



## PRESS RELEASE - WINTER 2009

premium . contemporary . organic . babies . children

### NEW & IMPROVED

In order to celebrate the re-release of the digitally remastered Beatles Back catalogue and the launch of The Beatles Rockband game, Green Eyed Monster has added to our own Beatles Range.

Green Eyed Monster has had such a phenomenal response to our summer Beatles Yellow Submarine range (including a request from the McCartney family!) that we just had to produce long sleeved versions of these stunning tee's. With such interest and demand in these 'hot of the press' tops they have become really exclusive so you'll have to be quick if you want to get your hands on them.

The Beatles **Yellow Submarine**™ new range of fully licensed Yellow Submarine product available now from [www.green-eyed-monster.co.uk](http://www.green-eyed-monster.co.uk) and exclusive childrens boutiques throughout the UK.

### **The Yellow Submarine**™ Long Sleeved top RRP £17.95 (1-2 yrs) £19.95 (2-10yrs)

The Yellow Submarine™ long sleeve tee in super soft grey marl organic jersey. We've given it a modern twist by scaling it right up as large as we could. If you look closely you can see the Beatles' heads at the porthole windows! The short sleeved version was a huge hit and this one will be too!!



The Beatles - Lucy in the Sky Long Sleeve Top

**RRP £17.95 (1-2 yrs) £19.95 (2-10yrs)**

In this seasons aubergine colour, this top also has bell shaped cuffs for a more feminine style. It features a striking still from the Lucy in the Sky with Diamonds sequence from the animated feature film **The Yellow Submarine**™. To further the theme we have embellished it with 'diamonds' from the CRYSTALLINE™ Swarovski Elements range, which are also Okotex approved.



The Beatles - Pop! Long Sleeve Top

**RRP £17.95 (1-2 yrs) £19.95 (2-10yrs)**

The ever popular design of its time! Featuring the faces of the Fab Four in a Pop Art style which is as relevant today as it was 40 years ago! Bright and colourful large scale design giving your child a cool and funky edge.



## SEASONAL FAVOURITES

Raymond Briggs The Snowman

**RRP Gloves £10.00 Hats £12.00 Scarves £22.50 Giftsets from £20.00**

**Available in Blue and dusty pink colourway**

Back by popular demand, our fairly traded hand crafted alpaca wool blend winter accessories are highly sought after hats, gloves and scarves. Our yarn blend is super soft, and very warm to keep your child snugly. They are even machine washable!



**The Snowman pyjamas**

**RRP £25.00**

Our Snowman Pyjamas are also making a welcome return perfect for chilly night and Christmas morning.

Individual items and gift-sets available - all are beautifully giftwrapped in tissue and embossed box complete with a Snowman postcard as standard.



## GREEN EYED MONSTER LAUNCHES SELECT SHOPPING WITH gem loves . . .

Green Eyed Monster takes great pleasure in introducing gem loves . . . an exciting new non-clothing shopping section of our existing website [www.green-eyed-monster.co.uk](http://www.green-eyed-monster.co.uk)

Green Eyed Monster has hand picked some really cool and contemporary products from exclusive UK design-led brands for your shopping pleasure. Each item has been chosen with our discerning Green Eyed Monster customer in mind and will compliment our clothing range, offering services and products which have ethical credentials as well as strong design, or are just too fabulous for us not to showcase.

We have road tested the brands here at the GEM offices, so it is with hand on heart that we can say gem loves . . .



gem loves... a range of specially selected cool and contemporary products for your delectation.

mama mio – skincare

RRP from £18.50

We are thrilled to have Mama Mio product, which is highly recognised as a brand to watch! Recommended by the likes of Vogue, You Magazine, Elle, Harpers, Hello! Tatler, Grazia, InStyle, Marie Claire, Eve plus many other magazines too many to mention this multi award winning range of skincare has us locking ourselves in the bathroom for hours at a time.

You'll find no nasties in the mama mio range, which is safe to use at any time from pregnancy stage to pensionable age. It is Paraben Free, Petrolatum Free, Sodium Laureth and Sodium Laurel Sulphate Free, Xenoestrogen and Phtalates Free, Colourant and Synthetic Fragrance Free and with celebrity devotees such as Nicole Kidman, Jessica Alba, Rachel Weisz and Milla Jovovich to name a few, you are in very good company.

Goto <http://shop.green-eyed-monster.co.uk/gem-loves-22-c.asp>

TOP TIP : Team mama-mio with clothing from the Green Eyed Monster baby range for the perfect mother & baby gift!



Boo boo baby – skincare for babies

RRP from £13.99

gem loves . . these clean and cute baby skincare products from Boo Boo Baby. They have been highly recommended by Grazia and Mother & Baby. Boo Boo Baby products are packed with the most ultra kind, safe and natural ingredients

that won't upset baby's delicate skin. They too have removed anything nasty so you'll find No Parabens, No Petrochemicals, No Sulphates, No Synthetic colours, No Triethanolamine (TEA), No Diethanolamine (DEA). What is more the gift sets include a fair trade rattle for baby to keep little one occupied while you're attending to business!

In handy travel and baby bag sizes or larger gift sets, there is something for everyone.

Go to : <http://shop.green-eyed-monster.co.uk/gem-lovesbaby-products-24-c.asp>

TOP TIP : Team with baby clothing from the Green Eyed Monster range for the perfect baby gift.



 Punk Rock Baby – preserving taste and style

RRP £9.99

gem loves . . . these re-worked lullabies for the parent fed up of listening to 'twinkle twinkle little star!' This selection of CD's from Punk Rock Baby have taken key music genres and re-recorded classic songs in a lullaby style. You'll find yourself humming along to the likes of Nirvana's Smells Like Teen Spirit, or The Clash's London Calling whilst baby gets gently lulled to sleep blissfully unaware of their burgeoning street cred!

There are 6 genres to choose from, rock, punk, hip hop, Ibiza, 80's and country – so there is something for everyone. A real Green Eyed Monster office favourite.

**TOP TIP :** Team a CD with an item of baby clothing for the perfect baby gift.

Olli & Lime – ethical, design-led bedroom accessories for children and babies.

RRP £15.50



At last a real design-led, ethical option for those of us who would like our children's bedrooms to have some design flair. gem loves . . . the retro inspired designs and colourways used by Olli & Lime for their bedlinen, baby sleeping bags and the rest of their range. The range is produced from organic cotton, the bedlinen and sleeping bags are 100% organic cotton sateen with thread count of 320 and the bib & burp sets have spunpoly lamb fleece backing. So they're not only stylish but ethically sourced.

**TOP TIP :** Team Olli & Lime product with Green Eyed Monster pyjamas or baby sleepsuits for the ultimate sleeping experience.

### ADDITIONAL PRODUCTS & SERVICES

RRP from £1.25

We have additional items to enhance the gifting experience from gem loves . . . There are Fuzzy Felt cards available which hark back to our childhood days, which have removable felt pieces for you to create different pictures – just like we did when we were little!

Or why not try our Beatles Yellow Submarine giftwrap service at £3.95, which will purchase the Yellow Submarine giftwrap and a Beatles card of your choice. We will hand write a personal message for you, wrap you Green Eyed Monster purchase and post it to the lucky person you are gifting it to. How easy is that!?

### JOURNALIST INFO

Product and lifestyle shots available on request in high and lo resolution JPEGs, PDF's, & Tiffs.

For further information on the full range or possible promotions then please contact the Green Eyed Monster offices:

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**contemporary organic & fair trade childrenswear**