

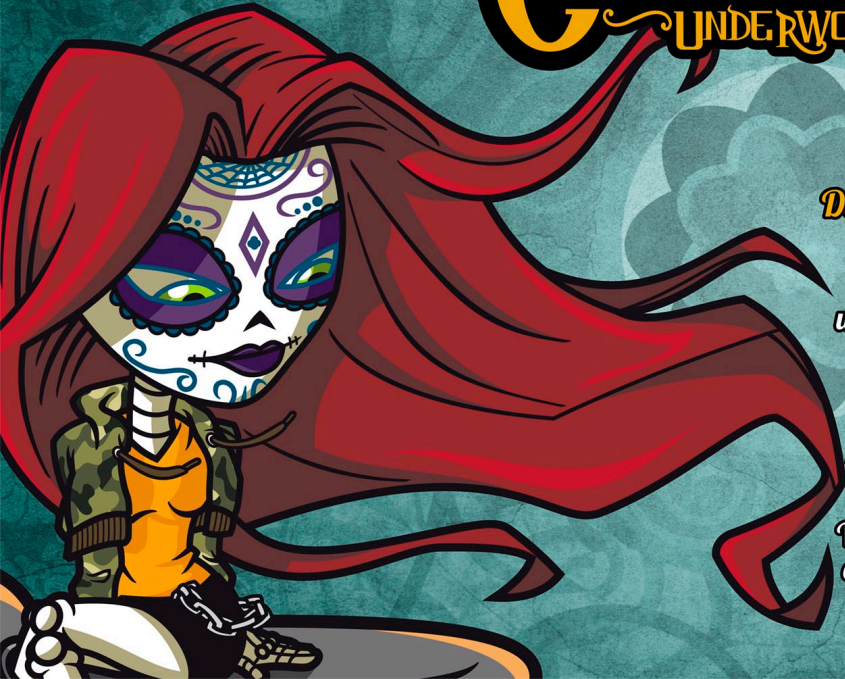
CATRINAS

UNDERWORLD



CATRINAS

UNDERWORLD



The Catrinas are here!

Discover the groundbreaking property of the moment.

*The Catrinas are the guardians of the portals of the underworld, a parallel dimension, and since the beginning of time, have made sure that nothing bad enters our world. The Catrinas come from the Underworld to offer their protection and their gifts of **kindness, hope, joy, knowledge, perseverance and strength** to those who need it, being his guardian angel.*

*With its bold design and its huge personality, The Catrinas are a **transversal property**, very attractive for a large and expectant audience.*

CATRINAS
UNDERWORLD

Trailer!



*Enjoy the new Catrinas
Underworld's episodes on
the official YouTube
Channel!*



Families

STEAM GIRLS

*Composed of mechanisms which give them precision and at the same time an extraordinary beauty.
Intelligence and sophistication join to create some Catrinas able to create their own world. 'Big Ben's
dial in London City will be the portal they will have to defend.*

*They will bring you **WISDOM**.*



GEMMA



CHRISTINE



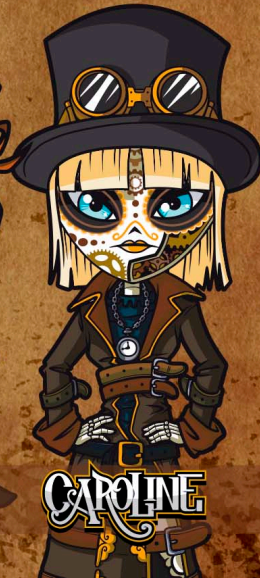
PRISCILLA



MARY JANE



CHLOE



CAROLINE

COVEN SISTERS

They are the most powerful sorceresses in the Underworld.

*They will use incredible spells, to fight against the forces of evil and help you in your bad moments.
They will defend the portal located in mount Broken, Germany.*

*They will bring you **PROTECTION**.*



ROSABELLA

MINA

WENDY

MELISSA

HECATE

URSULA

STREET POETS

The Street Poets know how to express themselves with verses and run away from the appearances.

They live in the street and dress with sport and comfortable clothes which allow them to dance and rap. They meet together in Millenium Park, in Chicago, where they will defend their portal.

*They will bring you **ATTITUDE**.*



ROCK & BILLIES

Behind a delicate and subtle appearance, the Roachabillies hide a devastating personality.

They love to look sweet, suggestive and even provocative, but at the end they hide a huge nature. Fans of the dresses and the American's folklore, this family has its residence in Nashville, Tennessee.

