



EL FINDOLL CATALOGUE





Apparel

by ELFINDOLL



ELFINDOLL promotes apparel and bedding for new born babies, infants, children, and mothers featuring simplicity in fashion, function and comfort.



NEWBORN / INFANT

50-80cm

Not only are they soft and comfortable to wrap around babies' sensitive skin, but they are also kind to mums and dads thanks to their ingenious design that allows them to put them on quickly and easily.

Nishimatsuya offers a wide range of newborn baby wear in a variety of designs at affordable prices.

Clothes that are just right
in terms of price and
comfort.



◇Long-sleeved
combination dress
50~60cm
¥699 (¥768 incl. tax)



◇Newborn 5-piece underwear set
(2 short underwear,
3 combination underwear)
¥1,799 (¥1,978 incl. tax)



◇4-piece romper underwear
¥1,079 (¥1,186 incl. tax)



◇4-piece bibs
¥759 (¥834 incl. tax)



◇3-piece mitten
¥499 (¥548 incl. tax)



◇3-pair socks for infant
¥479 (¥526 incl. tax)



Newborn hat with ears
¥499 (¥548 incl. tax)



◇Afghan
¥1,999 (¥2,198 incl. tax)



◇5-piece gauze
¥379 (¥416 incl. tax)

Baby

80-95cm

It doesn't matter if you play in the mud or spill a lot of food.

There is a wide range of easy-to-wear, low-priced items that make everyday scenes even lovelier.

Clothes that you
don't mind
getting a bit dirty
are just right.



◇ Jacket
¥1,189 (¥1,307 incl. tax)

◇ Long-sleeved T-shirt
¥399 (¥438 incl. tax)

◇ Long trousers
¥889 (¥977 incl. tax)



◇ Short-sleeved T-shirt
¥359 (¥394 incl. tax)

◇ Leggings
¥359 (¥394 incl. tax)



◇ 5-piece brief
¥959 (¥1,054 incl. tax)



◇ 3-piece 3layered
training shorts
¥879 (¥966 incl. tax)



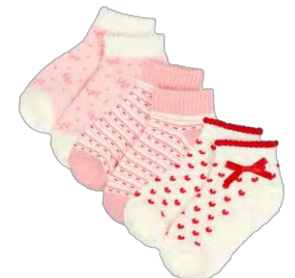
◇ 3-piece Non-sleeved apron
¥859 (¥944 incl. tax)



◇ hat with a hanging tail
¥999 (¥1,098 incl. tax)



◇ Shoes
¥1,099 (¥1,208 incl. tax)



◇ 3-pair socks
¥479 (¥526 incl. tax)



Kids / School

100-160cm

It's time to start enjoying fashion.

Tops, bottoms, dresses... find your favorites from our diverse range!



◇Jacket
¥1,189 (¥1,307 incl. tax)

◇Long-sleeved T-shirt
¥399 (¥438 incl. tax)

◇Long trousers
¥889 (¥977 incl. tax)

Clothes that are just right
to be honest about growth.



◇Short-sleeved T-shirt
¥989 (¥1,087 incl. tax)

◇Skirt
¥889 (¥977 incl. tax)



◇4-piece shorts
¥959 (¥1,054 incl. tax)



◇2-pair pajama
(long-sleeved+short-sleeved)
¥1,579 (¥1,736 incl. tax)



◇Rash guard
¥1,389 (¥1,527 incl. tax)
◇Swimwear
¥1,989 (¥2,187 incl. tax)



◇Thick-soled belt sandal
¥979 (¥1,076 incl. tax)



◇Mesh cap
¥879 (¥966 incl. tax)



◇10/10ths spats
¥579 (¥636 incl. tax)



Comfortable and refreshing underwear

Absorbs perspiration quickly and releases it to the outside for comfort.

This underwear focuses on water absorbency and quick-drying functions.



