy. Battered, tattered, and patched, his war-torn body carries Irene's trauma that spans countries, languages, and cultures. He soothed and supported Irene in unbearable times.

Irene, aware that her story would not live on, (no siblings/ no children) asked if I would begin a process of memoir writing with her. I was honored and spent the last two and a half years of her life transcribing her memoir. Often, threadbare Baerchen narrated her stories as it was easier for her, through his perspective. Irene gave him a voice as a way to help soften the edges of her world.

Throughout their lives, Irene and her mother spoke their heart more easily if it was in Baerchen's name. They would write poetry and letters to each other, signing name, abbreviated as "Baer," at the end of each love note. "Baer" empowered their voices for emotional expression as their writing exchange became a safer space for communicating vulnerability with each other. Irene carried forward that tradition, speaking to Baerchen, in a demeanor reserved only for him.

Irene and I, as storyteller and scribe, engaged in a very powerful process of memoir writing. Neither of us were quite aware how this special exchange would change our lives. As Irene told her story, she began to understand her past with more clarity, cultivating the courage for expression. Through our writing process, Irene came face to face with the trauma of her wartime childhood. The sheer telling of her story released her from her past, as she grappled to find meaning.

Despite the hardships of Irene's life, she found the capacity for empathy, imagination, and perpetual learning. This to me defines HOPE. I found it remarkable that she managed to cling to life while in the clutches of the torment of her trans-generational trauma.

Baerchen has withstood the test of time, even after Irene's death. Full of personality, ever so huggable stuffed with his soft Mohair, eyes that sparkle and working disc joints that continue to propel him forward to his future.



Timeline of Baerchen's Century

Late 1920's: Approximate year that Baerchen was born into the Steiff family, in Giengen, Germany.

1937: Irene Grumach born, also in Germany.

1939: 2-year-old Irene is gifted with Baerchen as they begin their lives together in wartime Berlin on 53 Schlutterstrasse.

November 1941: Ernst Grumach, Irene's Father, a scholar in classical philology was forced by the Nazis to head up the Nazi library cataloging the one million looted Jewish books from private and public libraries. Most of his colleagues were deported and killed in Auschwitz. He survived yet tormented for the rest of his life that he couldn't save his colleagues.

1942-1943: Irene and her mother wrote countless letters and poems to each other, signing each letter, with Baerchen's name. His nickname was "Baer", and they found it easier to communicate emotions through Baerchen, especially on special occasions.

1943: The air raids of 1943 lasted for many months leaving 4,000 Berliners dead. This was a time of great trauma when Baerchen gave endless comfort in hugs.

July 1943: Oma, Irene's grandmother was taken away and deported in front of Irene's eyes while clutching Baerchen. Six-year-old Irene carried this trauma throughout her life. Only at the end of Irene's life, through the memoir writing, did she understand that Baerchen lovingly held her grief and Oma's memory.

April 1945: Battle for Berlin. Irene spent ten days in the shelter, always with Baerchen. Terrifying for an eight-year-old, she described it as "an adventure camping out downstairs in the shelter with Baerchen and the residents in the building, although many from the building had already been deported."

1956: Irene's parents' divorce. Irene's mother wrote a note for Irene, "authored by Baerchen" trying to comfort her as her family dissolved.

1958: Baerchen at Humboldt University witnessed Irene earn her first degree.

1966: Baerchen dressed up in cap and gown to celebrate Irene's doctorate in Egyptology at University of Basel.

1969: Baerchen sailed on a voyage on the sea via Spain to Israel.

1973: Wartime in Jerusalem. Baerchen, Irene and her husband volunteered for the Civil Guard; Baerchen earned a medal of distinction which he wore proudly on his vest.

1991: Gulf war; Irene, her husband and Baerchen all wore gas masks in the sealed room while Saddam Hussein's scuds traumatized.

2009: Baerchen, Irene and Jill met, and began their memoir writing nine years later.

2012: Rockets fired at Jerusalem and sirens bring Irene and Baerchen back to wartime fear while they sought safety in her assisted living shelter.

2021: Baerchen mourned the passing of Irene; Jill became his custodian.

2023: Baerchen returned to Berlin with Jill, for the first time since wartime, to visit the Steiff shop.

Secrets from the Steiff archives

Part 16 in the long-running series.

More exciting unproduced items from Steiff's past.

DOLL INGE WITH RUBBER HEAD FROM 1951

This prototype doll named Inge was made in 1951. She is arm and leg jointed and stands 32 cm tall. Her body and limbs are made from felt and her molded head is made from a rubber latex material. Inge has painted facial features and her hair is made from long pile white mohair. She wears a pink floral dress. Her IDs include a US Zone tag sewn into the seam of her forearm and a named chest tag.

