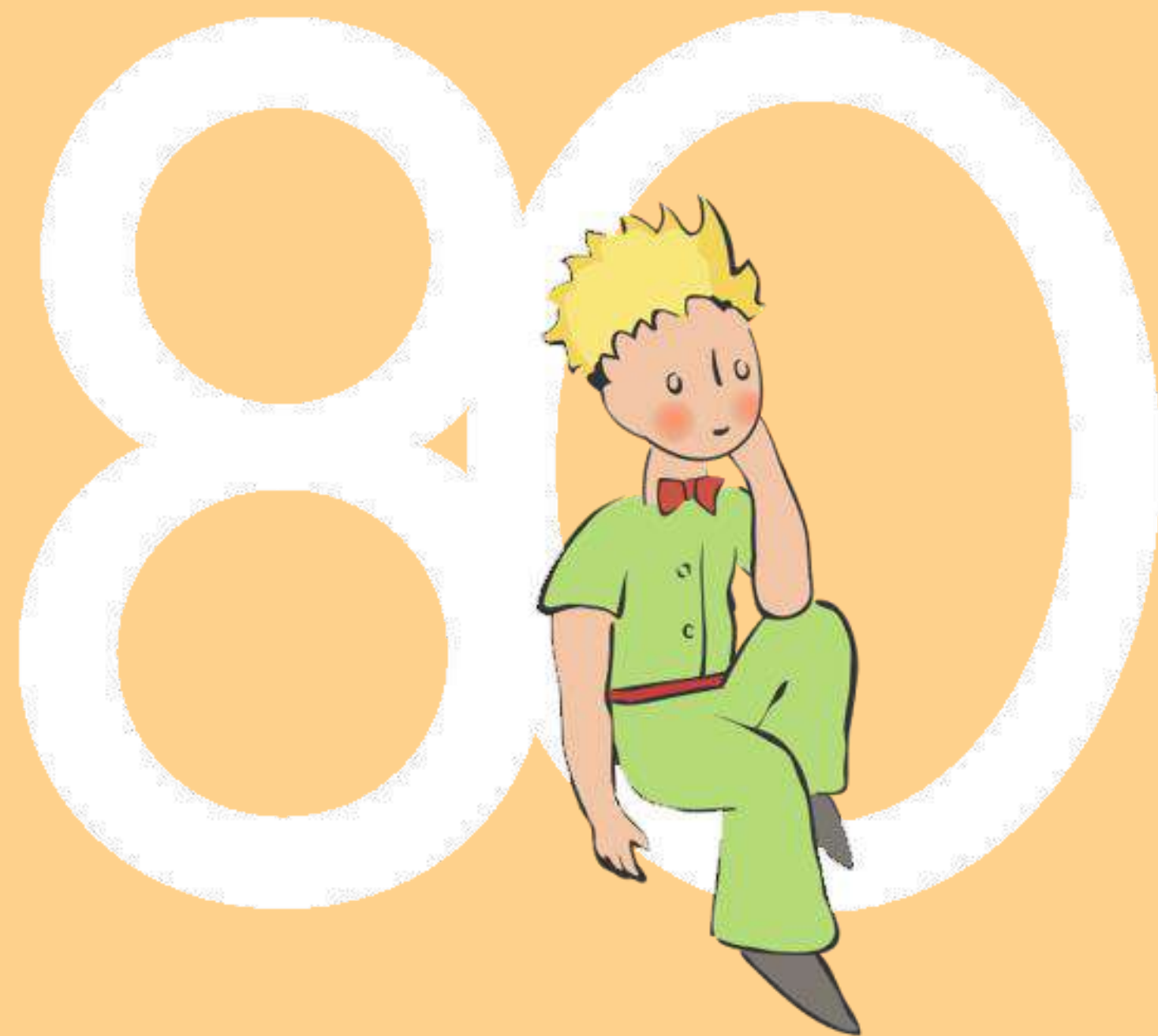


Le Petit Prince

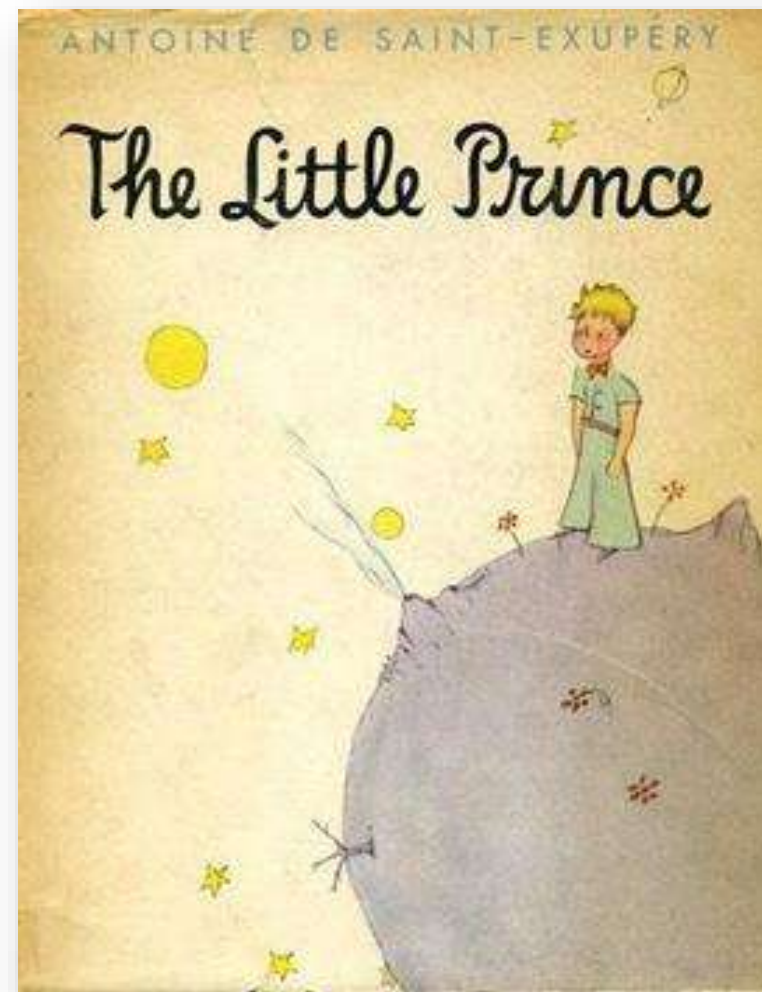
2023

80th ANNIVERSARY





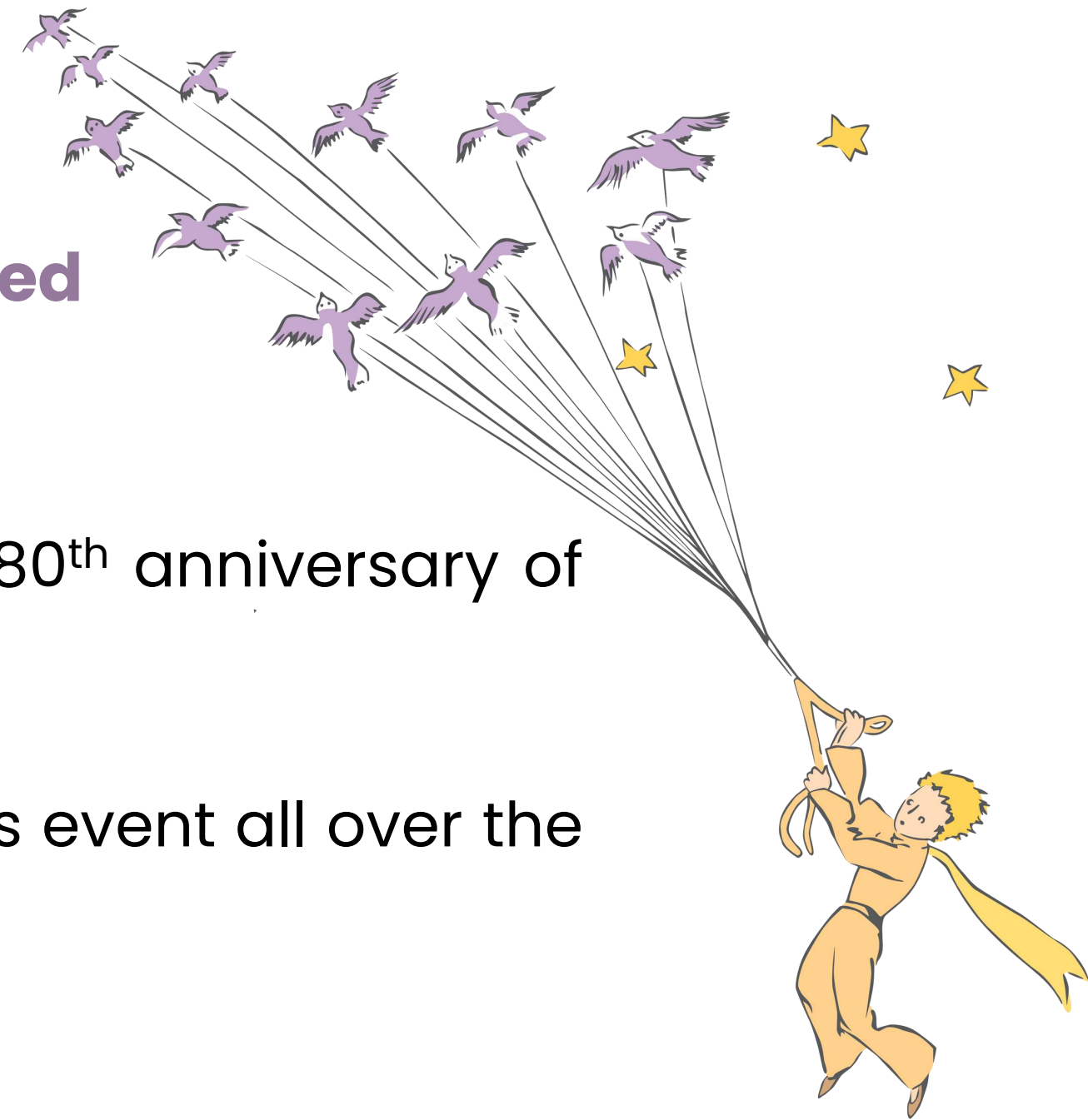
IN 2023, THE LITTLE PRINCE TURNS 80!



The Little Prince was first published in New York in 1943.

In 2023, we will be celebrating the 80th anniversary of the first edition of The Little Prince.

