

Early years



Tendresse Eloise Doll

Meet Eloise, a charming 25cm fabric doll, a soft and cheerful companion. 0+
\$42.95each



Sensory Car Keys

The silicone case features 4 buttons with realistic car sounds. Includes 3 x LR44 batteries. 18m+
\$34.95



Lilliputiens Jules Dog Roly-Poly

Perfect for helping babies develop coordination and sensory awareness 3m+
\$42.95



Pure Walker With Blocks

18 blocks to sort, exclusive braking system to lock then gradually release the wheels for emerging walkers. 12mths+
\$129.95



Busy Builder Activity Blocks

More than just blocks. Rattles, rollers, emotional faces, and textured cars. 27pcs 12m+
\$54.95



Spin Again

Drop the discs and watch them spin! The ultimate cause-and-effect toy for curious minds. 12m+
\$49.95



Crane Lift with Dumper

Lets little builders lift, load, and transport materials. 3+
\$49.95



Hape

Little Racer's Busy Board

Portable & perfect for little mechanics to twist, turn, and 'fix'. Inc. engine sounds & lights. 31x8x28cm 3+
\$46.95

Magnetic Drawing Board 2in1
Double the fun with the double-sided magnetic drawing board 24.5x17.5cm. 3+
\$46.95





Colour Burst Skwish

A vibrant and engaging safe wooden toy for little hands. 0+
\$32.95

Magnetic Flexi Tubes

Build wild 3D structures with flexible tubes and magnetic connectors that twist, bend, and snap together. 3+
\$24.95



PlayTab Essentials Set

A busy board with six magnetic sensory tiles. For floor or play on the go! Interchangeable with other tile packs- sold separately. 12m+
\$64.95



Pic n Pop

The ultimate ball-blasting fun. Roll over, scoop up, and go again! 18m+
\$34.95



Gioia Bells
Perfect for toddlers to explore rhythm, sound, and creativity. 18m+
\$42.95



Bubbling Submarine

Creates a gentle stream of bubbles with every dive. 100% recycled plastic. 6m+
\$14.95



Twist & Tune Turtle

Twist, turn, and listen to gentle melodies. Turtle offers textured, safe sensory play for little explorers. 0+
\$32.95



Tubing Pull Back Boat

Pull back the bear and watch the boat move through the water! 18m+
\$19.95



Soft Clemmy Car

Squeezable Clemmy blocks stimulate tactile awareness and early problem-solving. 6m+
\$34.95