This sample is based on the company's mid-century pressed felt face doll line. These dolls were produced overall from 1938-1943 in 35 and 43 cm and then again from 1949-1950 in 35 cm. Most were made entirely from felt; a few examples from the early 1940s had linen limbs and or bodies. The faces for these dolls were made by shaping a piece of wet felt over a dimensional mold. Once the felt dried, it was lined with a plastic mask on the inside so it would hold its form over time. This was an expensive and time-consuming process.

Starting in 1951, the company began designing and producing its doll line with rubber heads. This was done to take advantage of new manufacturing technologies, to create efficiencies. All Steiff dolls introduced from 1951 onward were new, innovative patterns and included Mecki and Micki hedgehogs, a series of dwarfs, clowns, and even a Santa Claus. This Inge prototype was tested to see if an existing, legacy doll pattern could be updated with a rubber head. Her face, expression, personality, and presentation did not translate well from felt to rubber, and Steiff determined that she would have limited sales success and appeal. So Inge did not go into production.



DACHSHUND FROM 1912

This brown felt Dachshund is standing on all fours and is unjointed. He measures 22 cm tall and 35 cm long. He has floppy ears, proportional brown and black glass pupil eyes, and a black embroidered nose and mouth. Dachshund wears a leather collar and leash and rides upon four solid metal eccentric wheels. His IDs include a Button in Ear and a white ear tag numbered 1122.2. This translates to 1=standing, 1=felt, 22=22 cm tall, and 2=with a voice. He also has a tag with the Heidenheim district court number 787 attached to the left side of his body, and an archive tag with the words “Dax 1122.2 m with iron wheels – February 29, 1912” and “Sample of Chassis” on it.

The earliest Steiff wheeled toys appeared on smooth-rolling, spoked cast iron wheels starting in the late 1800s. Around 1912, some items were made with wooden wheels. Shortly after, the company debuted toys on eccentric wooden wheels. These pull toys would waddle, wiggle, or shimmy as they moved along due to the off-center placement of their axles. These novelties proved to be very successful, and the company wanted to patent its eccentric wheel manufacturing concept.

This type of Dachshund was produced on big wooden eccentric wheels in 17, 20, and 22 cm from 1912-1943 overall. Dachshund’s prototype wheels are a hybrid of the old and the new and were produced exactly at the time that Steiff was transitioning from metal to wooden wheels for many of its rolling items. These solid, all metal eccentric wheels most likely proved difficult to source, heavy, or costly, and as a result, were replaced with wooden ones instead.

Here, he was made as a sample with solid metal eccentric wheels and appears to be the one submitted for patent approval.



MAY BEETLE AS A SLEIGH FROM 1929

This oversized May Beetle is lying, solidly stuffed with excelsior, and unjointed. He made from brown, grey, and green mohair and white felt. He has black glass eyes. May Beetle is mounted on a metal chassis with a handlebar and foot rests, which in turn is mounted on two wooden runners. He measures about 28 cm tall, 62 cm long, and 33 cm wide. May Beetle’s ID include a Button in Ear and a red ear tag numbered “1350 b”. On one of the wooden runners, Paul Steiff engraved the words, “1929 Nov” – meaning the sleigh was made in November, 1929.

May Beetles are legacy animals for Steiff. They were often produced as novelties, including on wheels, starting in 1914. In 1926, Steiff introduced a 50 cm riding May Beetle accessorized with metal disc wheels with rubber tires and a handle. It appeared in the line through 1931. The product number for this standard line May Beetle on wheels was 1350 b – which is identical to the number on the sled prototype. It is quite possible that Paul Steiff saw the 50 cm May Beetle on wheels and started to imagine how else this eye-catching, oversized bug pattern could be used. He repurposed the design, replacing the wheels with simple sled runners. Maybe an early winter snowstorm in November, 1929 catalyzed his creativity! However, this May Beetle sled never went into production, perhaps because it did not actually work well in the snow, was expensive to produce, or was thought to have very limited commercial potential.

It is quite possible that Paul Steiff saw the 50 cm May Beetle on wheels and started to imagine how else this eye-catching, oversized bug pattern could be used.



Giant Bird



Dinosaur discovery

A glimpse at some forgotten creatures from the past.

Since their discovery by humans as early as 1677, people have found dinosaurs to be awe inspiring. There is so much that remains a mystery about these enormous, prehistoric reptiles. This only adds to their universal interest and appeal.

Since their discovery by humans as early as 1677, people have found dinosaurs to be awe inspiring. There is so much that remains a mystery about these enormous, prehistoric reptiles. This only adds to their universal interest and appeal.

In the 1957-1959 timeframe, Steiff created a little-known series of display dinosaurs which today are as rare as real dinosaur fossil finds. All were made from mohair, solidly stuffed with excelsior, detailed with elaborate hand air-brushing, and brought to life with realistic fangs, wings, claws, and other lifelike features per species.

