



### DESIGNING A DOLL The BEGINNING FOR FUN AND ADVENTURES CREATING A DOLL LIKE EMMA WAS A CHILD-HOOD DREAM. I HAVE ALWAYS WANTED A DOLL LIKE SHE IS: SOFT, CUDDLY, LIKEABLE. UNIQUE, THAT NO ONE ELSE HAS THE SAME. AS IT USED TO BE: DREAMS CAN'T COME TRUE EASILY, THE DESIGN WAS BASED ON TRADI-TIONAL PORCELAIN DOLLS, SO I HAD TO GO INTO A LOT OF SIDE BRANCHES OF DESIGN BEFORE I STOPPED EXPERIMENTING WITH PORCELAIN-LIKE MATERIALS.



#### The FIRST STEPS

WHEN I STARTED TO WORK WITH WOOD IT MADE ME CLEAR, THAT I HAVE TO DEAL WITH ROUND HEAD SHAPES. THIS SIMPLE FORM DEFINED A VERY CLEAR AND NATURAL STYLE. THE AIM WAS FOR ME TO BE ABLE TO CREATE AN ACCEPTABLE AMOUNT OF DOLLS NOT JUST ONE OR TWO UNIQUE PIECES.

# **MATERIALS** EMMA IS MADE OF NATURAL MATERIALS: WOOD, FABRIC AND NATURAL FILLING. SHE HAS A CLASSICAL STYLE SO SHE RECALLS THE ERA WHEN THE GAMES WERE PER-SONAL AND UNIQUE. EACH DOLL IS A DIF-FERENT CHARACTER, BECAUSE THEY WERE MADE WITH HANDWORK AND PAINTED ONE BY ONE WITH CARE AND LOVE.











#### The FIRST EDITION

EMMA'S LIFE HAD A SURPRISING START: HER FIRST EDITION WAS DECLARED AS THE MOST BEAUTIFUL HUNGARIAN DOLL BY GLAMOUR MAGAZINE. IT MADE US CLEAR, THAT WE HAVE TO CONTINUE HER STORY.

































#### The NEW SETS

THE SETS DESIGNED FOR EMMA AND JANKA ARE ALL RELATED TO SOME THEME OR MOOD. SO IN THE BOXES, BESIDES THE DRESSES, YOU CAN FIND SMALL OBJECTS, ACCESSORIES THAT CAN START UP YOU IMAGINATION AND FIT INTO THE STORY. THESE ARE ALSO MADE OF SELECTIVE MATERIALS WITH METICULOUS CARE, JUST LIKE THE CLOTHES, SO THEY CAN BE A PART OF YOUR GAME TOGETHER FOR A LONG, LONG TIME.







#### the FIFTH EDITION

EMMA HAS A NEW, ILLUSTRATED AND EMBOSSED GIFT BOX. ALL OF THE NEWLY RELEASED DOLLS ARE ACCOMPANIED BY A TALE, A PERSONAL STORY. IN THE FIFTH EDITION, EMMA MAKES BEAUTIFUL PICTURES, IN HER MOST BEAUTIFUL DRESS EVER.









