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maxomorra®

# Get ready to Pick and Mix 🌈

Explore our colourful Maxomorra Universe 🍷💚💜💙



What might a lion 🦁 have in common with a fire truck? 🚒  
Or an owl 🦉 with a rainbow? 🌈

Well, the answer is they are all part of our colourful Maxomorra Universe! 🌍

A universe that we've been visiting and re-visiting for a whopping 15 years now. And we are far from being done exploring! 🍷

We are excited to introduce to you our new Pick & Mix Collection, launching **tomorrow** (7th of September) at **11am CET/10am BST**.

Curious to see ahead of time what we've got in store for you? Follow the button below to find a Maxomorra Retailer near you and explore their offering 💙

[➔ Find a Maxomorra Retailer near you 🍷](#)



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# Our Pick & Mix Prints

Which one is your favourite? ❤️

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As much as we love to introduce you to new Maxomorra Characters, we are never tired of tending to our classic prints just as much.

This collection is reminiscent of our past seasons throughout the years before we re-introduced themes for each of our drops. A mix of beloved classics and new favourites.

The prints you can find in this collection are named: Fire Truck • Lion • Owl • Swan • Rainbow

[Find a Maxomorra Retailer near you 📍](#)

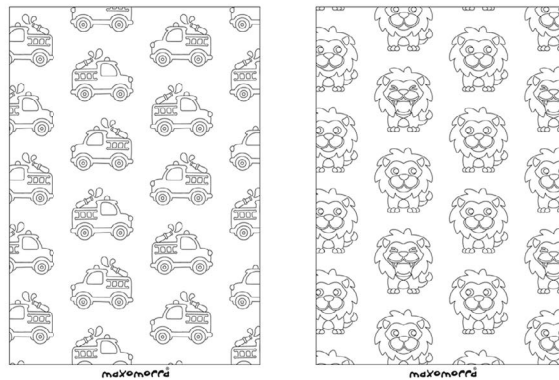
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## Free Colouring Pages for you 🖍️

A little printable freebie for you! 🌈

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### Free Colouring Pages



[Download your Pick&Mix Colouring Pages 🖍️](#)

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## Who decides how many Maxomorra Items are being produced? 👗

A new article for you on our blog! 🌐🌱



Photo by our brand rep @thegreatpipadventure

As an eco-friendly parent and a member of our dear #MaxomorraFamily, you might already know that the fashion industry is far from being sustainable.

While we at Maxomorra try to do our part to contribute to a more colourful and greener future, sadly, our current reality looks a little different from that. One big problem that we will have to tackle is the issue of overproduction. 🌍👗

Did you know that a whopping 30% of all the clothes that are being produced are never actually sold? Yep, that's right!

According to the ACTA (Australian Circular Textile Association), nearly a third of all the garments produced worldwide will never see the inside of a wardrobe. 😞👗

What is happening to unsold garments and how do we at Maxomorra decide how many items we produce? Follow the button below to find out!



[Read our full Blog Post HERE](#) 🐱

## A trip down memory lane 🐝

A sprinkle of nostalgia 🍌🌈💖





There we go with a new edition of our #MaxomorraMemory! 🍌

Do you have a funny or silly memory that still makes you laugh when you think about it? Please share with us and our #maxomorrafamily on our post 🌈

Remember to use the hashtag #MaxomorraMemory if you post a throwback moment so we can easily find it and you might find yourself in the next edition 💖

[Check out our latest #MaxomorraMemory Post HERE](#) 💖

# That's all!

Thanks so much for catching up with us   
As always, take care and stay colourful 



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