A great opportunity to celebrate this event all over the world!



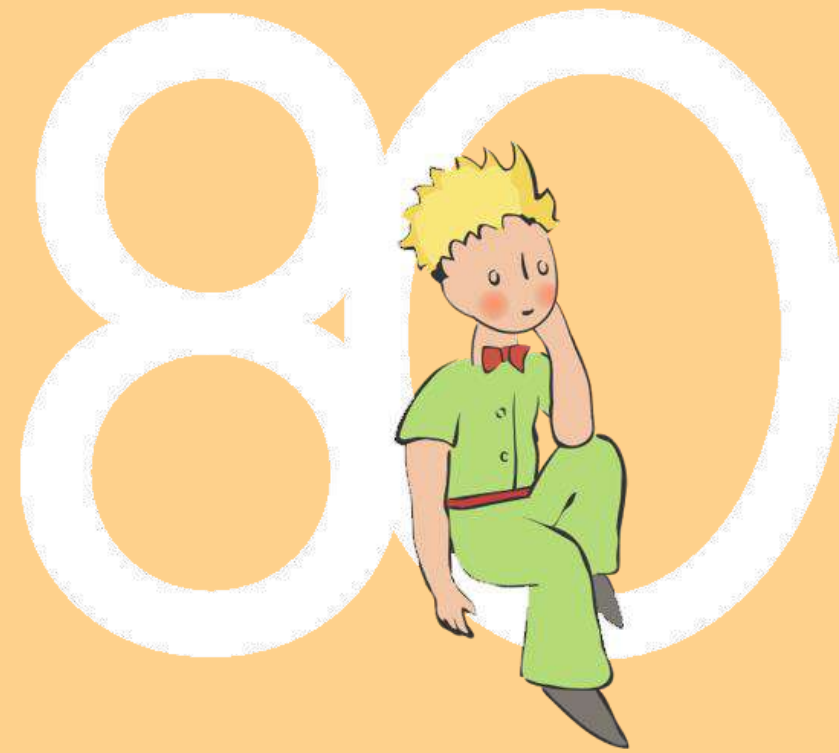
Le Petit Prince[®]



IN 2023, THE WORLD CELEBRATES THE LITTLE PRINCE!

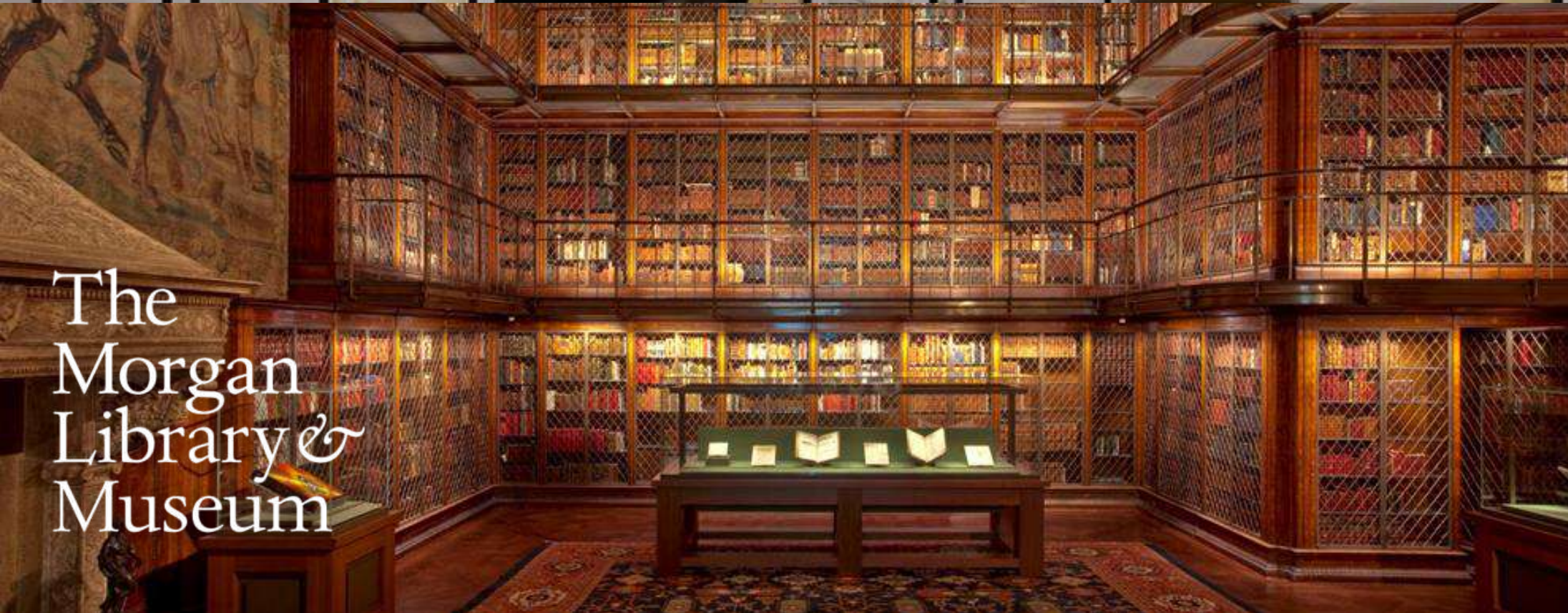


For The Little Prince 80th anniversary, discover all the celebrations of this historic event: exhibitions, shows, TV series, new licensees, new products, all over the world.



