PRESS RELEASE - BUBBLE – NEW FOR JANUARY 2010

Stand No VE10

premium . contemporary . ethical . babies . children

NEW LAUNCH of MOOMINS

Green Eyed Monster is thrilled to announce the launch of their new MOOMIN range exclusively at Bubble to mark the 65th anniversary of the timeless Moomin character! Created by Tove Jansson in 1945 the designs are as fresh and playful today as they were then. Her intricate style and bold colours lend much to the vibrancy and almost contemporary feel of the Moomin characters and the Moomin valley they call home.

The bold graphic nature of the Moomin brand really gels with the rest of the Green Eyed Monster range and we are delighted to introduce Moomin to a new generation of children for whom Moomin will be an exciting new adventure!

The Moomin range will be rolled out from March 2010 from www.green-eyed-monster.co.uk and exclusive childrens' boutiques throughout the UK.

MOOMIN ™ 'Happy Moomin' t-shirt

RRP £17.00 (0-6m, 6-12m and 1-2 yrs) £19.00 (2-6yrs)

This Moomin™ t-shirt fashioned from super soft organic jersey cotton in a vintage red colour for that retro feel. The design features the happiest most fun-loving Moomin image we could hope for. We've given it a contemporary twist by scaling it right up.

MOOMIN ™ 'Treehug'babygrow

RRP £19.95 (0-6m, 6-12m and 12-18m

This uber cuddly all-in-one in our luxury weight organic cotton will keep your gurgler warm and toastie. We have given this babygrow contrasting trim and stitch detail for a fun look. We love the Moomin Treehug design for a baby as he looks so full of love. This babygrow will be an absolute winner so we have increased the size range to include 12-18 months!

Footie 10 t-shirt

RRP £15.50 (1-2 yrs) to £17.50 (2-10 yrs)

Football t-shirts will be the garment of choice for child fans of the beautiful game, none more so than in 2010 as World Cup fever hots up! This bright red t-shirt pays homage to our national team in support for them but is such a great design that it will be a firm favourite long after the World Cup final has been played.

So strike to win with your child and make this t-shirt top choice to avoid being shown the red card!

More . . .

Carousel – long line pocket top

RRP £20.50 (1-2 yrs) to £22.50 (2-10 yrs)

This long line pocket top is absolutely perfect for all seasons as there are so many ways to wear it! Our carousel design features layers of carousel horses echoing the merry-go-round movement of the carousel itself. To make it even prettier we have glitter print detail and a gorgeous raspberry ground colour. There is wide neck and wide trim styling and two pockets for those special secret 'treasures' that can't be left at home.

What girl can resist the magic of the carousel?

Butterflies – long line pocket top

RRP £20.50 (1-2 yrs) to £22.50 (2-10 yrs)

Butterflies are big news for 2010 so we have translated this trend into our long line pocket top for the more fashion conscious girl. This delightful design is a perfectly girlie design and placed on a pretty turquoise ground, it is bound to be popular.

Team it with leggings or jeans, layer it with long sleeves or wear it with shorts for a more summery look, the quality and cut of this top will mean that your child will be wearing it for ages even with those inevitable growth spurts!

More . . .

DENIM

Cutey Shorts

RRP £24.95 (1-2 yrs) to £26.95 (2-10 yrs)

Shorts for girls are no longer reserved for the summer months, you can wear them with leggings or tights and a chunky knit on chilly days. These are right on the fashion button as they are short, cute and have extra detailing in the form of our Gem monster embroidered decal. Our uber cute shorts will be the sweetest garment in the wardrobe. Dressed up with pretty tops or down with t-shirts, however they're worn they are sure to be the envy of the playground!

Long Shorts

RRP £26.95 (1-2 yrs) to £28.95 (2-10 yrs)

These longer line shorts are the perfect apparel for the summer months. They have deep pockets for those important acorn or pebble 'collections' and cool stitch and rivet detail to make them stand out from the crowd! Look closely and you'll spot our Gem monster peeping up out of the back pocket with our monster pocket profile!

Slim Jim Jeans

RRP £27.95 (1-2 yrs) to £29.95 (2-7 yrs)

Not to be confused with skinny jeans, our Slim Jim Jeans are a contemporary twist on our classic Western Jean that strike the perfect balance between comfort and style. Create a cool edgy look with a GEM t-shirt and converse shoes which even Dads will want to emulate!

All denim is 100% organic cotton

More . . .

SEASONAL FAVOURITES

Raymond Briggs The Snowman accessories

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

Available in blue and dusty pink colourway

These are fast becoming winter favourites with stockists and customers alike especially with the freezing winter weather. Our fairly traded hand crafted alpaca wool blend winter accessories are highly sought after because their quality is second to none! We have hats, convertible gloves and scarves in dusty pink and classic blue on offer. Our yarn blend is super soft, and very warm to keep children snuggly not itchy. They are even machine washable!

The Snowman pyjamas

RRP £25.00 1-2 to 5-6 yrs

With The Snowman being one of the most recognizable Christmas characters our Snowman Pyjamas are also proving popular especially around the festive holidays as they are the perfect pyjama set for Christmas Eve 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.

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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