

LITTLE WORLD STUDIOS

42 MINI PLUSH KEYCHAIN COLLECTION

Factory quotation and sample-development brochure

TARGET SIZE: 8-12 CM



DAISY



TOBY



ASTRO CHICK



LEO

Five original story worlds | 42 characters | Five-view development sheets
Prepared for manufacturing review | August 2026

PRODUCT DEVELOPMENT BRIEF

Please quote and assess the complete 42-character range using the following target specification.

PRODUCT

- Mini plush keychain
- Finished height: 8-12 cm
- Soft, rounded collectible proportions
- Character identity must match approved artwork

CONSTRUCTION

- Short-pile plush / velboa as appropriate
- Polyester fibre filling
- Embroidered facial details preferred
- Reinforced top fabric loop and metal clasp

DEVELOPMENT

- Five views supplied per character
- Factory to advise pattern engineering
- First sample required before production
- Colour and material approvals required

QUOTATION

- Quote sample cost and production cost
- State MOQ per design and mixed-SKU options
- State tooling, labelling and packaging costs
- Provide sample and bulk-production lead times

COMPLIANCE

- Quote testing separately
- EU/UK: EN 71 and applicable marking
- USA: ASTM F963 / CPSIA
- Factory to confirm age grading and warnings

PACKAGING

- Individual recyclable presentation card or pouch
- Include character name and collection
- Barcode / SKU area required
- Provide export-carton quantity and dimensions

COMPLETE 42-CHARACTER RANGE

LITTLE FARMYARD FRIENDS

- 01 Daisy the Cow
- 02 Lulu the Lamb
- 03 Pinky the Pig
- 04 Sunny the Horse
- 05 Gigi the Goat
- 06 Buddy the Puppy
- 07 Chirpy the Chicken
- 08 Clucky the Chick

LITTLE DINOSAUR ADVENTURES

- 01 Toby the T-Rex
- 02 Rocky the Triceratops
- 03 Spike the Stegosaurus
- 04 Rumble the Ankylosaurus
- 05 Flash the Velociraptor
- 06 Bubbles the Parasaurolophus
- 07 Luna the Long-Neck
- 08 Stella the Brachiosaurus

FROZEN LAKE FRIENDS

- 01 Leo the Lion
- 02 Ellie the Elephant
- 03 Milo the Monkey
- 04 Zara the Zebra
- 05 Tiko the Tiger
- 06 Gia the Giraffe
- 07 Hugo the Hippo
- 08 Coco the Crocodile

LITTLE SPACE ADVENTURES

- 01 Astro Chick the Space Explorer
- 02 Astro Goat the Space Pioneer
- 03 Astro the Galactic Runner
- 04 Luna the Cosmic Explorer
- 05 Astro Pup the Space Buddy
- 06 Astro Cub the Space Cub
- 07 Nova the Stellar Cadet
- 08 Orbit the Cosmic Voyager

LITTLE SAFARI ADVENTURES

- 01 Leo the Lion
- 02 Milo the Monkey
- 03 Zara the Zebra
- 04 Tiko the Tiger
- 05 Gia the Giraffe
- 06 Coco the Crocodile
- 07 Hugo the Hippo
- 08 Lila Princess the Pink Caracal
- 09 Grandmother Owl the Wise Story Keeper
- 10 Zuzu the Black Panther