THE EXHIBITIONS

UNITED STATES

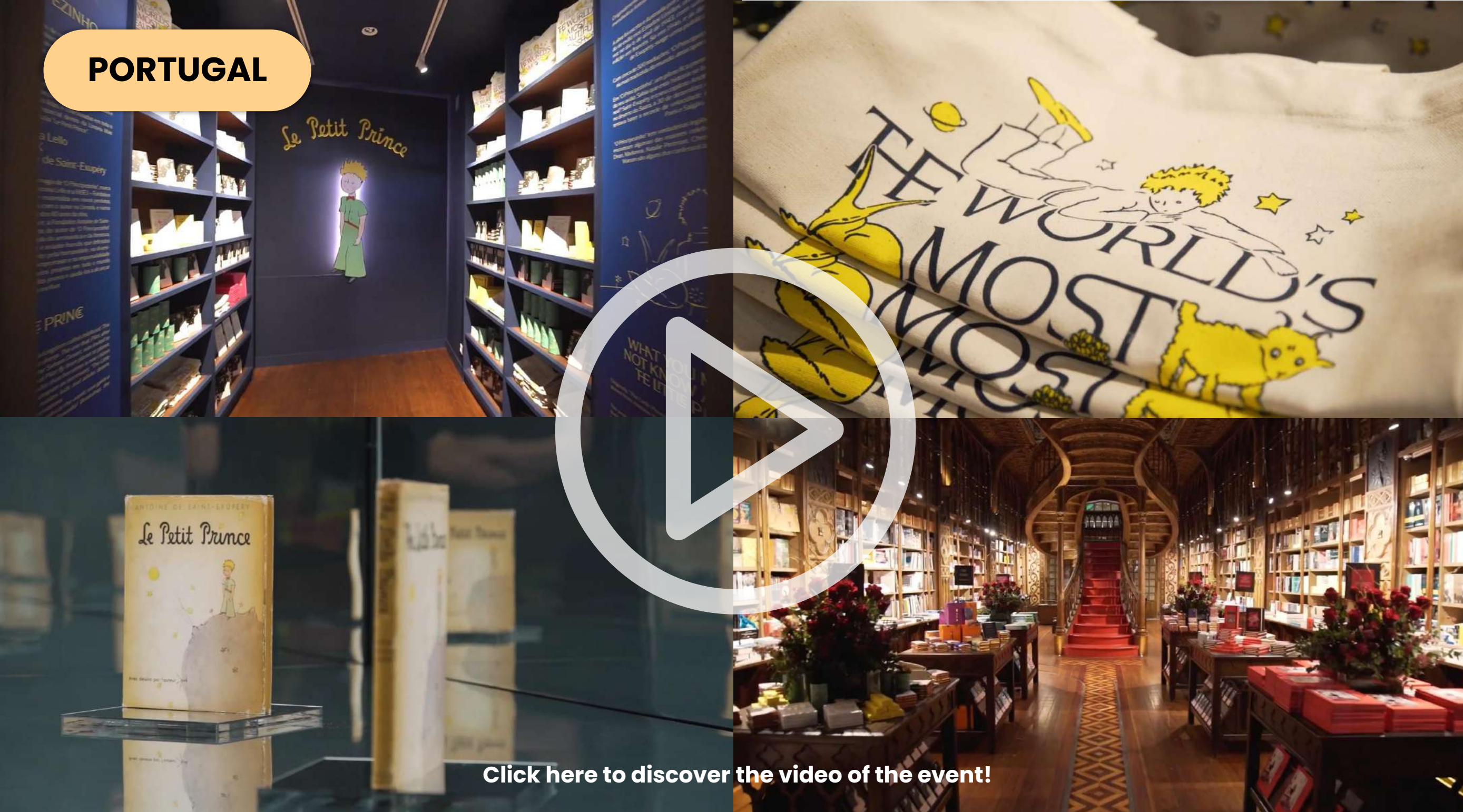


The
Morgan
Library &
Museum

THE MORGAN LIBRARY & MUSEUM, NEW YORK

After its success in Paris, the exhibition of the Little Prince's originals has been presented in New York, the birthplace of the Little Prince and his manuscript, at the Morgan Library & Museum from October 14th 2022 to January 15th 2023.

PORTUGAL



[Click here to discover the video of the event!](#)



LIVRARIA LELLO
PORTO

LIBRAIRIE LELLO – PORTO

In Portugal, the most beautiful bookstore in the world, the Livraria Lello, is setting up art installations, an exhibition and a room entirely dedicated to the Little Prince, marking the start of a partnership. A range of products entirely dedicated to the event is offered and major events are organized in January and April 2023.

**The Little Prince
celebrated in
Porto all year long!**

SOUTH KOREA



[Click here to take a virtual tour of the museum!](#)

LITTLE PRINCE MUSEUM – JEJU ISLAND

The Little Prince Museum opened in December 2022 on Jeju Island in South Korea, the country's top tourist destination with 15 million visitors a year. Combining exhibition, sculpture, immersion in the universe of the Little Prince, it is a tremendous highlight of the universe of Antoine de Saint Exupéry!

TURKEY

Le Petit Prince® Küçük Prenses

Bir Dostluk Hikayesi

7'den 70'e
Herkes için!

TÜRKÇE
DUBLAJ



The
Little Prince
story of a friendship

IMMERSIVE SHOW – THE LITTLE PRINCE : STORY OF A FRIENDSHIP

After a first success in Dubai in October 2022, a unique immersive show is presented in Istanbul from January 20 to February 5 before touring other countries. A combination of modern technology and holographic performance transforms The Little Prince into an exceptional 360° experience.

FRANCE

DEYROLLE x *Le Petit Prince*[®]
NATURE ART ÉDUCATION

Présentent l'exposition

DESSINE-MOI TA PLANÈTE



LE PETIT PRINCE x DEYROLLE – CHÂTEAU DE LA BOURDAISIÈRE

In the **spring**, the return of the exhibition created by Deyrolle with The Little Prince about ecology told to grown-ups by children, or how to act for a positive ecology.

At the Château de la Bourdaisière for the third year and on tour around the world very soon!

UNITED STATES

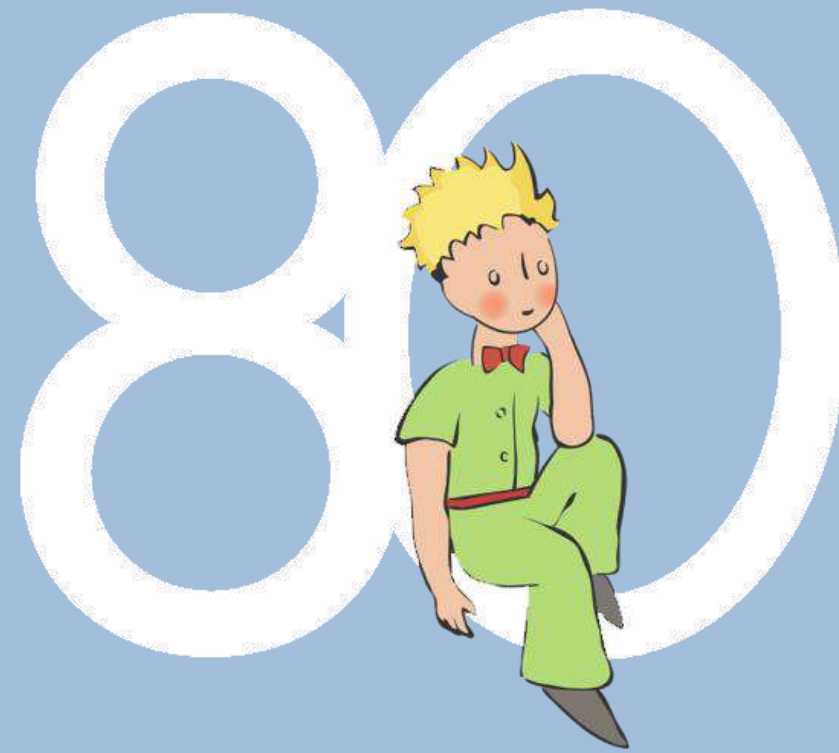


SENSEA IMMERSIVE

In **April**, in the United States, opening of a 360° interactive experience, accompanied by augmented reality content, for an unforgettable journey into the universe of the Little Prince.