Role and advantages of underwear



Protection against
air-conditioning
winds



Prevention of
sweat stains
and yellowing



Protection of
delicate skin

*Displayed products are examples

*Displayed prices are retail price in Japan in 2025



#Water absorbent
and quick drying
#100% cotton
#With name frame
#Thin



#Water absorbent
and quick drying
#With name frame



◇3-piece short-sleeved inner
80-95cm ¥929 (¥1,021 incl. tax)



◇3-piece tank top inner
80-95cm ¥789 (¥867 incl. tax)



COOL
With name frame

◇3-piece running inner
100-140cm ¥879 (¥966 incl. tax)



Cotton 100%
Thin
With name frame



◇3-piece short-sleeved inner
100-130cm ¥979 (¥1,076 incl. tax)



Soft so you can move around a lot.
It absorbs moisture from the body and creates heat to warm up.
Hot Wrap is a friend to energetic children.



*These are not features on all products
*Displayed products are examples
*Displayed prices are retail price in Japan in 2024



Jinbei and Yukata

甚平と浴衣

Steteco

ステテコ

Comfortable to wear even in hot weather.

A unique item for the Japanese summer.

Jinbei
甚平

Recommended for going out and for
loungewear. Easy to put on and take off.



◇Baby Jinbei
80~95cm
¥979 (¥1,076 incl. tax)



Japanese
patterns
with a
touch of
Japanese
tradition.

◇School Jinbei
140・150cm
¥1,699 (¥1,868 incl. tax)

Steteco
ステテコ



◇Baby steteco with belly wraps
80~95cm
¥679 (¥746 incl. tax)

Breathable and comfortable to wear.

Also comes with a belly band to
prevent cold.



Stretchy
and easy
to move.

◇Kids steteco with belly wraps
100~120cm
¥699 (¥768 incl. tax)

Yukata
浴衣

A dress that will make your festival scene
spectacular. It is also easy to put on.



◇Large flower-patterned yukata dress
140・150cm
¥3,279 (¥3,606 incl. tax)

◇Patterned yukata dress
80~95cm
¥2,479 (¥2,726 incl. tax)



Two-way
design
that can
also be
used as
a one-
piece.

Maternity

WEAR / PAJAMAS

Nishimatsuya's maternity wear

Designed with a thorough understanding of the body shape and concerns of pregnant women, and with a focus on comfort and beauty, Nishimatsuya's maternity wear is full of hidden ingenuity. It supports the changing body from maternity to postpartum.



Breast-feeding

◇Maternity wear

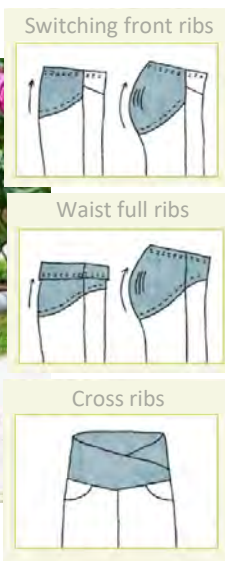
Long-lasting use from pre-natal to post-natal

A wide range of items for both pre-natal and post-natal use are on standby!

Wrap your tummy beautifully while keeping your shoulders, arms and legs neat and tidy

Easy to breastfeed and convenient when going out

Some items allow you to breastfeed without exposing too much skin, making you more comfortable not only at home but also when going out.



◇Maternity trouser

Wide range of body shape changes

There are various variations, such as a tummy-hugging type, a tummy-supporting type, and an elastic waistband type that can be adjusted to any size.

They can accommodate a wide range of size changes, making them convenient to wear throughout pregnancy and postpartum.



Around the tummy adjustable to size with buttons elasticated waist

Large buttons for one-handed opening and closing.

Some pajama onesies can be made into rompers with snap buttons at the hem. There is no worries about tummy coldness.

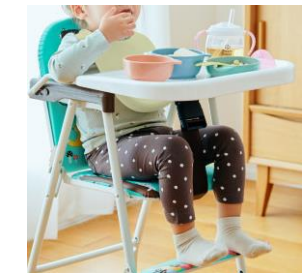
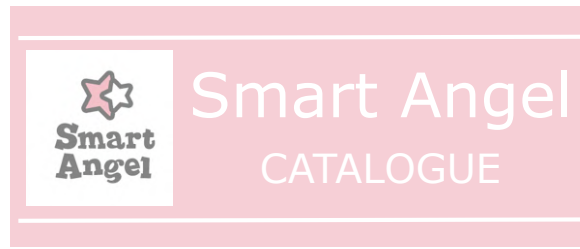
With nursing opening to reduce skin exposure.

