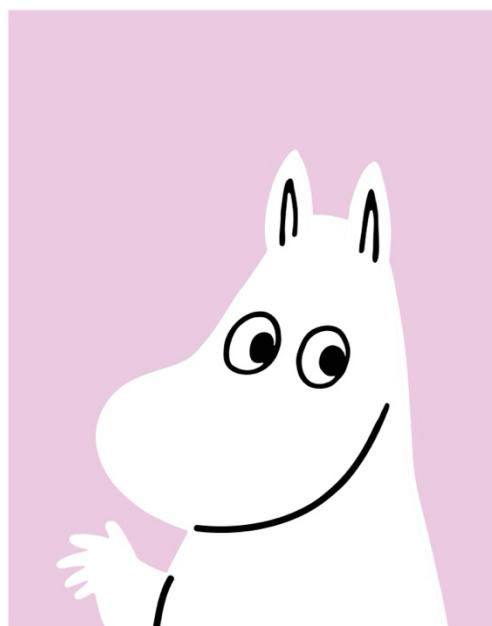


PATOU

PATOU X MOOMIN

A Collection for the 2025 Holiday Season, Launching November 18th.



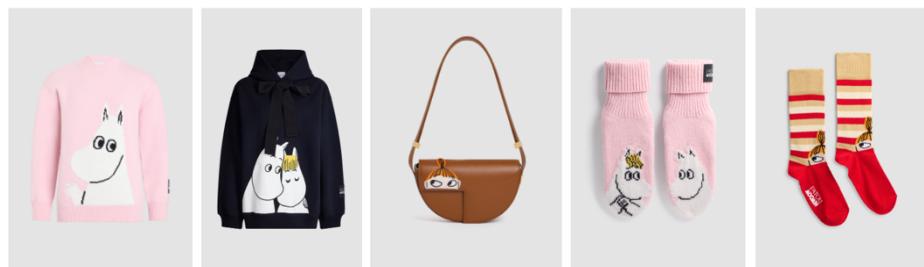
→ UNDER EMBARGO UNTIL NOVEMBER 18TH



PATOUE

PATOUE MOOMIN

Discover the magic of PATOU X MOOMIN.



[Download the images.](#)

This holiday season, PATOU unveils a heartwarming collection celebrating the world of the Moomins. Launching on November 18th, 2025, the PATOU X MOOMIN collaboration captures the charm, whimsy, and joy of the holiday season.

At the heart of this collaboration are three beloved characters : *Moomintroll*, *Snorkmaiden* and *Little My*. Each piece in the collection reflects their unique and playful personalities.

The wardrobe is rich in winter essentials : soft knits, beanies, patterned socks, and accessories. *Little My* is also featured as a patch on Le Petit Patou bag.

« The Patou x Moomin collaboration perfectly embodies the whimsical world of the Moomins, filled with humour, playfulness and wit. It's particularly fun to see the feisty and self-assured Little My featured so prominently. I'm sure this collection will bring a smile to fans of both brands. »

James Zambra, Creative Director Moomin Characters



PATOU

DISTRIBUTION

ONLINE

Patou.com

FRANCE

Patou, Galeries Lafayette Haussmann Paris

JAPAN

Patou, Ginza 6 (Tokyo)

Patou, Omotesando Hills (Tokyo)

Patou, Isetan Shinjuku (Tokyo)

Patou, Matsuzakaya (Nagoya)

Patou, JR Takashimaya (Nagoya)

Patou, ONE Building (Fukuoka)

Patou, Hankyu (Osaka)

Patou, Takashimaya (Kyoto)

TAIWAN

Club Designer (Taipei)

PRODUCTS

Little My Beanie – €190 / £180 / \$260 / ¥46,500 / ₩460,000

Moomin Beanie – €190 / £180 / \$260 / ¥46,500 / ₩460,000

Moomin Slippers – €210 / £200 / \$280 / ¥51,500 / ₩500,000

Moomin Snorkmaiden Mittens – €210 / £200 / \$280 / ¥51,500 / ₩500,000

Moomin Socks – €70 / £70 / \$90 / ¥17,000 / ₩170,000

Little My Socks – €70 / £70 / \$90 / ¥17,000 / ₩170,000

Little My Petit Patou Bag – €790 / £730 / \$1,060 / ¥193,500 / ₩1,890,000

Moomin Snorkmaiden Hoodie – €590 / £550 / \$790 / ¥144,500 / ₩1,410,000

Little My T-Shirt – €220 / £200 / \$300 / ¥54,000 / ₩530,000

Moomin Long-Sleeve T-Shirt – €290 / £260 / \$380 / ¥70,000 / ₩690,000

Little My Crewneck Jumper – €650 / £600 / \$870 / ¥148,000 / ₩1,560,000

Moomin Crewneck Jumper – €650 / £600 / \$870 / ¥159,500 / ₩1,560,000

Moomin Snorkmaiden Cardigan – €610 / £570 / \$820 / ¥149,500 / ₩1,460,000



PATOU

About Moomin

The Moomins are a series of characters who appear in a set of much-loved children's books written by the Finnish artist and author Tove Jansson. Since their debut in 1945, the Moomin stories have inspired generations worldwide with their messages of inclusiveness, kindness, and belonging.

The Moomin family – Moominmamma, Moominpappa and Moomintroll – live in Moominhouse, a round blue building where the door is always open for old and new acquaintances. Readers are sure to recognise relatives and friends also in Moominvalley's philosophical vagabond Snufkin, and brutally honest Little My.

About the Patou x Moomin Characters

Moomintroll – Kind, caring and curious, Moomintroll is a great lover of nature and a true friend. His life is full of excitement and adventure, thanks to his daring companions and his tolerant (and somewhat eccentric!) parents. Although he can be a sensitive character, anxious not to offend and susceptible to being teased, Moomintroll is bold and courageous whenever it is required.

Little My – Fiery and independent, Little My is a tiny character with an enormous personality! Known for her sharp tongue, quick temper and mischievous nature, she seems to thrive in dangerous situations and sometimes takes pleasure in the small misfortunes that befall others. But still, she is loyal, protective, and an honest friend, and her bravery makes her a good person to have around in a crisis.

Snorkmaiden – A creative and excitable dreamer whose imagination comes in handy on adventures, Snorkmaiden is very resourceful and quick-thinking, which often leads to her saving the day in style with a unique and ingenious solution. For example, she once rescued Moomintroll from a deep-sea octopus with nothing other than a ruby looking-glass!

