

PRESS RELEASE

JOIN THE HAPPY MOVEMENT



MEET A FAMILY SPREADING JOY, OPTIMISM AND MASSES OF SMILES. THE HOPTIMIST FAMILY IS SIMPLY UNIQUE - THEY ARE PART OF A FUN AND BRIGHT UNIVERSE FILLED WITH LIFE AND JOYFUL COLORS. NOW THE HOPTIMISTS ARE READY TO SPREAD HAPPY VIBES IN AMERICAN HOMES.

The Hoptimists have a unique ability. They create joy and bring smiles when they peek out with a sweet and expectant expression. And yes, it is actually surprisingly difficult to keep your fingers off the small spreaders of joy, who will start gently bouncing with a light touch.

PART OF THE DANISH DESIGN FAMILY

In the late 1960s, Hans Gustav Ehrenreich created the joyful movement that has today become part of Danish design history. His idea was to create a little spreader of happiness who reminds us to be positive and optimistic. In step with the times, it was the strong colors and harmonious round shapes that became characteristic for the first springy friends.

Birdie was the very first. A floating bird with a long spring, reminding you to see it all from above. Then came the Bimble girl with smiling eyes and the Bumble boy with open eyes and little stick at the top of his head. Both Bimble and Bumble are spring figures that stand firmly on two legs. As the years

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have passed, the Hoptimist family has grown with even more beautiful characters, available in various colors, sizes and materials. Among others, you can meet Santa and his reindeer, lovely smiles and a lot of cute animals that are always jumping for joy.

MAKE EVERYDAY LIFE A LITTLE MORE JOYFUL

The Hoptimists are loved by many. Today, the small figure has become a true classic that can be found in many homes around the world. There are Hoptimists for many of life's small and large occasions and special holidays. A Hoptimist can forever be a reminder of a special time and is the perfect gift idea for someone you care about – or maybe just for yourself.

WANT TO KNOW MORE?

This summer, Hoptimists can be experienced in an inspiring showroom at F&H Group USA Inc. at 41 Madison Avenue, New York. Contact us at info.usa@fhgdk.com to learn more.



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