A large immersive exhibition that will begin in Miami, Florida before touring throughout North America.





THE MUSICAL SHOWS

ANTOINE – EL MUSICAL

The return in Spain of the musical Antoine, about the life of Saint Exupéry, after a triumphant tour throughout the country!

ANTOINE

El Musical

La increíble vida del autor de

El Principito



XXIV PREMIOS
max
DE LAS ARTES ESCÉNICAS

FINALISTAS



TOTES LES ENTRADES EXHAURIDES!

El Petit Príncep
Àngel Llàcer · Manu Guix · La Perla 29

9a TEMPORADA
ON SEMPRE, COM SEMPRE

Entrades a elpetitprincepmusical.cat
PARAL-LEL 62

Generalitat de Catalunya
Departament de Cultura

El Petit Príncep - Le Petit Prince ©Antoine de Saint-Exupéry Éscale 2014 / © Editions Gallimard - 1946 / Per acord amb Caravansera



EL PETIT PRINCEP – BARCELONA

The musical with 500,000 spectators played its ninth season in January 2023. A highly anticipated return which once again sold out from December 5 to January 22, 2023. A very special tenth anniversary season is already planned.



The Little Prince

BASED ON THE BOOK OF ANTOINE DE SAINT-EXUPÉRY
© EDITIONS GALLIMARD, 1945

عيش دهشة
المغامرة الاستثنائية

29
DEC

14
JAN

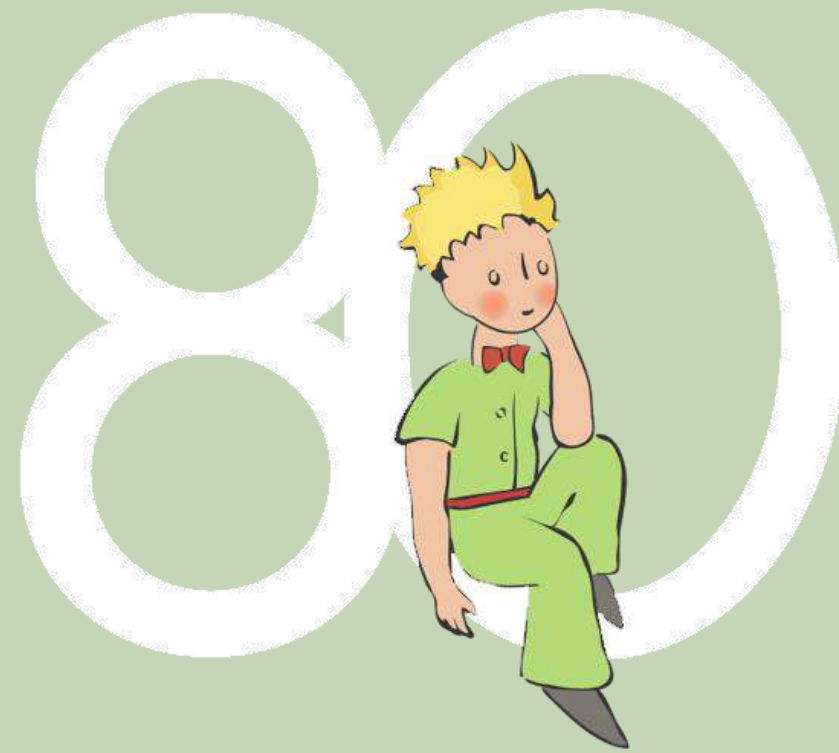


Book your ticket now | RiyadhSeason.sa



THE LITTLE PRINCE – THE MUSICAL

After playing in Paris, Dubai, Broadway... the musical The Little Prince was presented in Riyadh, Saudi Arabia from December 29, 2022 to January 14, 2023. New destinations will be announced very soon around the world for this unforgettable show!



THE NEW TV SERIES

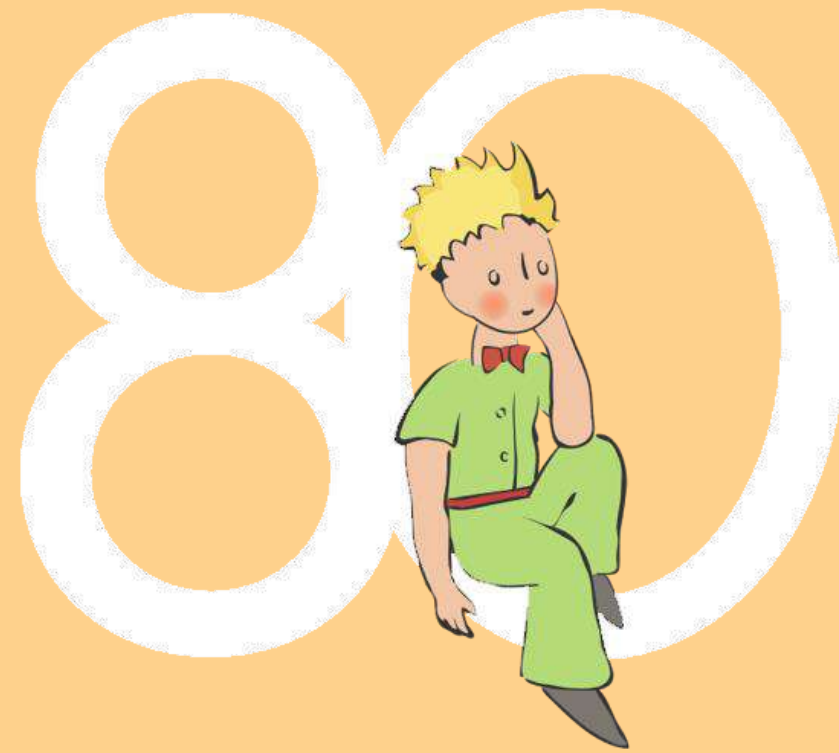
SEPTEMBER 2023

The Little Prince and friends

The Little Prince celebrates its 80th birthday in style with the broadcast of the **new 2D animated series** for children (52 x 11 minutes) broadcast all over the world.

In this new series, two children embark on a fabulous journey to the stars with the Little Prince and his fantastic crew, the Fox and the Rose. An extraordinary journey aboard the most brilliant and unexpected of spaceships. From the schoolyard to the confines of the galaxy, an epic under the sign of joy and adventure!





THE NEW LICENSEES



MINISO

In China, The Little Prince products are available in Miniso stores specializing in stationery, toys and cosmetics.