◇Maternity pajama

Maternity pajamas with a lot of ingenuity

Maternity pajamas with a sleek design and comfortable fabrics are relaxing and easy to wear. The adjustable waist of the trousers and the ease of breastfeeding make them ideal for home and hospital use.

*Displayed products are examples





WHAT'S SmartAngel

SmartAngel (Nishimatsuya private label) brings you baby and kids nursery goods, with emphasis on safety features and functionality at wallet-friendly price range.



DIAPERS



MATERIALS

Non-woven polyolefin rayon, Polyolefin, Cotton pulp, Absorbent paper, Polymer absorbent, Polyurethane, Styrene-based elastomer resin, Polyethylene



Soft and breathable materials for baby's skin

Soft and breathable materials are used to allow air to pass through easily.



Gathers to Prevent Leakage

Stretchy gather moves with baby for a customized fit and helps prevent leakage.



Fit snugly around baby's thighs

Gathers fit snugly around baby's thighs to prevent leakage.



Wetness indicator notifies you the timing to change

The color of the line changes to indicate when it is time for changing diapers.

Retail price in Japan

¥ 699 (¥ 768 incl. tax)

Made in China

◆ For orders by container, we can ship directly from the manufacturing factory in China.

*Prices are those at Nishimatsuya stores in Japan as of March 2025.

Hand & Face Wipes

Total Number of Sales

9 million

*As of November 2024



FEATURES

- No fragrance, no alcohol, no parabens, no PG.
- 99% of the ingredients are made of pure water.
- Can be used on hands and body!

Retail price in Japan

¥649 (¥713 incl. tax)

FEATURES

● Alcohol-free

Alcohol-free and safe sensitive baby skin

● Contains moisturizing agents

It contains hyaluronic acid, which is commonly used in cosmetics, and perilla leaf extract, which has moisturizing properties.

● Safe to use

No parabens or propylene glycol are used.

● Gentle to the skin

We have optimized the ratio of ingredients to gently protect sensitive baby skin.

Baby Diaper Wipe

Made in Japan

Retail price in Japan

¥599 (¥658 incl. tax)



Milk Preparation Goods

●Wide-Neck Baby Bottle 250mL 2P



MATERIALS

- Cap and hood: Polypropylene
- Nipple: Synthetic rubber (silicone rubber)
- Bottle: Polypropylene

FEATURES

- Age range: newborn (0 months) ~
- Sucking port shape: round hole
- Maximum scale capacity: 250ml
- Disinfection methods: microwave, chemical, boiling
- Household-friendly, value-for-money set.
- Sterilization method: Microwave, chemical solution, sterilizable by boiling or boiling.
- Made in Thailand

Retail price in Japan

¥ 739 (¥812 incl. tax)

●Baby Bottle Wash



FEATURES

- No fragrance, colorings, petroleum-based surfactant
- 100% plant-based ingredients used
- Suitable for vegetable washing
- Milk stains and grease can be cleaned.
- Suitable for washing pacifiers and plastic toys

Retail price in Japan
(Body)

¥ 379 (¥416 incl. tax)

(Refill)

¥ 219 (¥240 incl. tax)



●Compact Baby Bottle Carrier



FEATURES

Compact and portable for carrying baby bottles!

- Heat resistant temperature
- Transparent lid: 80°C
- Body, handle, slats, Small dish: 120°C
- Made in China

Retail price in Japan

¥ 799 (¥878 incl. tax)

●Sponge baby Bottle Brush (with nipple brush)



FEATURES

- Sponge brush for plastic baby bottles
- Curved design and rotating handle for easier cleaning
- Made in China

Retail price in Japan

¥ 299 (¥328 incl. tax)

●Baby Bottle Drying Rack



FEATURES

- Easy to dry the inside of baby bottles and food storage bags.
- Product surface is antimicrobial.
- 4 detachable poles with adjustable angle

Retail price in Japan

¥ 559 (¥614 incl. tax)



Tableware



●Baby Weaning Tableware Set 7P



MATERIALS

- Polypropylene (with antimicrobial agent)
- *Type of antimicrobial agent: silver or other inorganic antimicrobial agent

