



*Because every day is a gift.*

## **Mud Pie Spring 2017 Introductions**

*Bright New Collections in Kids, Living and Fashion*

**STONE MOUNTAIN (December XX, 2016)** – Mud Pie springs into the new 2017 season with beautiful new items for their award-winning collection of unique, affordable gifts and apparel. A show stopping line offering on-trend pieces, Spring 2017 is complete with baby & kid apparel and collectibles, head-to-toe fashion and accessories; and fabulous seasonal décor pieces for home and entertaining.

**MUD PIE KIDS** - Mud Pie's fun in the sun collections are the most spirited line of baby & kids ever with a dreamy assortment of colorful and classic styles, gifts and keepsakes. From glitzy or vintage, to playful or classic, this season's line includes special touches to make every occasion memorable – Birthday, Easter, even 4th of July. For little boys, it is capes, classic stripes, festive coastal appliques and gingham prints. For little girls, it is shades of pink, glitter and sequins, ruffles and tutus for dress up.

Mud Pie has expanded timeless favorites including Monogram Me, Flamingo and Easter; created charming new groups including Garden Rose and Oopsie Daisy; and added to glam collections like Moms & Minis and Dream in Glitter. The line features new original Mud Pie prints, colorful layered appliques, beach collections and new piece types. With sizes that range from infant to 5T, every piece was created with that special Mud Pie flair for another fun-filled season.



**MUD PIE LIVING** - Spring 2017 offers gorgeous new living introductions, and fabulous additions to tried and true favorites. The sun-filled season includes gift sets, home accents, tabletop décor, inspirational gifts, serve ware and more, all designed with this season's on-trend textures, color palettes, piece types and themes. As the flowers bloom, Mud Pie brings home "the blues" with new Mediterranean collections including Bungalow and Blue Fish-- each

unique piece is hand-crafted in Portugal. Mud Pie also adds to best-selling groups like the brunch line in Circa. Look for new piece types including throw rugs and shadow boxes.

Gifts that give back? Mud Pie is thrilled to support the American Cancer Society with a \$100,000 donation in 2017 to fund wigs for cancer patients. Proceeds from Mud Pie's new Paz\*itive Thoughts collection of inspirational gifts will help to increase awareness of the American Cancer Society's Tender Loving Care® (TLC) program and will fund gift certificates to help underserved cancer patients purchase wigs.

Additionally, Mud Pie will continue their partnership with the March of Dimes to help in the fight against premature birth, the number one killer of babies. The company will donate \$5 for every purchase of the exclusive March of Dimes Piggy Bank, in addition to the ten cent donation for all baby socks and soft headbands. Mud Pie has guaranteed a minimum donation of \$150,000 through the Give Today. Give Them Tomorrow. ® Campaign in 2017. To date, Mud Pie has donated \$512,500.

Visit Mud Pie Living for thoughtful and tasteful gifts for all the special moments of the season – all at attractive prices.



**MUD PIE FASHION** - Spring 2017 is focused on feminine details with flirty dresses for a day out on the town, flowy cover-ups for vacation, off the shoulder pieces for picnics in the park and breezy crochet vests for Sunday brunch. A fresh and versatile collection with thirty eight new silos translates to effortless everyday looks that easily transition from day to night. Within dresses and separates, it is fringe and scallops, flounce hems, jersey fabrics and hand-painted watercolor prints. Mud Pie's Resort 2017 collection is full of bright colors and unique tropical prints, perfect for a day on the boat or a beachside dinner. To round out the season, Mud Pie has new additions in bags and accessories with genuine leather clutches, trendy crossbody bags and dazzling jewelry. Spring fashion is memorable with gorgeous layering combinations and statement pieces all exclusive to Mud Pie, and at affordable prices.



For more information, please visit <https://wholesale.mud-pie.com/>.

**About Mud Pie**

Mud Pie is an award-winning manufacturer of innovatively designed and affordably priced gifts for the home and hostess, for babies and toddlers, seasonal and holiday gifts and a collection of fashion and fashion accessories. Many of Mud Pie's unique items are packaged ready-to-give and are available in over 16,000 specialty retailers and department stores. For more about Mud Pie visit <https://wholesale.mud-pie.com>. Mud Pie delivers the right gifts, at the right time, at the right price. Mud Pie...because every day is a gift.

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