Five display dinosaurs are noted in the Steiff records. The first was a Brontosaurus. He was standing on flat feet on all fours, had a jointed neck, open mouth, and a small back fin. He measured over 6 feet long. His article number was 13250,0.

The second was called Dinosaurus and was probably a Stegosaurus. He was standing on all fours, had a jointed neck, an open mouth with a tongue and teeth, large

rubber claws on each foot, and prominent back fin made from triangles. He also measured over 6 feet long, and his article number was 13260,0. According production records, eight examples of Dinosaurus were made in 1958.

The third was a flying dinosaur. He was named Giant Bird and most likely a Pterodactyl. He was detailed with oversized, spread wings; sharp claws, tailfeathers, and an open beak. Given his form, he was displayed on a tripod, so he truly appeared in flight. His article number was 63a/23320. According to memos, it is probable that Giant Bird debuted at a trade fair in 1957, and three examples were produced in 1958.

The fourth model was a dinosaur named Saurier. He also may have been modeled on a Stegosaurus. He was standing on all fours, had a jointed neck, large rubber claws on each foot, and prominent back fin made from triangles. His face and head were particularly well rendered and featured an open mouth with a long tongue and pointy teeth, eyes set in eye pockets, and ear flaps. His article number was 63a/13420,20.

Steiff's "golden age" of display animals began in the early 1960s and these remarkably designed, enormously scaled dinosaurs may in part be responsible for the wave of life-sized animals that appeared just a handful of years later.

The fifth model was a Tyrannosaurus. This T-Rex was standing on his back legs, with his impressive tail helping to balance him upright. He came to life with jointed arms, oversized claws on his hands and feet, and an menacing, open mouth lined with teeth and a few fangs. He measured about 4 feet tall and his article number was 43150.

According to company records, it appears that both the Saurier and the Tysus were produced for the Loucap Company – one of Steiff's North American distribution partners at the time – in 1958/59.



