The two volumes of Johanna Spyri’s Heidi – *Heidi: Her Years of Wandering and Learning* and *Heidi: How She Used What She Learned* – that were published by the Swiss publishing house “Silva” in the 1940s, have had a massive impact on the perception of *Heidi* in Switzerland until today. In my talk I want to explore the genesis of the first book from 1944, following the elaborate development process of the imagery by illustrator Martha Pfannenschmid (1900-1999). Pfannenschmid’s illustrations have shaped the image of *Heidi* in Switzerland, but they were also used as a source of inspiration for the Japanese Anime series in the 1970s. Silva’s marketing strategies will be presented along the development history of selected illustrations that also point toward the Japanese reception of this particular *Heidi* imagery.