FEATURES

- Dishes and feedings with antibacterial specifications 7-piece set with spoon deals
- Boiling disinfection, chemical disinfection, and microwave sterilization are possible
- Microwave and dishwasher-safe

Retail price in Japan

¥599 (¥658 incl. tax)

●Disposable Baby bibs (3 layer) 10P

- Age : Around 6 months~
- Disposable for clean use
- Three-layer structure prevents wetting
- Pocket to catch food spills
- Adjustable neck size
- With anti-slip sticker on the tummy part
- Made in China

Retail price in Japan

¥199 (¥218 incl. tax)



●360 Degree Leak-proof Mug 200ml (Light blue)



- Target age: 6 months and up
- Capacity: 200 ml
- Spill-resistant even if it falls over
- Drink from anywhere 360°
- Made in China

Retail price in Japan

¥739 (¥812 incl. tax)

●2WAY Mug

Spout Mug: from around 5 months
Straw Mug: from around 7 months



Retail price in Japan

¥399 (¥438 incl. tax)

●Bacterial-Resistant Baby Food Freezer Tray



Soup



Porridge



Mashed Vegetable



White Meat Fish



FEATURES

- 25ml x 8 blocks
- Disinfection methods: boiling, chemical, electronic Range
- Easy to slough off
- Made in China

Retail price in Japan

¥259 (¥284 incl. tax)

Oral Care

● Antibacterial Training Toothbrush (Step 4) 2P



UP↑



Retail price in Japan

¥469 (¥515 incl. tax)



MATERIALS

- Handle body: Polypropylene
- Handle rubber part: Thermoplastic elastomer
- Bristles: Thermoplastic elastomer (*Nylon for step 3 only)
- Plate body: Thermoplastic elastomer

FEATURES

- Three-step training toothbrush set according to age
- Step 1: Grip and hold the toothbrush
- Step 2: Move the toothbrush and brush
- Step 3: Clean and brush back teeth
- Grip fits baby's hand!
- Ag+ antibacterial specification (*Except for Step 3 bristles)
- Comes with anti-throat plate
- Dishwasher and dryer safe
- Boiling, chemical solution, and microwave disinfection not allowed for Step 3 only
- Made in China

● Toothbrush with 360-degree bristles 3P



UP↑



- The 360-degree bristles are painless and non-aggressive
- Many bristles scrape away plaque
- Thin bristles gently contact gums
- Curved brush fits even in hard-to-brush areas
- No metal used, can be disinfected with chemicals

Retail price in Japan

¥799 (¥878 incl. tax)

● Dental Floss

- Appropriate age range:
(Yellow) From around 6 months when front teeth begin to erupt
(Green) From around 3 years old when back teeth are fully erupted
- Thermal temperature: approx. 80°C
- Tangles plaque that cannot be removed with a toothbrush
- Made in China

Retail price in Japan

¥169 (¥185 incl. tax)



Made in Japan

● Baby Oral Cleaning Sheets 50P

- Wrap it around your finger for easy and shiny baby tooth care
- Bumpy cotton sheet for easy wiping
- Non-alcoholic Fragrance-free, colorant-free, preservative-free
- Sterilized individual packaging for each packet

Retail price in Japan

¥479 (¥526 incl. tax)



Bath – Related Goods

●Body Shampoo



Retail price in Japan (Body)
¥ 639 (¥702 incl. tax)

Refill (450ml × 2P)



Retail price in Japan (Refill)
¥ 619 (¥680 incl. tax)

●Inflatable Baby Bath Chair

- Age : 7 months old ~ 2 years old
- For bath time and sitting practice
- Built-in air pump allows for inflation without the use of an air pump.
- A larger pillow gently holds baby.
- With hook holes on the back for hanging to dry
- Made in China



Retail price in Japan
¥ 1,799 (¥1,978 incl. tax)



Retail price in Japan
¥ 399 (¥438 incl. tax)

●Shampoo Hat

- Age: 2-6 years old
- Approximate head circumference: 44~52cm
- Shampoo hat made of soft material.
- Adjustable in 5 levels.
- Made in China