Dinosaurus

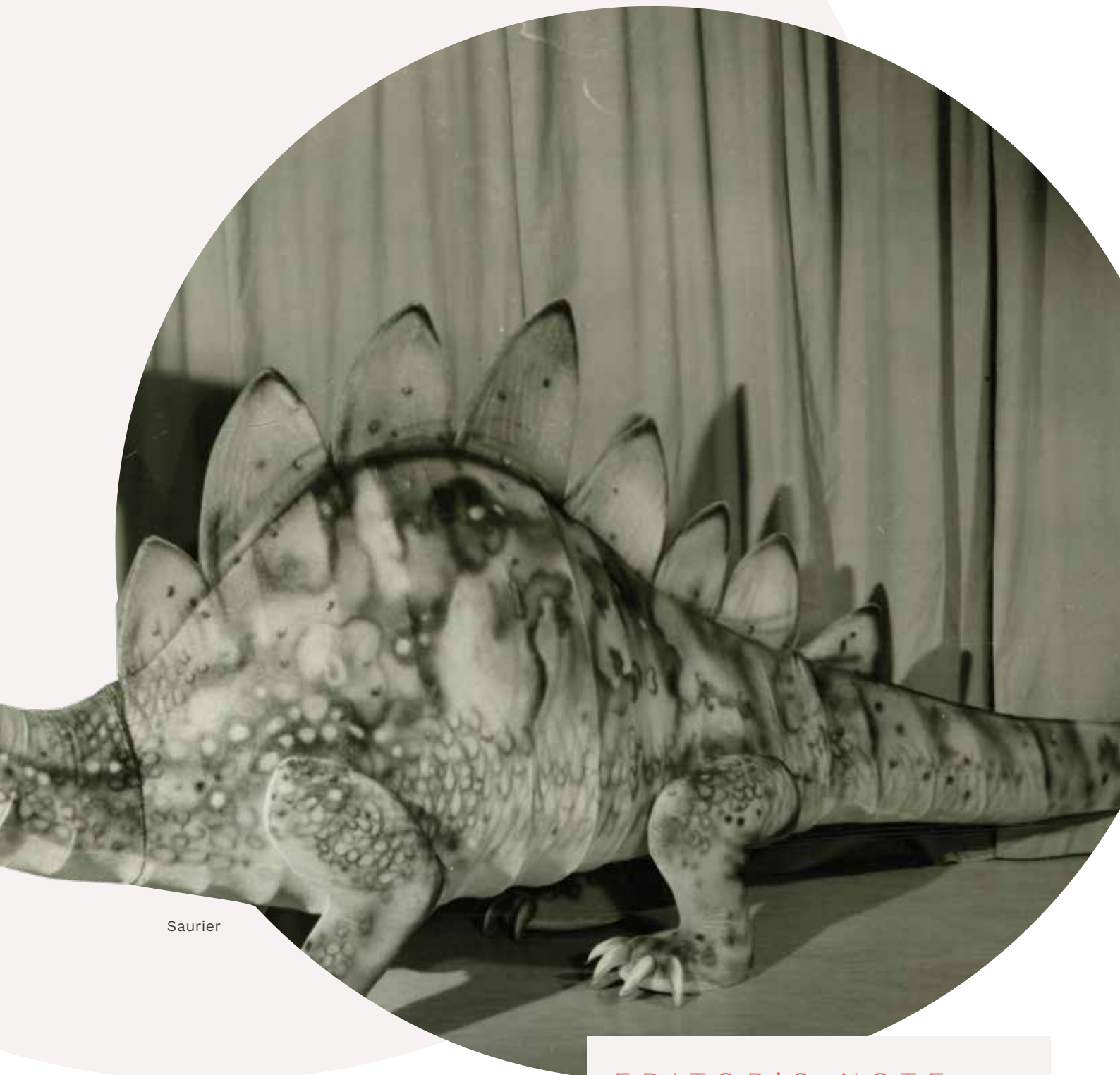


Tyrannosaurus



Brontosaurus





Saurier

EDITOR'S NOTE

Want to see some more prehistoric creatures for both collectors and kids? Check out our collectible “Jurassic Park T-Rex,” celebrating the 30th anniversary of the contemporary classic film and our selection of “Soft Cuddly Friends” dinosaurs for kids.

2023 *Steiff Summer*

The world of Steiff and a remarkable special auction in the Schranne.



A special highlight will be the Teddy bear workshops, which will take place on several dates at the Steiff Museum.

It almost seems as if last year's Steiff Summer with its cheerful and varied programme was not so long ago, but Steiff Summer 2023 is already just around the corner. From 30 June to 2 July 2023, we will once again be celebrating around the Steiff Museum, on and in front of the company site. We are looking forward to it, because once again a wonderful and varied programme awaits all visitors from near and far in Giengen an der Brenz. The best entertainment and various activities will be presented on stage and at the many stands.

After some cautious planning in 2022 due to the uncertain pandemic situation, 2023 will see the return of much-loved and missed features. The Saturday evening programme, for example, will be back this summer, promising musical entertainment and a wonderful summer evening atmosphere.

A special highlight will be the Teddy bear workshops, which will take place on several dates at the Steiff Museum. Registered participants can create their own unique Steiff Teddy bear. The registration form can be found in your club's mailing or online at www.steiff.com/de-de/i/workshop

This year's Steiff Summer is very special, and not just because of its varied programme. We are delighted to announce that in addition to our esteemed guests, we will be welcoming the Steiff Meisel family from the USA! This will make the Steiff Summer a real family event with the Steiff family from Germany and the USA, in line with our corporate philosophy. We are really excited about it!



Another event may also be considered unique: The Steiff Special Auction on 1 July at 3 pm in the Giengen Schranne has a little sensation in store. The auction will feature the second half of the collection of the late Susan Kilgore Wiley, including one of the extremely rare original "Mourning Bears" from 1912. Following the dramatic sinking of the Titanic on 14 April 1912, Steiff first produced black Teddy bears to reflect the mood of the grieving British nation. These "Mourning Bears" are highly sought after by many people today. Collectors will agree that this is a unique opportunity to add such a legendary rarity to their collection. Of course, the auction will also include other treasures that will make collectors' hearts beat faster.

Whether you come to enjoy the programme, because you are interested in Steiff animals and Teddy bears, as a weekend trip, or as an enthusiastic collector and Steiff fan, our Steiff Summer 2023 will offer many specials, surprises and the most beautiful impressions from the world of Steiff for everyone!

You are cordially invited to be our guest from 30 June to 2 July.



To bear a helping hand

Steiff charity auction ends with success.



TO BEAR A
Steiff Charity
2022
HELPING HAND



A heartfelt campaign involving 16 international celebrities and brands has come to a successful conclusion. The Teddy bears designed by the celebrity patrons were auctioned off on the United Charity platform for a total of 56,470 euros.

In the meantime, the Teddy bears have travelled all over the world, proving that the charity campaign “To bear a helping hand” has received international attention. Germany, the Netherlands, Italy, Austria and the United States are now the new homes of the Charity Teddy bears.

The top-selling bear in terms of sales was the Bruce and Emma Willis bear, followed by the the Frida Kahlo Corporation and Karolína Kurková. And all the other unique Teddy bears also fetched prices well above their estimates.

At a cheque presentation in the Margarete Steiff Museum, Margarete Steiff GmbH donated 100% of the considerable auction proceeds to the United Nations Children’s Fund (UNICEF), which will split the money between two important projects: The “Let Us Learn” initiative gives children

in five countries (Afghanistan, Bangladesh, Liberia, Madagascar and Nepal) access to a good education and thus a more promising future. Ukraine Emergency Relief, on the other hand, helps children and families affected by the war with both urgently needed goods and training for teachers and caregivers to deal with the psychosocial trauma.