CHARACTER 01 | LITTLE FARMYARD FRIENDS

Daisy the Cow

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

CHARACTER 02 | LITTLE FARMYARD FRIENDS

Lulu the Lamb

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

CHARACTER 03 | LITTLE FARMYARD FRIENDS

Pinky the Pig

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

CHARACTER 04 | LITTLE FARMYARD FRIENDS

Sunny the Horse

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

CHARACTER 05 | LITTLE FARMYARD FRIENDS

Gigi the Goat

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

CHARACTER 06 | LITTLE FARMYARD FRIENDS

Buddy the Puppy

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

CHARACTER 07 | LITTLE FARMYARD FRIENDS

Chirpy the Chicken

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

CHARACTER 08 | LITTLE FARMYARD FRIENDS

Clucky the Chick

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

CHARACTER 01 | LITTLE DINOSAUR ADVENTURES

Toby the T-Rex

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

CHARACTER 02 | LITTLE DINOSAUR ADVENTURES

Rocky the Triceratops

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

CHARACTER 03 | LITTLE DINOSAUR ADVENTURES

Spike the Stegosaurus

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

CHARACTER 04 | LITTLE DINOSAUR ADVENTURES

Rumble the Ankylosaurus

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

CHARACTER 05 | LITTLE DINOSAUR ADVENTURES

Flash the Velociraptor

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

CHARACTER 06 | LITTLE DINOSAUR ADVENTURES

Bubbles the Parasaurolophus

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

CHARACTER 07 | LITTLE DINOSAUR ADVENTURES

Luna the Long-Neck

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

CHARACTER 08 | LITTLE DINOSAUR ADVENTURES

Stella the Brachiosaurus

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

CHARACTER 01 | FROZEN LAKE FRIENDS

Leo the Lion

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

CHARACTER 02 | FROZEN LAKE FRIENDS

Ellie the Elephant

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

CHARACTER 03 | FROZEN LAKE FRIENDS

Milo the Monkey

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

CHARACTER 04 | FROZEN LAKE FRIENDS

Zara the Zebra

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

CHARACTER 05 | FROZEN LAKE FRIENDS

Tiko the Tiger

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

CHARACTER 06 | FROZEN LAKE FRIENDS

Gia the Giraffe

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

CHARACTER 07 | FROZEN LAKE FRIENDS

Hugo the Hippo

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

CHARACTER 08 | FROZEN LAKE FRIENDS

Coco the Crocodile

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

CHARACTER 01 | LITTLE SPACE ADVENTURES

Astro Chick the Space Explorer

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

CHARACTER 02 | LITTLE SPACE ADVENTURES

Astro Goat the Space Pioneer

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

CHARACTER 03 | LITTLE SPACE ADVENTURES

Astro the Galactic Runner

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

CHARACTER 04 | LITTLE SPACE ADVENTURES

Luna the Cosmic Explorer

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

CHARACTER 05 | LITTLE SPACE ADVENTURES

Astro Pup the Space Buddy

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

CHARACTER 06 | LITTLE SPACE ADVENTURES

Astro Cub the Space Cub

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

CHARACTER 07 | LITTLE SPACE ADVENTURES

Nova the Stellar Cadet

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

CHARACTER 08 | LITTLE SPACE ADVENTURES

Orbit the Cosmic Voyager

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

CHARACTER 01 | LITTLE SAFARI ADVENTURES

Leo the Lion

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

CHARACTER 02 | LITTLE SAFARI ADVENTURES

Milo the Monkey

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

CHARACTER 03 | LITTLE SAFARI ADVENTURES

Zara the Zebra

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

CHARACTER 04 | LITTLE SAFARI ADVENTURES

Tiko the Tiger

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

CHARACTER 05 | LITTLE SAFARI ADVENTURES

Gia the Giraffe

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

CHARACTER 06 | LITTLE SAFARI ADVENTURES

Coco the Crocodile

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

CHARACTER 07 | LITTLE SAFARI ADVENTURES

Hugo the Hippo

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

CHARACTER 08 | LITTLE SAFARI ADVENTURES

Lila Princess the Pink Caracal

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

CHARACTER 09 | LITTLE SAFARI ADVENTURES

Grandmother Owl the Wise Story Keeper

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

CHARACTER 10 | LITTLE SAFARI ADVENTURES

Zuzu the Black Panther

Mini plush keychain concept - front, back, left, right and three-quarter development views



TARGET SPECIFICATION

PRODUCT

Mini plush keychain

HEIGHT

8-12 cm target

VIEWS

Five-view sheet

ATTACHMENT

Metal lobster clasp

ARTWORK

Match approved character

SAMPLE

Required for approval

Factory engineering may refine construction after sample review.

FACTORY QUOTATION RESPONSE CHECKLIST

Please return a written quotation covering every item below, with any assumptions clearly stated.

- ☐ Unit price by quantity tier and per character
- ☐ Minimum order quantity per design
- ☐ Mixed-character carton and order options
- ☐ Prototype/sample fee per character
- ☐ Sample lead time and number of revision rounds
- ☐ Bulk-production lead time after approval
- ☐ Recommended fabrics, filling and embroidery method
- ☐ Metal clasp specification and pull-strength testing
- ☐ Individual packaging and export-carton costs
- ☐ Testing and certification costs by target market
- ☐ Payment terms and quotation validity
- ☐ Shipping terms, factory address and nearest port

RETURN QUOTATION TO

Gary Williamson | Little World Studios | sales@littleworldstudios.com
www.littleworldstudios.com