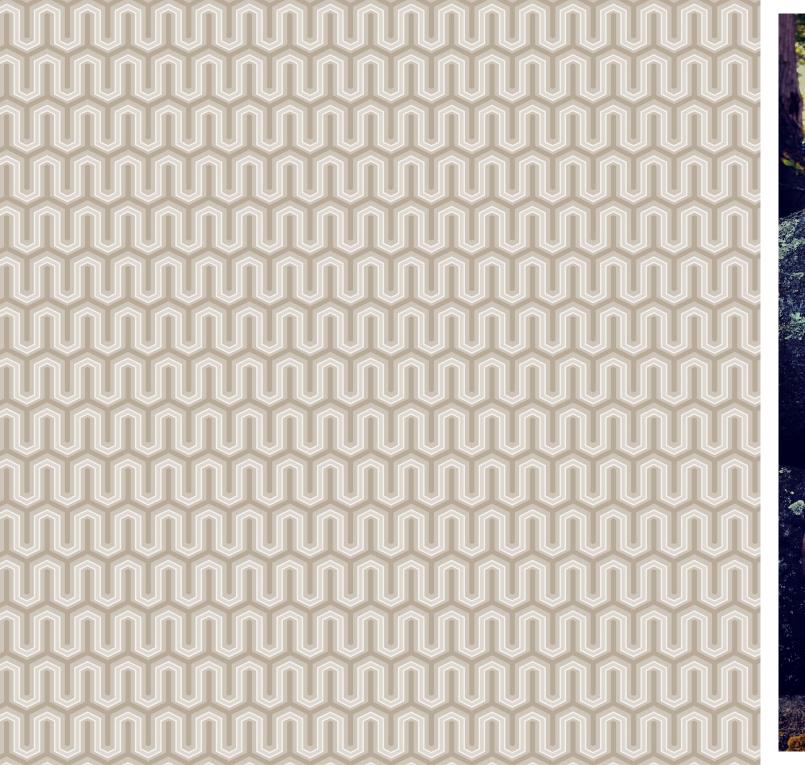






## The story EMMA'S CAMERA

"EMMA MUST HAVE SOME KIND OF SPECIAL CAMERA!" THEY SAY. "MAYBE IT'S THE LENS... OR DOES SHE USE SOME KIND OF FILTER?" THEY WONDER. BUT THERE IS ONE THING EVERYONE AGREES ON: WHATEVER SHE TAKES A PICTURE OF, IT TURNS OUT VERY EXCITING AND INTERESTING ON THE PHOTOS. IF ANYONE ELSE WERE TO LOOK AT A CHAIR OR A TREE, THEY WOULDN'T SEE ANYTHING SPECIAL ABOUT IT. EMMA JUST TAKES A SNAPSHOT AND THE OBJECTS, PEOPLE AND PLACES ON THE PICTURE REVEAL THEIR SECRETS. AS IF THEY KNEW THAT EMMA WILL SPOT THEIR MOST BEAUTIFUL QUALITIES: ALL LIVING AND INANIMATE THINGS OPEN UP FOR HER. AND EMMA IS CONSTANTLY TAKING PHOTOGRAPHS, EVERY DAY, EVERY-WHERE. SHE PINS THE PICTURES ONTO LAMPPOSTS, PLACES THEM IN MAILBOXES, OR SOMETIMES SHE JUST LEAVES A FEW BEHIND ON THE BUS. ...AND THE PEOPLE, WHEN THEY FIND IT, LET OUT A GREAT SIGH: "HOW WONDERFUL IT MUST BE FOR HER! SHE HAS A FORTUNATE LIFE!" AND THEY RUSH ON WITH THEIR BUSY LIVES. IF THEY LOOKED CLOSER AT THE PICTURES, THEY WOULD RECOGNIZE THE STREETS THEY WALK, THE HOUSES THEY LIVE IN, THEY MIGHT EVEN DISCOVER THEMSELVES ON A FEW OF THEM, IN WAYS THEY HAVE NEVER SEEN BEFORE, EMMA KEEPS SEND-ING THE PHOTOS PATIENTLY, AND WAITS FOR THE PEOPLE TO RECOGNIZE THE MIRA-CLE SURROUNDING THEM, ONE DAY THEY WILL REALIZE SHE THINKS, UNTIL THEN, SHE WILL SAVE THEIR LOST EXPERIENCES FOR THEM.



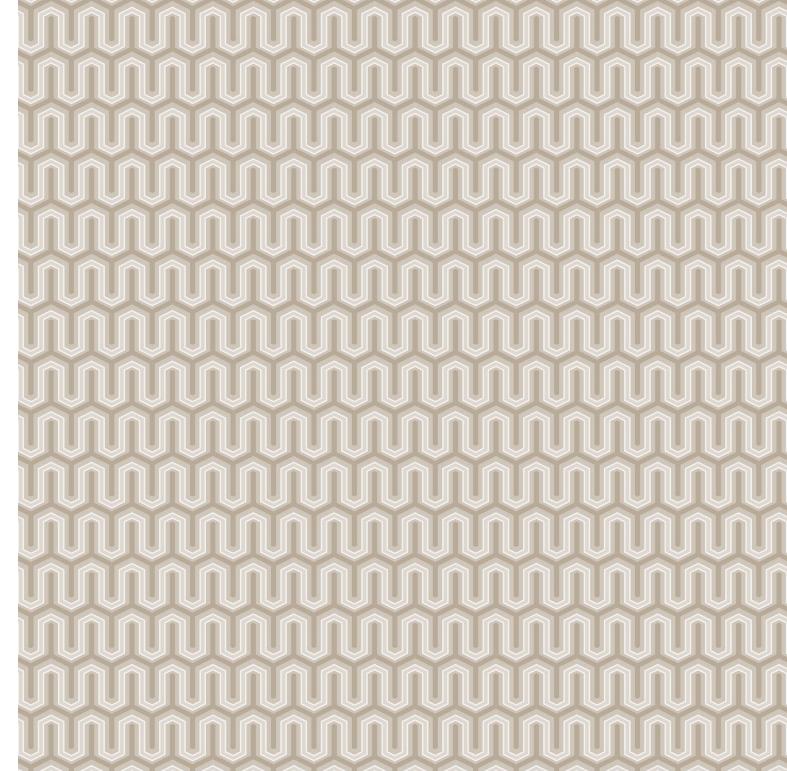


















#### The HISTORY

 $_{
m o6/11/2014}$ . The first perfect prototype of EMMA doll

10/09/2014. THE FIRST EDITION OF EMMA DOLL

 ${\rm _{I3/II/2014}}.$  THE RELEASE OF EMMA TRAVELS SET

31/12/2014. THE FIRST DOLLHOUSE WAS BUILT AND THE FIRST JANKA DOLL WAS MADE

> 04/23/2015. EMMA'S SECOND EDITION

> > 06/26/2015. JANKA'S RELEASE

16/11/2016. MISHA ARRIVES

05/16/2018.

NEW ILLUSTRATED DOLL BOXES WITH TALES

2018.09.
THE RELEASE OF THE THE VINTAGE TYPEWRITER SET