REEDS
Jewelers

REEDS JEWELERS

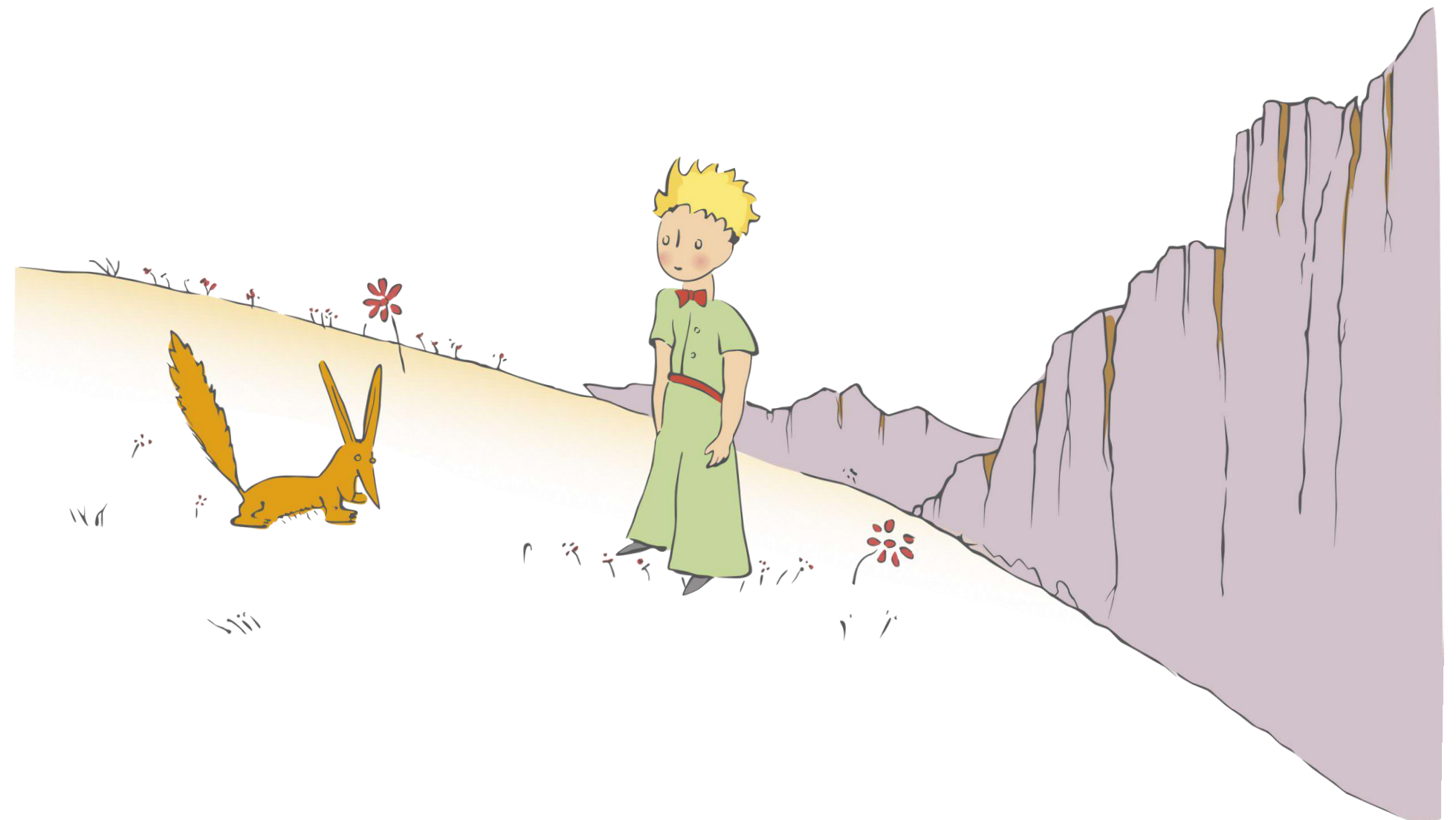
Licensed luxury jewelry in the largest family-owned jewelry chain in North America: over 65 retail stores in 13 states.



GALLIMARD

An international co-publication of an anniversary book featuring the exhibition catalog of Antoine de Saint Exupéry's originals. The official 80th anniversary book! Already sold for Chinese and Korean territories. And special editions of The Little Prince all over the world!

TESSERACT ICONS



TESSERACT ICONS

The official drawings of The Little Prince are available for sale thanks to NFT technology.



FLEURUS

New releases all year long in France and in coedition around the world , after 100 licensed books already published by Fleurus and over 1 million copies sold worldwide since 2013!



NEAMEDIA

Three 30 cm high figurines with new finishes in limited edition. Modern and design art objects for interior decoration with French colours!



BOSS FIGHT STUDIO

After the Little Prince and the fox figurine, a new articulated figurine of The Little Prince in prince's outfit is released in North America.



VISUEL
PROVISOIRE

FUNKO POP!

After the success of the Funko figurines of The Little Prince movie in 2016, a new Pop! figurine will be available worldwide!



FARIBOLES
PRODUCTIONS

FARIBOLES

After the success of its first figurine in 2016, The Little Prince returns with a new exclusive figurine limited to 350 copies and made in France.



DUJARDIN
jeux 

DUJARDIN JEUX

A new board game for the whole family, which will invite the players to reconstitute their star, to arrive first on the planet of the Little Prince and his rose.



THE SWISS POST

1 million stamps in the colors of the Little Prince will be printed in Switzerland and distributed through a vast communication campaign throughout the country.



CAVAL

With their unique design – mismatched sneakers – the brand is a gentle questioning of codes and a call to reverie. A collaboration for a pair of unique Little Prince sneakers!



PACSUN

A line of clothing Little Prince x Pacific Sunwear of California, a lifestyle brand for teens and young adults - 2.7M followers on Instagram.



MON LIT CABANE

Creation of a The Little Prince handcrafted wooden bed, with a collection of various decorative products for distribution in Europe.



THE CORN LABYRINTH – COMBOURG

The Little Prince will be the 2023 theme of the Corn Labyrinth of Combourg in Brittany, France. A fun and family activity all summer long!

MAISON MALFROY

Created in 1939, Maison Malfroy, a family business, whose silk squares recently appeared in Emily in Paris, will offer a range of Le Petit Prince products.

Le Petit Prince[®]



MOLESKINE[®]

MOLESKINE

Write, color and create with this assortment of boxes The Little Prince – Notebook + Journal Notebook in Limited Edition by Moleskine.

TO BE ANNOUNCED SOON !



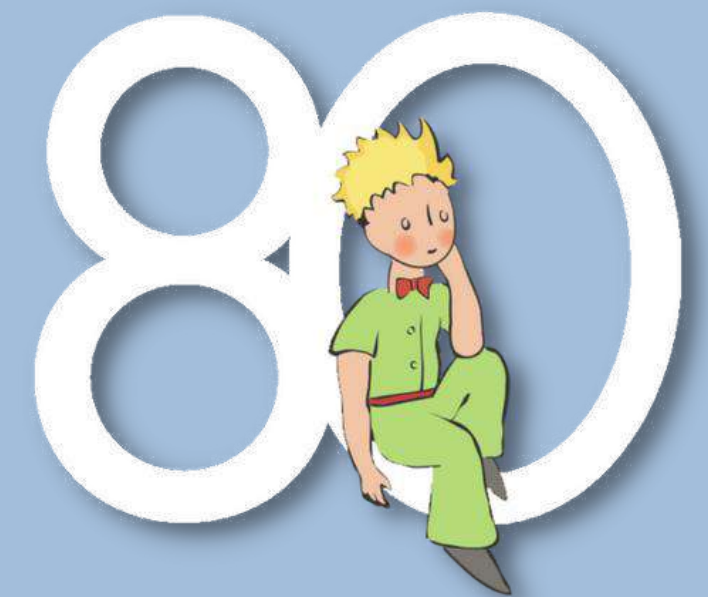
COSMETICS & SKINCARE

An international cosmetics and care brand has chosen the Little Prince to embody its new line of products in the world! To be announced very soon !

SEPTEMBER 2023

GEO

After the success of its first Special Edition, winner of the La Nuit du Livre 2022 prize, GEO invites us to explore space and interplanetary travel through interviews, references to fiction and a magnificent portfolio.