They will bring you PERSONAL CARE.



SUE



PEGGY



LAURA



MAGGIE



VIXEN



VIOLET

NEGOTIUS

They are passionate with the Manga's world and dress like their heroines.

They proclaimed themselves as the super heroes of the 'Underworld and they love that.

Their portal is in Tokyo's city center, in Akihabara's district.

*They will bring you **CREATIVITY**.*



LUCY



CLAIRE



PINKY



ROXY



KARLA



TAKESHI

MEXICAN LOVERS

The 'Mexican Lovers' look comes from ancient traditions and celebrations.

*Color and joy define this family, which is always celebrating.
There is an island in Michoacán, Mexico, called 'Janitzio Island', where its portal is located.*

*They will bring you **ORIGINALITY**.*



PERDITA

CANDELA

GRISELDA

MARIOLA

LUPITA

JIMENA

REDSTARS

This family is composed by characters with a clear attitude against the established.

*Punk music lovers and with a Rock look, they perfectly know what they want and they want it now.
A Pub in the mythical Royal Mile Street in Edinburgh will be the hiding place for their portal.*

*They will bring you **PERSONALITY**.*



LOTUS FLOWERS

The Lotus Flowers are the only feminine clan in the Samurai world.

Their agility and skills is famous since time immemorial. Their portal is located on top of the Mount Fuji.

*They will bring you **SERENITY AND PEACE.***



MARIKO

TYGER

YURIKO

SURI

LEE

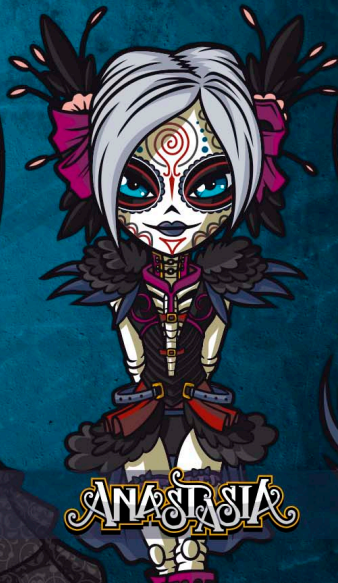
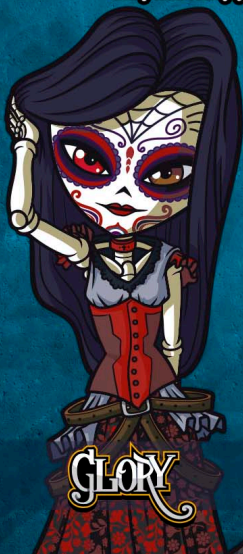
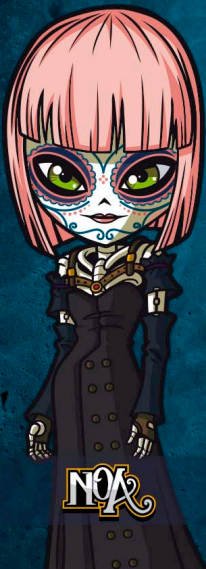
NOZOMI

NIGHTLIGHTS

They will be in charge of guiding you in your darkest moments.

*This family will bring you the light you will need when everything gets dark. They will defend the portal,
from Brand Castle, in Transylvania.*

*They will bring you **LIGHT AND CLARITY.***



EARTH POWERS

The Earth Power is inside them.

*Close to them, you will feel the planet's pulse and they will bring you a superhuman strength.
From Madagascar Island, they will defend their portal with fierceness.*

*They will bring you **ENERGY**.*



ALINA

MAISHA

MÖ

ZEIA

SARABI

MBWANA

VALKYRIAS

They are the progenies of Odin himself, they are the Valkyrias, the most famous warriors.

Being close to them will bring you strength and courage to undertake all your goals. They will defend the doors of the Valhala with courage and skills.

*They will bring you **COURAGE**.*



VALERIA

ASTRID

EYRA

SIRIANA

THOREY

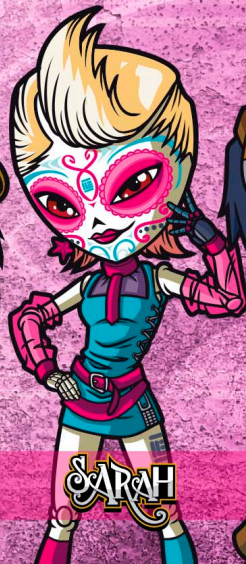
KAYSA

CYBERS

Their spatial look will make them unmistakable.