We at Steiff would like to express our heartfelt thanks to all the personalities and brands who have made this wonderful project possible through their unpaid commitment. Our special thanks also go to the students of the Faculty of Design at the University of Pforzheim and the students of the Faculty of Textiles at the Textoversum of the University of Reutlingen for their cooperation in designing these unique Teddy bears.



SPECIFICALLY, THE GENEROUS PATRONS WERE:

FC Bayern Munich, Hugo Boss, Chopard, Hiroshi Fujiwara, Peter Gabriel, Toni Garrn, Ann-Kathrin and Mario Götze, Herbert Grönemeyer, Frida Kahlo Corporation, Ronan Keating, Karolína Kurková, Messika Paris, Nico Rosberg, Victoria Swarovski, Gorden Wagener for Mercedes-Benz and Emma and Bruce Willis.



This year in Steiff history

A new feature that celebrates Steiff anniversaries
and historic events.

This issue marks the introduction of a new recurring column that pays tribute to significant milestones in the history of Steiff. With a legacy that spans 143 years, there are many occasions worth remembering and commemorating. In future issues of The Steiff Club Magazine, you'll find them all here.

100th Anniversary –

Richard Steiff Moves to America (1923)

Richard Steiff traveled by sea from Bremen, Germany, to New York City in 1923. The journey started on March 7. On his way to America, there were stops in Southampton and Cherbourg.

Immigration records at Ellis Island (the central point of entry for passengers coming to the U.S.) show that he arrived on the “S.S. President Arthur,” which docked on March 19th. (The ship was named for U.S. President Chester A. Arthur.)

In the Ellis Island ledgers, his occupation was recorded by a government official only as “Merchant,” which was quite an understatement! In the shadow of the Statue of Liberty, once paperwork was completed, he would have crossed the harbor into New York City.



In the United States, he called Jackson, Michigan home. The city was chosen because relatives lived nearby. From his house on Harwood Street, he was still involved in managing Margarete Steiff GmbH from afar, as evidenced by his letters to Giengen in the Steiff archives.

Outside of business, he pursued his interests in automobile racing, marksmanship, bowling, and other activities.

From his house on Harwood Street, he was still involved in managing Margarete Steiff GmbH from afar, as evidenced by his letters to Giengen in the Steiff archives.

Richard quickly became a popular and respected member of the community. His sudden death of a heart attack on March 30, 1939, shocked and saddened the entire city of Jackson. His obituary was printed on the front page of the newspaper. The paper reported that Richard had “a genial personality that made him hundreds of friends.”



Richard with his granddaughter Susanna Pinyuh (née Finton), in a snowy scene from the late 1930's.

20th Anniversary — Opening of the Margarete Steiff Birth House (2003)

After extensive renovations, the newly restored Margarete Steiff birth house (originally built in the 17th century) opened to the public in 2003. This extraordinary time capsule gives us a glimpse not only into the world in which Margarete was born (on July 24, 1847), but also where her company was founded in 1880.

Margarete lived in the home until 1889, and the decor and furnishings reflect the Biedermeier period. While they are not original to the house, all were carefully chosen to authentically recapture the atmosphere of the era — from the living and dining rooms to the kitchen and bedrooms.

One area of the heritage-protected landmark that's of particular interest to Steiff collectors is the re-creation of Margarete's sewing room. In this space, (which was built especially for Margarete by her father), the world's first soft toy was produced. Colorful bolts of felt, vintage patterns, sewing tools, and samples of elephant pincushions in various stages of completion, are all artistically displayed. They're certain to delight everyone who loves Steiff and appreciate its history.

Another special highlight, of course, is Margarete's sewing machine, which sits in front of a window, so that she could look down on the street as she worked. Also on display is one of Margarete's wheelchairs, which serves as a reminder of the obstacles over which she so bravely triumphed. After exploring the house, visitors can see an exceptional, small collection of true Steiff rarities at the end of the tour.



MARGARETE STEIFF BIRTH HOUSE

The house is open for tours from 2 up to 20 people during special events (such as Steiff Sommer), and by appointment on Fridays or Saturdays.

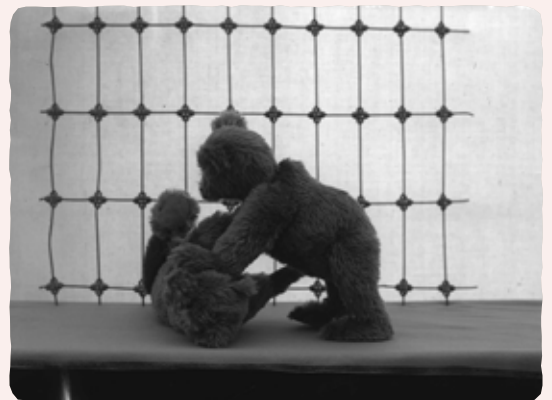
To schedule your 45-minute guided tour (costs: 80 Euros, booking at least one week in advance), contact Steiff by email at museum@steiff.de or telephone +49 (0) 7322131500.