Le Petit Prince®



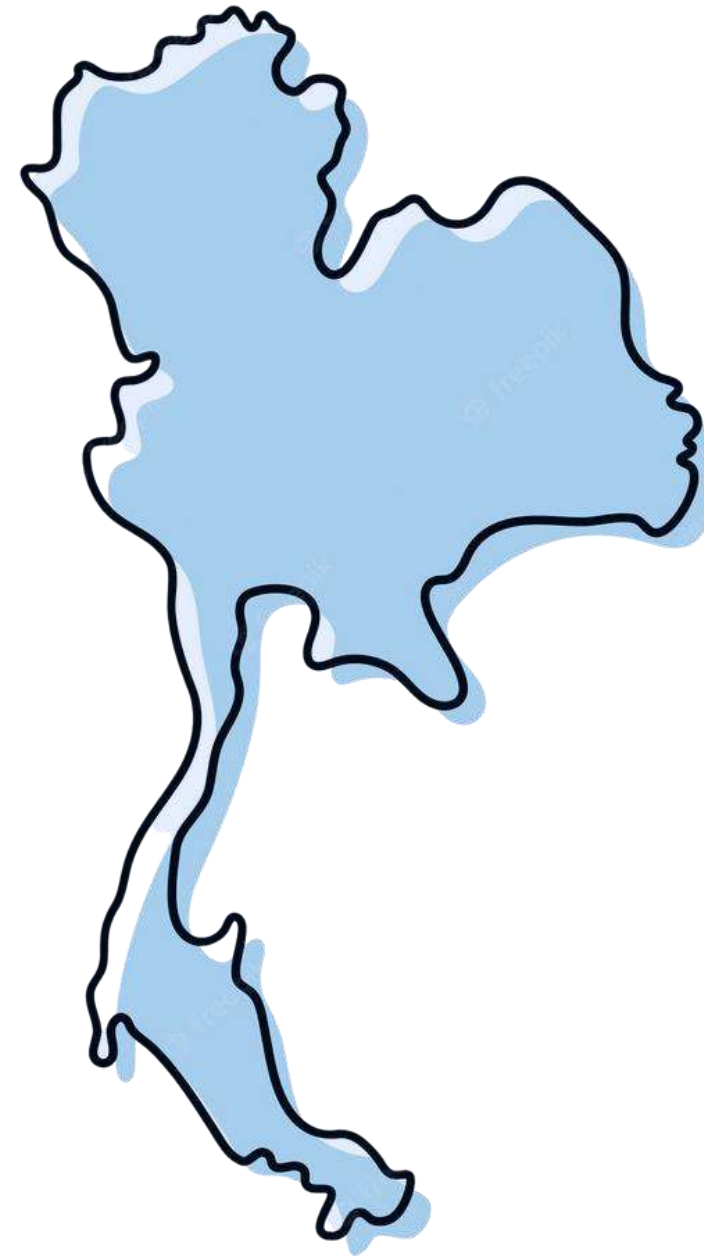


**AND MORE PROJECTS FOR THIS
ANNIVERSARY YEAR!**

Le Petit Prince®



JANUARY 2023



AMBASSADE DE FRANCE EN THAÏLANDE

*Liberté
Égalité
Fraternité*

The French embassy in
Thailand chooses Antoine
de Saint Exupéry as
ambassador!



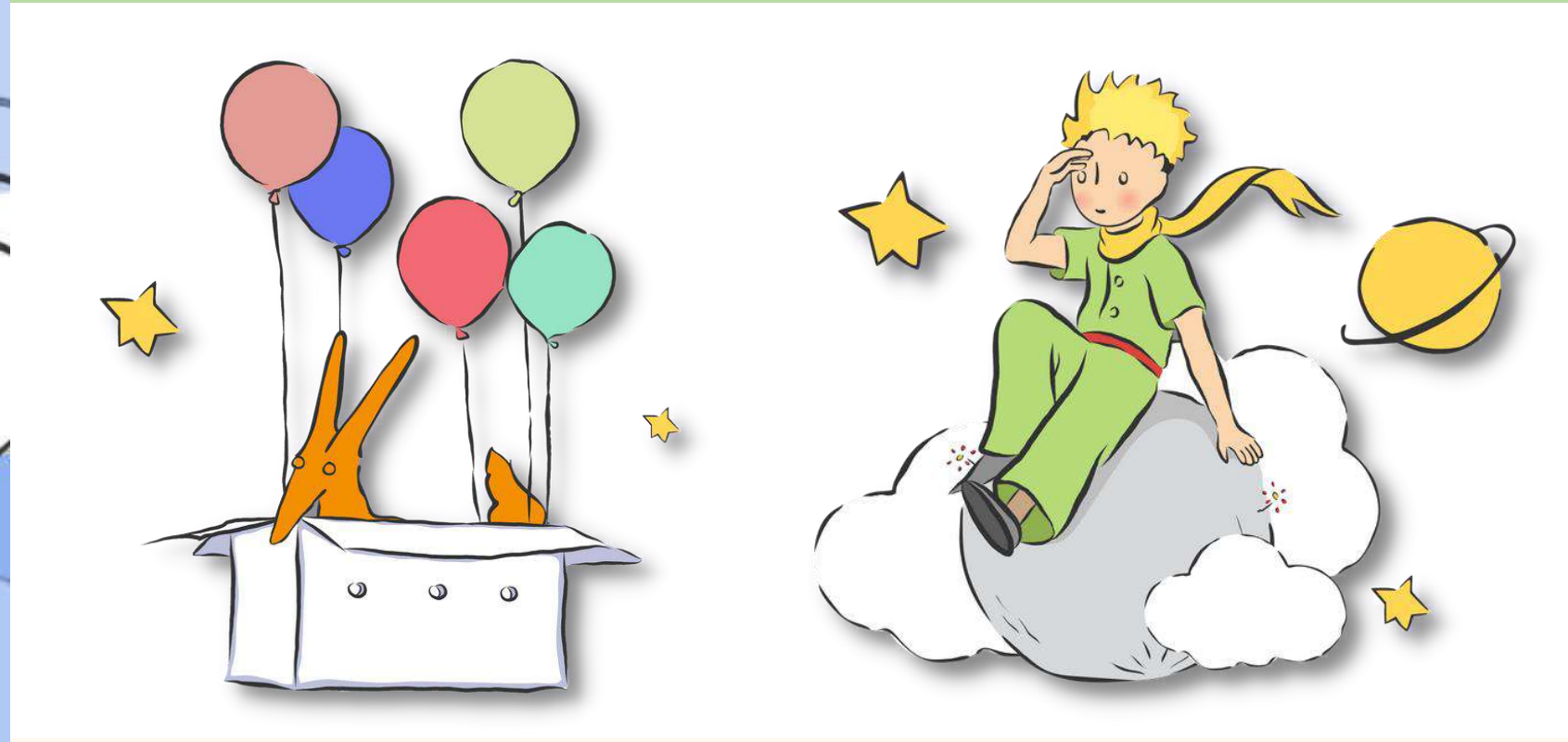
2023 will be the France-Thailand Year of Innovation.

It will be launched on January 26 and inaugurated in Bangkok by Claudie and Jean-Pierre Haigneré (French astronauts and patrons of the Antoine de Saint-Exupéry Youth Foundation) in the presence of the Thai Prime Minister. The Little Prince and Antoine de Saint-Exupéry will be the ambassadors of this event. An exhibition of sculptures of the Little Prince by the French artist Arnaud Nazare-Aga will be presented there.