MATERIALS

Water, Glycerin, Sodium Lauroyl Methylaminopropionate, Cocamidopropyl Betaine, Trimethylglycine, Artemisia leaf extract, Peach leaf extract, Citric acid, BG, Sodium benzoate, EDTA-4Na, Methylparaben, Propylparaben

FEATURES

- Baby foaming soap
- Mild and fine lather with weak acidity
- Moist feeling after washing
- Prevent heat rash by washing with this product
- Plant-based and amino acid-based cleaning ingredients
- No fragrance or coloring added
- Quasi-drug



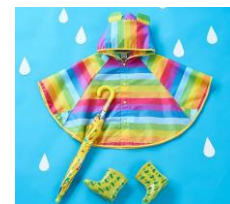
●Horse Oil Cream

- Net Weight : 27g
- 100% natural ingredients (more than 95% moisturizing horse oil)
- No fragrance, No colorings, No paraben
- Horse oil is similar to human sebum and penetrates well into the skin.
- Apply a thin layer after bathing to keep delicate skin moist



Retail price in Japan
¥ 899 (¥988 incl. tax)

Rain Goods



*The products shown here are examples.

FEATURES

● Rain Coat

POINT 1



Hood with transparent brim for good visibility

POINT 3

Can be worn over backpacks and school bags



POINT 2



Printed patterns reflect car lights.

● Umbrella



- Lightweight and sturdy glass fiber bone
- Transparent windows for easy forward visibility
- Name can be written on the strap.

- With name label
- Tab that reflects lights of car

● Rain Boots





MATERIALS

Handle grip : Non-phthalate PVC
 Handlebars : Steel
 Frame : Steel
 Tire : EVA foam
 Wheel : PP
 Saddle Seat : PU

Age : 3 years old and up

Retail price in Japan

¥ 5,599 (¥ 6,158 incl. tax)

Made in China

FEATURES

Simple and functional frame design
 1/2 to 1/3 the price of famous brands

- 01  Puncture-proof tire
- 02  Height adjustable seat
- 03  Lightweight and easy to handle
- 04  Handlebars with moderate resistance
- 05  Easy-to-operate brake
- 06  Back wheel to prevent clothes from getting caught in it

Baby Buggy

● Baby Buggy Fan Neo D



FEATURES

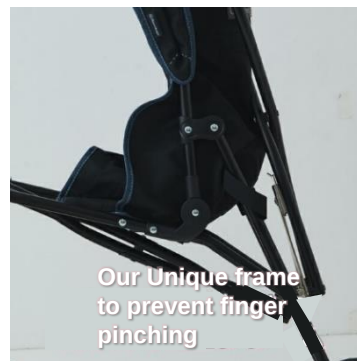
Large hood to
block sunlight



Our Unique frame
to prevent finger
pinching



Our Unique frame
to prevent finger
pinching



Larger tires allow the
stroller to be pushed safely



MATERIALS

Frame : Iron

Resin : PP, POM PA

Seat : Pes

Handlebar : PU

Wheel : EVA

Age : 7 months~24 months

Suitable weight : 12kg or less

Size (unfold) : W41 × D72 × H93cm

Size (fold) : W22 × D29 × H106cm

Retail price in Japan

¥3,999 (¥4,398 incl. tax)

Made in China

Accessories (Sold separately)

● Front Guard



Retail price in Japan

¥818 (¥899 incl. tax)

● Detachable Basket



Retail price in Japan

¥799 (¥878 incl. tax)

● Rain Cover



Retail price in Japan

¥899 (¥988 incl. tax)

Toys

- Drawing Pad de Smile COLOR
Retail price in Japan
¥ 999 (¥1,098 incl. tax)



- Baby Crinkle Book (Alphabet)
Retail price in Japan
¥ 449 (¥493 incl. tax)



- Storage Stool
Retail price in Japan
¥ 1,899 (¥2,088 incl. tax)



- Pretend Toy (Kitchen Set)
¥ 1,499 (¥1,648 incl. tax)



- Wooden Building Blocks 50P
Retail price in Japan
¥ 1,499 (¥1,648 incl. tax)



- Baby Rattle Ball (Ladybug)
Retail price in Japan
¥ 499 (¥493 incl. tax)