We look forward to sharing this experience with you!

120th Anniversary – Bear 55 PB Debut at Leipzig Toy Fair (1903)

Who wants to buy a Teddy bear with movable joints? Judging by the lukewarm reception in March 1903 at the Leipzig Spring Fair, there appeared to be no market for this new novelty called “55 PB”. At least, that was the impression until the very end of the day.

After hours of disappointment — and not a single bear sold — Richard Steiff was packing his stand and preparing to return to Giengen. At the last moment, he was approached by an American buyer named Hermann Berg.



Mr. Berg had been sent to Leipzig to find new and interesting items for George Borgfeldt & Company, a New York-based toy distributor who was a supplier to the famous FAO Schwarz toy store, among other large retailers. In PB55, Berg must have seen

something that other prospective buyers had not noticed. Whatever the reason, he placed a surprisingly large order for 3,000 pieces! But, as many collectors already know, none of these first ordered 55PB Teddy bears have turned up again to this day. Theories abound regarding their whereabouts and ultimate fate, but still no one knows what really happened to the world's first jointed bears.

70th Anniversary – Jackie Teddy bear (1953)

Everyone loves a birthday celebration, and everyone loves Jackie. In 2023, we're celebrating the 70th birthday of this all-time classic. Introduced in 1953, the lovable bear with the round belly, nose with pink cross stitching and airbrushed navel, was released on the occasion of the original Teddy bear's 50th anniversary. Her playful, whimsical style reflects the optimism and prosperity of the "Economic Miracle" in post-war West Germany, making Jackie a distinctive reflection of the times.

From the very first moment, Jackie captured the hearts of children and remains a favorite among collectors. Examples of the 1953 version (produced through 1955) are scarce today. Scarcer still is the commemorative booklet that came along with the bear. This 16-page piece of ephemera recounts all the milestones in Steiff history and features several colorized photos and artwork. It introduces many of the stories which collectors still enjoy hearing and reading about today – from Margarete's first elephant pincushion; to the invention of the Teddy bear; to Teddy Roosevelt's bear hunt; to a description of the ground-breaking Steiff glass factory building.



Jackie Teddy bears have been in and out of the line – in various sizes (17cm to 75 cm) and even unusual colors (a black version was produced in 2007) – for the past seven decades. With enduring appeal, Jackie is sure to be a part of the Steiff assortment in the years ahead.

From the very first moment, Jackie captured the hearts of children and remains a favorite among collectors.





*“I declare before you all that my whole
life, whether it be long or short, shall
be devoted to your service.”*

QUEEN ELIZABETH II.



Royal Tributes

The Steiff tradition of Teddy bears honouring the British Royal Family.

Without a doubt, September 8, 2022, marked the close of an unprecedented chapter in world history with the passing of Her Majesty Queen Elizabeth II.

On that date, people from all nations stopped to pay homage to her legacy and a lifetime of commitment to her subjects. She had fulfilled her promise, made on her 21st birthday in 1947: "I declare before you all that my whole life, whether it be long or short, shall be devoted to your service."

The Queen had served as the longest reigning Monarch in British history – a record previously held for more than a century by her great-great grandmother, Queen Victoria. Becoming the longest reigning of the 42 Kings and Queens of England since the Norman Conquest is unquestionably an historic achievement.

Elizabeth II served as Queen of the United Kingdom and Head of the Commonwealth with her steadfast strength and unparalleled commitment to duty. She was loved and respected and is greatly missed across the globe.

Following the death of Queen Elizabeth II, a new Sovereign has acceded to The Throne. King Charles III, formerly known as The Prince of Wales, was born in 1948 and became heir apparent on the accession of Queen Elizabeth II in 1952.

In addition to his official and ceremonial duties in the United Kingdom and overseas, His Majesty has taken a keen and active interest in all areas of public life for decades. The King has been instrumental in establishing more than 20 charities over 40 years, including The Prince's Trust, The Prince's Foundation and The Prince of Wales's Charitable Foundation. His Majesty has worked closely with many organisations, publicly supporting a

wide variety of causes relating to the environment, rural communities, the built environment, the arts, healthcare, and education.

Steiff are proud to pay tribute to Her Majesty Queen Elizabeth II and King Charles III, as we reflect upon a few of our most treasured Royal Teddy bears – from both the past and present.



QUEEN ELIZABETH II

Steiff are extremely proud to present a splendorous and majestic bear symbolizing an extraordinary part of our history and pay tribute to Her Majesty Queen Elizabeth. Her paw pads are delicately embroidered in gold thread with 1926-2022 and the royal cypher EIIR. She wears the most dazzling and beautiful crystal and pearl crown enhanced further by her Garter Star, The Order of King George V and The Order of King George VI. Only 214 Queen Elizabeth II Memorial bears will be made magnifying her greatness even further.