JUNE 29th 2023

LE PETIT PRINCE DAY

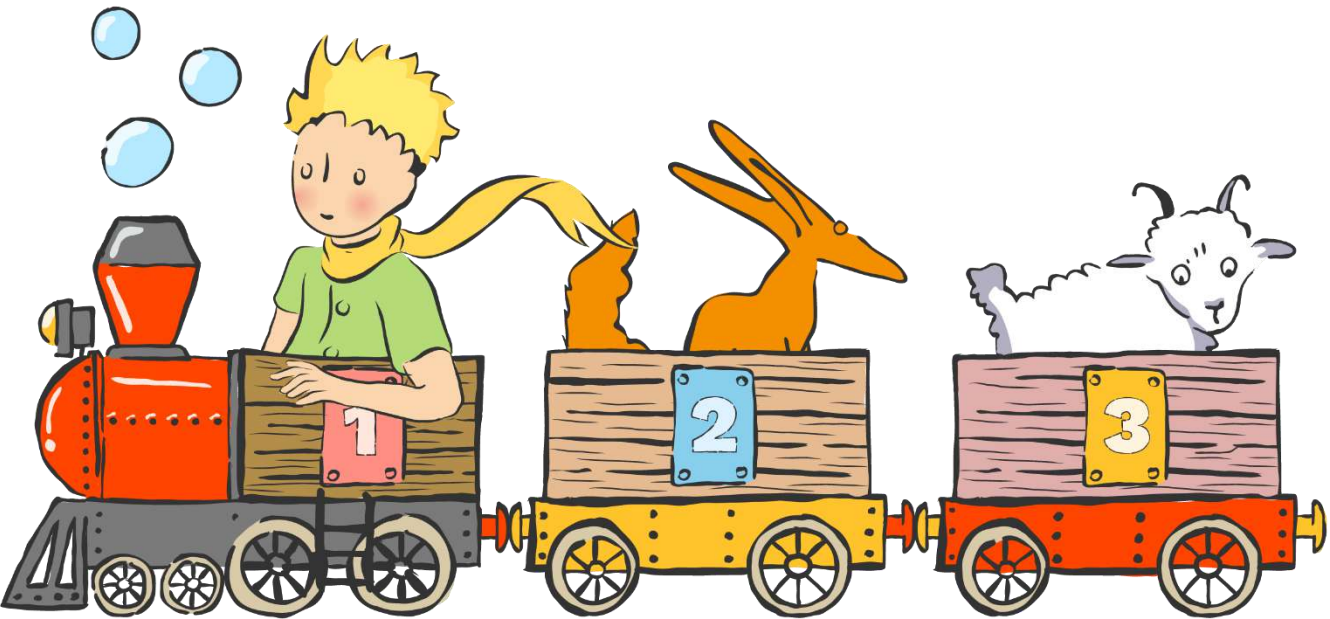
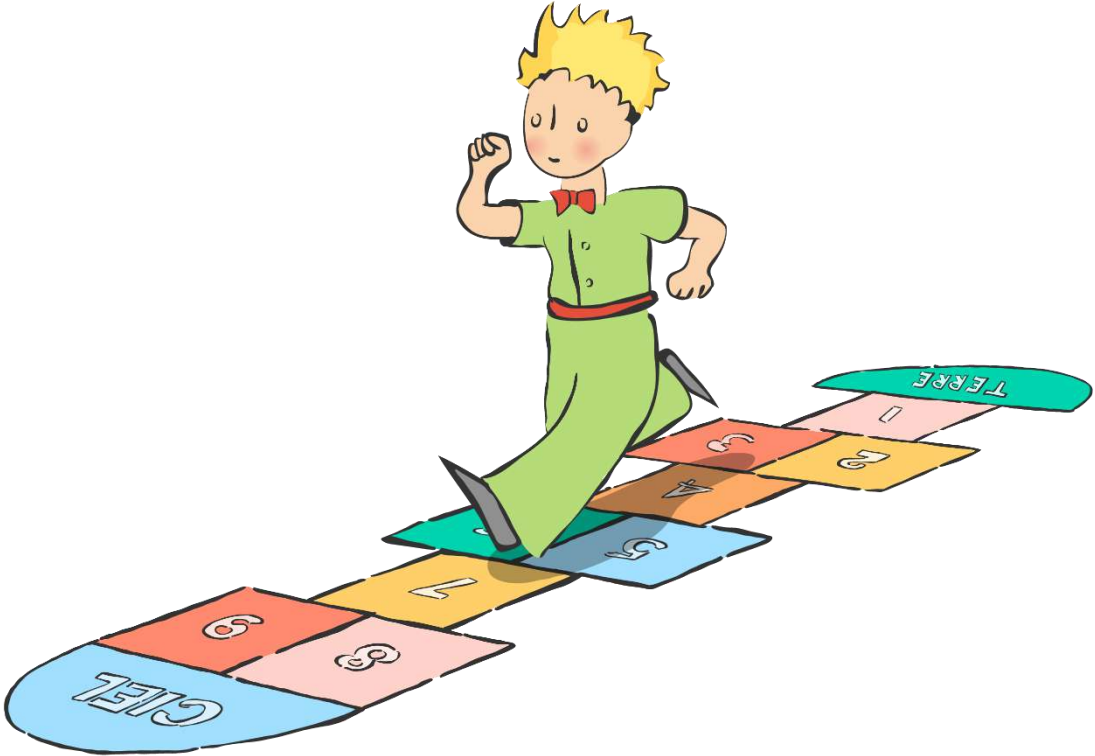


For the fourth year, The Little Prince and its values will be celebrated around the world on June 29, the day Antoine de Saint Exupéry was born.

New actions will be set up and new drawings will be added to the Little Prince's styleguide. Of course, new products will be released on this exceptional day.

NEW DRAWINGS

THEME OF LE PETIT PRINCE DAY 2013: CHILDHOOD AND GAMES!



...AND MANY MORE!

ASIA



BEAST 野兽派



The 80th anniversary will be celebrated on all continents. Discover the first announcements for China :

- An anniversary book at GUOMAI!
The Chinese publisher had already sold almost 5 million copies.
- The Beast launches a campaign focused on the anniversary.
- On the Charity side, two actions are already scheduled: a blood donation campaign, and a pet adoption program.
- Our agent has also developed a new exclusive style guide to inspire new products!





NETEASE GAMES

Release of the video game "TianYu" in 2023 followed by a mobile game.



AEDIS

Release of the book "The Little Prince and Ecology" in limited edition in China.

DOCUMENTARY FILM

A Vincent Nguyen film

THE DOCUMENTARY EVENT ABOUT ANTOINE DE SAINT-EXUPÉRY

Directed by Vincent Nguyen, in partnership with ARTE.

The genesis of the writing of the Little Prince narrated by all those who met him.

A worldwide co-production broadcast worldwide.

arte

FRANCE



Le Petit Prince Store and The Little Prince's Park, as historical partners, will obviously take part in the anniversary, ensuring visibility on the ground!

POS



The 80th anniversary of the Little Prince will be celebrated at sales points!

