

Mozilla Firefox Plush – Rough Concepts

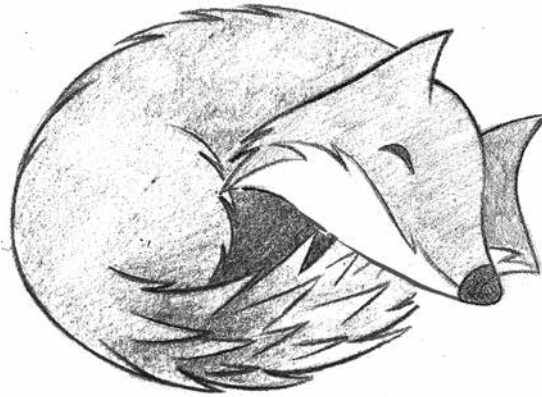
Sits roughly 8" tall, cute + a little stylized/cartoonified, designed for desktop display + huggability
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1a) Firefox "Sitting" (Browser)

Inspired by Browser logo



1b) Firefox "Curled & Cozy" (Browser)

Simulates pose from logo, without globe



2) Firefox "Cuteified" (Browser)

More cartoonified



3) Firefox "Foxy" (OS)

Mainly inspired by Firefox OS art intro'd at MWC 2013
(Could push this further & closer to Firefox OS fox)



4) Firefox "Anime" (Blend of Browser and OS)

Super cute and chibi!

Next Step:

Choose favorite concept, to develop further based on feedback.