QUEEN ELIZABETH II

Dedication to Service

Steiff are honoured to be able to offer this glorious Teddy bear which captures the eminence and dignity of Her Majesty Queen Elizabeth II. She is made using the finest ice-blue mohair, wears an emblematic three string pearl necklace, and is further complemented by her paw pads, which are delicately embroidered in platinum thread with 1926-2022 and the royal cypher EIIR.



QUEEN ELIZABETH II

Memorial Bear

This Teddy bear is befittingly crafted from jet-black mohair – the traditional colour for mourning. Her boot-button eyes have been outlined in regal purple felt. Her contrasting grey felt paw pads have been delicately embroidered. She's elegantly finished with a simple embroidered purple armband, along with a specially commissioned cameo pendant suspended from her purple satin bow.



QUEEN ELIZABETH II

Platinum Jubilee Bear

Steiff are proud to present our Queen Elizabeth II Platinum Jubilee Bear in celebration of Her Majesty Queen Elizabeth II becoming the first-ever British monarch to reach such a momentous milestone. When her father King George VI died on 6th February 1952, Elizabeth, then 25 years old, became Queen. Her Coronation was not until 2nd June 1953. She is standing 28 cm tall, made of the finest platinum coloured mohair and fully jointed. Dressed with a double ribbon cream bow and wearing a cameo with the Queen's silhouette. Cream paw pads detail her length of reign along with her royal cypher.





PRINCE PHILIP

Prince Philip, The Duke of Edinburgh, who met the Queen in 1934, had been a steady presence and constantly by the side of Queen Elizabeth II until his death in 2021. In 2017, The Queen and The Duke of Edinburgh became the first couple in the Royal Family to celebrate their Platinum Wedding anniversary.

Her Majesty said of His Royal Highness: "He is someone who doesn't take easily to compliments. He has, quite simply, been my strength and stay all these years, and I, and his whole family, and this and many other countries, owe him a debt greater than he would ever claim or we shall ever know." A dedicated philanthropist, Prince Philip was active with 800 organizations and continued his service well into his 90's. Steiff are proud to pay tribute to his extraordinary life and legacy.

KING CHARLES III

Long to Reign Over Us

Following the death of Her Majesty Queen Elizabeth II, a new Sovereign has acceded to The Throne. This bear embraces the accession of The King and celebrates a new Sovereign of the United Kingdom and Commonwealth Realms. His regal robe adds splendour together with The King's cypher embroidered on one foot pad and musical notes embroidered on the other. For his heartbeat plays the British National Anthem dating back to the eighteenth century – "God Save the King".



WILLIAM

The Prince of Wales bear

The most recent and soon to be launched of the Royal Teddy bears celebrates the new heir apparent William and his new title, The Prince of Wales. A title his father King Charles III held for nearly sixty years. In addition to performing official duties on behalf of the King, the Prince of Wales is also patron to over 30 charitable and military organisations. This Teddy bear will be exclusively available from Danbury Mint.

DIANA, PRINCESS OF WALES

50th Birthday Bear

She was one of the iconic figures of the late 20th Century. Princess Diana epitomised both beauty and glamour, as well as caring and compassion. She was especially admired for her ground-breaking charity work; in particular, her work with AIDS patients and supporting the campaign for banning landmines. During her life, she was often said to be the most photographed person in the world – not to mention one of the most beloved. This Teddy bear captured Diana's essence perfectly and remains a collectible classic today.



A german invention, an american tradition

Celebrating a patriotic series of North
American Exclusive Teddy bears.

Though it is beloved around the globe, the Teddy bear has its roots in both Europe and North America. Undoubtedly the world's favorite toy, it was invented by Richard Steiff in Germany, and named for an American President, Theodore "Teddy" Roosevelt.

In 2015, Steiff North America began celebrating the heritage of the Teddy bears and its role as a symbol of American pride. This series of Teddy bears, appropriately called the "Great American Bears," now includes eight limited editions, all of which have become collector favorites.

The series honors both famous U.S. leaders, while showcasing distinctly American emblems and themes, making each bear a tribute to U.S. pride and patriotism.

A hallmark of the series is its unique accessories. Most editions feature a campaign pin with a red, white, and blue ribbon – echoing the type worn by political candidates and their supporters. Others include elements of clothing or miniature animals, each of which reflects distinctly American iconography.

Now in its eighth year, let's review this historic series, and see which ones you still need to complete your collection. (And don't forget – an all-new "Great American Bear" for 2023 has just been introduced!).



2023

American Unity Bear

Red state, or blue? Democrat, or Republican? No matter which party Teddy bear lovers support, this collectible bear is for everyone. Called “Unity,” it includes tiny, beautifully detailed felt mascots of American’s two main political parties – an elephant for Republicans, and a donkey for Democrats.