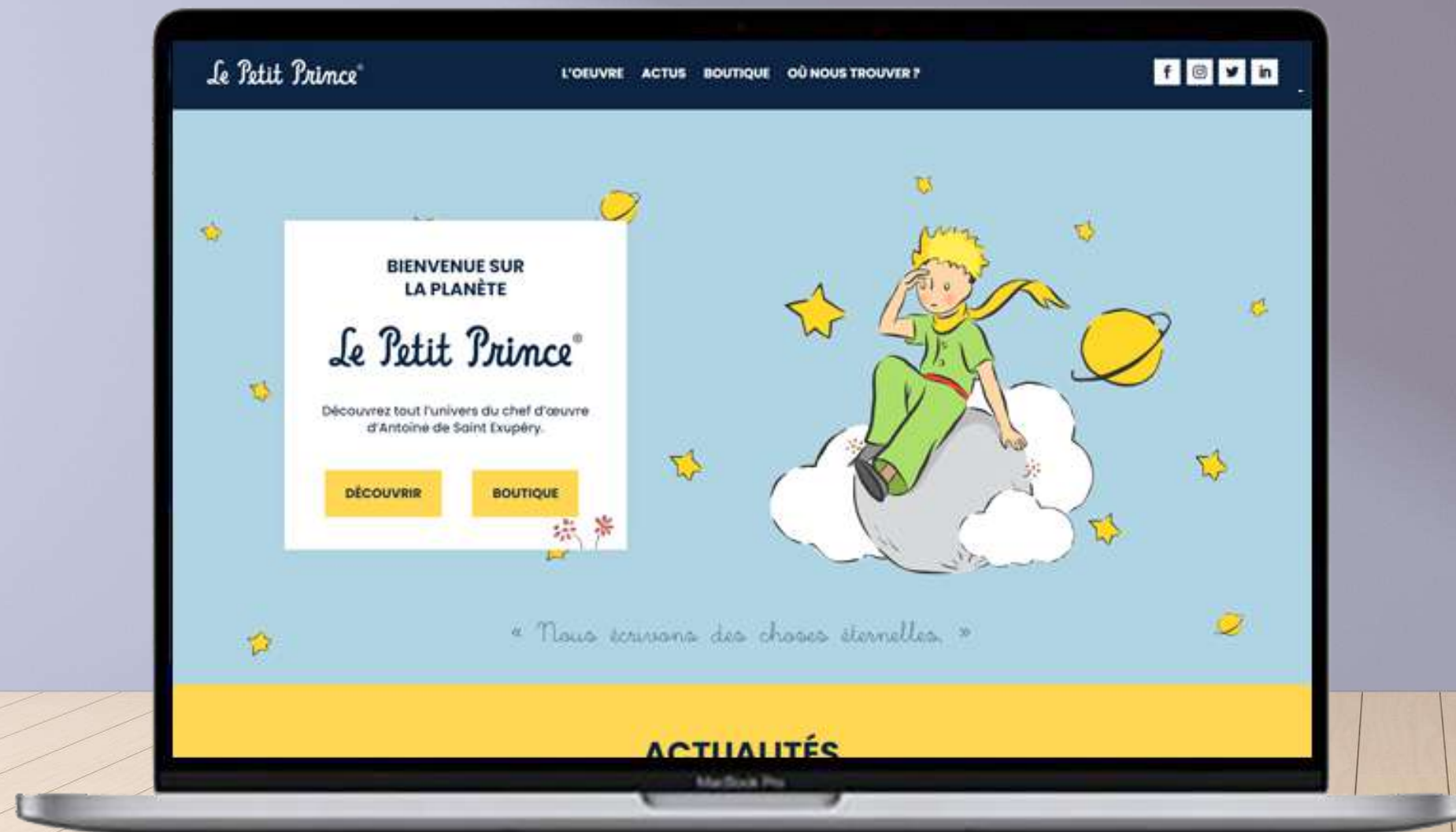
The Little Prince team is working on setting up a dedicated POS.

The POS will be distributed to the customer sales points of our licensees.

If you want to place an order, please contact us!

mfontan@lepetitprince.com

NEW WEBSITE



A brand new website has been launched for the 80th anniversary of the Little Prince!

In order to promote the brand, the website of the Little Prince has been freshened up and will highlight all the news planned for 2023.

[LEPETITPRINCE.COM](https://lepetitprince.com)

A NEW STYLE GUIDE

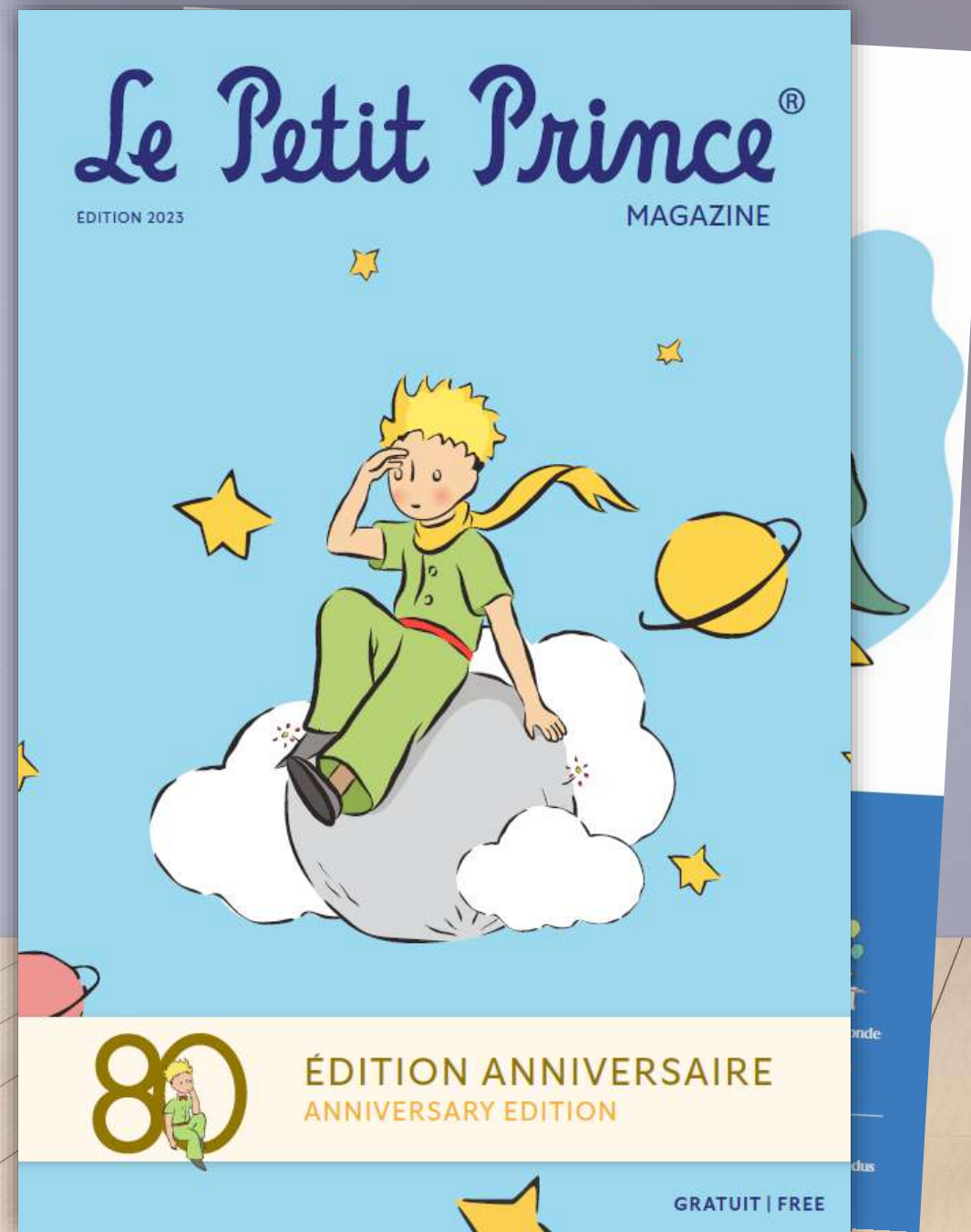


New drawings of the Little Prince around the themes of childhood and games are now available on the style guide.

To renew the image of products and innovate for the 80th anniversary.

[STYLEGUIDE.LEPETITPRINCE.COM](https://styleguide.lepetitprince.com)

LE PETIT PRINCE MAGAZINE



A new edition for Le Petit Prince Magazine!

All the 80th anniversary program and the news of the Little Prince in a 12-page magazine, distributed by our partners around the world.

Discover it here !

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