They are expert in new technologies and develop all kind of invention and gadgets. They leave in Chinatown, and will protect their portal there.

*They will bring you **INTELLIGENCE**.*



DRYADIAS

They live in the Wood, from where they get all their potions and concoctions.

They are connected to Mother Nature, through the plants.

They defend StoneHedge doors, a key location for connecting with Earth.

*They will bring you **HEALTH AND WELLNESS.***



CASANDRA



ARWEN



BLANCA



MARTINA



ELBA



SONJA

SEA QUEENS

They have explored all the oceans, looking for new challenges to satisfy their desire of conquer.

They are rebels, nobles and scoundrels their way, they are the most dreaded pirates in the Underworld. Their portal is located in the dangerous Bermuda Triangle.

*They will bring you **AUDACITY AND COURAGE**, to conquer your goals.*



ANNA MARE

AFRICA

IVANNA

LILA

CHAO-LI

VEGA

WINDSPEERS

Apaches, Cheyennes, Sioux... this family is not about races.

They are linked to Earth from the beginning of times and they venerate it every day. They will defend the portal, from Phoenix Grand Canyon, Arizona.

*They will bring you **SPIRITUALITY**, making you connect with yourself.*



Aiyana

Onawa

Dakota

Chenoa

Shada

Winona

WEST GIRLS

They are the bravest girls in the Old West..

Taking care of the cattle or enforcing the law, this family knows perfectly what it does. From the streets of Tombstone, they will establish their own rules to defend their portal.

*They will bring you **TEMPERAMENT.***



CELIA

CHARLOTTE

CORICE

CLEMENTINE

SOPHIE

CALAMITY

BONES & BAND

The streets are governed under their rules and they decide about their destiny.

Born in an humble neighborhood, they have thrived and are now the owners of the city. They live in Birbighman area, where they will protect their portal.

*They will bring you **STRATEGY**.*



AUDRY



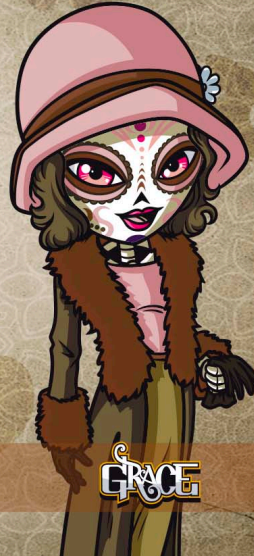
MADE



MARISA



CHARLIE



GRACE



HELEN

COOLHUNTERS

Great lovers of fashion and the latest trends.

It is a family that appears to be one thing when it is another, and that is its virtue.

They will defend the triumphal arch on the Champs Elysées in Paris.

*They will give you **PROTOCOL AND FEMINITY**, and they will raise your self-esteem.*



ALBA



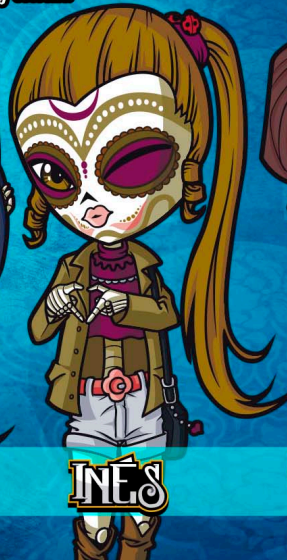
PAULA



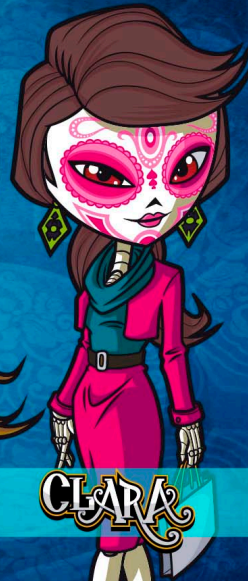
CLAUDIA



NOELIA



INÉS



CLARA

LAST CIRCUS

Circus is the place where impossible things come true.

*Their diversity is their value, they are a family well prepared and full of surprises.
They will defend the portal from the hill of sparrows, in Moscow.*

*They will bring you **FANTASY AND CREATIVITY**, when you will need it.*

MILAEIA



OZANA



IONEIA



DANIELA



NADIA



NICOEIA

VILAINS

They are the most powerful hench girls for Melissa.

*Their energy comes from the evil they generate by themselves. They have established the **EVL SISTERHOOD** and their unique wish is to have more power.*

Their power comes from the lost values of the humanity.