2 0 1 5

Teddy Roosevelt

The “Great American Bear” collection began by honoring the man who started it all. The series opened on a high note – it featured a music box that played “The Star-Spangled Banner!” This tribute to T.R. (for whom the Teddy bear was named) also wore a replica of an antique Teddy Roosevelt presidential campaign pin.



2 0 1 6

Uncle Sam

The character “Uncle Sam” is best known for being the face of historic recruiting posters for the U.S. military. The second edition in the “Great American” series wore a hand-made felt hat, an “Uncle Sam” pin, and a silk bow tie. Like its predecessor, this patriotic bear also had a wind-up music box. It played “America, the Beautiful.”



2 0 1 7

George Washington

In honor of the first U.S. President, the edition’s music box featured “Hail to the Chief,” the official Presidential anthem. His custom-made accessories included a special George Washington campaign button and a pair of gold and red silken shoulder epaulettes, which are often visible in paintings of this historic figure.



2 0 1 8

Abraham Lincoln

Both scholars and the public regard Abraham Lincoln as one of the greatest Presidents in U.S. history. In honor of this revered leader, Steiff’s version of “Honest Abe” wore the President’s signature stovepipe hat. His music box played “The Battle Hymn of the Republic.”



2019

Roosevelt with Mini-Teddy bear Pin

Befitting a bear of such historical significance, the fifth edition of the “Great American” series again paid tribute to Teddy Roosevelt. The President’s signature was embroidered on the bear’s paw pad. As a finishing touch, a replica of an antique campaign pin and ribbon – featuring a tiny Teddy bear – was an elaborate accessory.



2021

American Eagle Bear

Since 1872, the Bald Eagle has been the ultimate symbol of American patriotism. In 1945, President Harry S. Truman made this majestic species a part of the Official Seal of the President of the United States. This classically designed collectible bear featured an intricately detailed miniature felt eagle perched on its paw, along with a patriotic campaign button.



2022

Berryman Bear with Cub

Steiff collectors are already familiar with the Clifford Berryman comic strips of the Roosevelt era, which gave rise to the term “Teddy” bear. This exceptional two-piece set included both a fully jointed Teddy bear, and a stylized bear cub based on Berryman’s political cartoons of the day.



The Steiff Museum Bear

A Steiff highlight for 25 years.



Isn't it wonderful to always have a reason to celebrate? After 2022 was a year full of wonderful anniversaries, the next one is already upon us: our Museum Bear has been delighting our museum visitors with a new look every year for a quarter of a century. Since 1998, he has accompanied us through the Steiff year and his limited edition has become a coveted collector's item.

It is impossible to imagine the Steiff Museum without the Museum Bear. Year after year, the Museum Bear can be adorned for special occasions, giving our designers a wide range of opportunities to channel their masterly skills and creativity into a Teddy bear that is always unique.

In the year of his conception, the initial idea was to create a very special bear that could only be purchased during a visit to the Steiff Museum. At that time, the museum was still located on the ground floor of the famous East Building on the company premises, having opened in 1980 to mark the 100th anniversary of Margarete Steiff GmbH. Although it was still very compact and simple – in addition to a tour with display cases, a film about the production of Steiff animals and Teddy bears was shown – it already attracted many visitors. These visitors were given an exclusive advantage with the opportunity to buy a limited-edition Teddy bear exclusively at the nearby factory outlet.

In the early years, the Museum Bears wore a large porcelain plaque around their necks, bearing the museum's logo at the time. Now the plaque, chest tag or ribbon varies depending on the bear's appearance and special occasions.

Since the completion and inauguration of the new museum in 2005, the Museum Bear has been available exclusively in the museum shop.

For some collectors, the annual visit to the Steiff Museum has become almost a tradition to purchase the latest bear.

Well, times and customs change, and so does the appearance of our Museum Bears – perhaps not every year, but all the time. Not all collectors are able to visit the museum every year, many Steiff friends live far away, and the years 2020 to 2022 were severely limited by the pandemic. We at Steiff have decided to take these changes into account and ship the Museum Bear in the future, making him available to all fans of the series. He will remain an exclusive collector's item as the limitation of 2005 pieces per year will be maintained.

To celebrate the 25th anniversary of the popular series, the Museum Bear is a white beauty made of paper plush and belongs to the Teddies for tomorrow range, as is immediately apparent from his brass chest tag with the "Fabrikmarke" logo. He wears a double satin ribbon made from recycled polyester around his neck to match the colour of his embroidered pink nose. The year 2023 and the words "Steiff Museumsbär" are also carefully embroidered in pink on the white Alcantara paw pads.

If you visit our Steiff Museum or the Steiff Summer this year, why not continue the lovely tradition of buying the Museum Bear on the spot here in Giengen?



Year after year, the Museum Bear can be adorned for special occasions, giving our designers a wide range of opportunities to channel their masterly skills and creativity into a Teddy bear that is always unique.