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MELISSA



ENVY



ARROGANCE



WAR



CATRINAS

UNDERWORLD



Products

CATRINAS *Dolls* Collection

UNDERWORLD

Small Doll

SIZE: 15 cm

MATERIAL: PVC

ARTICULATION: arms, legs, head

DRESS: textile

PACKAGING: full color carton display with plastic bubble to place the product.

PACKAGING SIZES: 16 x 23,5 x 5,5 cm

FOB DETAILS

MASTER CARTON: 24 pieces

BOX MEASUREMENTS: 50 x 24,5 x 36,5 cm

BOX WEIGHT:

GROSS 3.00 kg / NET 1.16 Kg



15cm



Medium Doll

SIZE: 28 cm

MATERIAL: PVC

ARTICULATION: arms, elbow, hands, legs, knees and head

DRESS: textile

PACKAGING: full color carton display with window.

PACKAGING SIZES: 23 x 33 x 11 cm

FOB DETAILS

MASTER CARTON: 6 pieces

BOX MEASUREMENTS: 61 x 36 x 25 cm

BOX WEIGHT:

GROSS 3.06 kg / NET 2,90 Kg



28cm



Large Doll

SIZE: 35 cm

MATERIAL: vinyl

ARTICULATION: arms, elbow, hands, legs, knees and head

DRESS: textile

PACKAGING: full color carton display with window.

PACKAGING SIZES: 23 x 33 x 11 cm



35cm



CATRINAS *Dolls*
Collection
Small Doll

MANUFACTURED BY:
MAYA
STUDIO



CATRINAS *Dolls*
Collection
Small Doll

MANUFACTURED BY:



CATRINAS *Dolls*
Collection

Medium Doll

MANUFACTURED BY:



CATRINAS *Dolls*
Collection
Medium Doll

MANUFACTURED BY:



CASANDRA



ROSABELLA



VALERIA

NEWS

2021 Collection

*Due to the confidence with our agents, we present you
confidential images of the 2021 dolls' collection.*



Medium Doll

Our making process starts with an initial sketch of the character, then the coloring process and the details for each Catrina, to give her a unique and different personality.



CATRINAS *Dolls*
Collection

Medium Doll

MANUFACTURED BY:



() Those dolls are still under development and manufacture.*

() The look for the dolls can vary in the final phase of production, once pantones, make up and kind of hair will be defined.*

CATRINAS
Dolls
Collection

Large Doll

MANUFACTURED BY:



CATRINAS
UNDERWORLD
Dolls
Collection
Large Doll

MANUFACTURED BY:



CATRINAS
UNDERWORLD

Activity Books

PANINI

Fashion Artbook

18 pages
24 x 33,5 cm



Color Artbook

32 pages
24 x 33,5 cm



CATRINAS UNDERWORLD

Story Books

The Book of the Oracle

80 pages
16 x 16 cm



Good Omens

46 pages
25 x 35 cm



PANINI

Elixir of Happiness

46 pages
25 x 35 cm



The Book of Luck

80 pages
16 x 16 cm



CATRINAS

UNDERWORLD

Photocards

PANINI





No. 01

No. 02



CATRINAS

UNDERWORLD

Apparel



CATRINAS UNDERWORLD Apparel



CATRINAS
UNDERWORLD

Masks

**Face mask with
high protection
filter**



Surgical Masks



CATRINAS
UNDERWORLD

Bags and Complements



CATRINAS
UNDERWORLD

School Supplies



Vanity Bag



Jewelry Box



Backpacks



Pencilcases



CATRINAS
UNDERWORLD

School Supplies

safta.



CATRINAS
UNDERWORLD

School Supplies

safta.



CATRINAS

UNDERWORLD

Costumes





MARIKO



CASANDRA



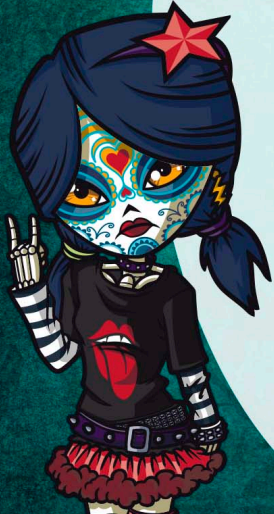
VALERIA



ZOE

CATRINAS
UNDERWORLD

Musical Instruments



reig
MUSICALES

CATRINAS

UNDERWORLD

Promotional Action



Promotional action in collaboration with Saba sanitary napkins in Walmart Supermarkets in Mexico.

Walmart

