

Introducing Boo, The World's Cutest Dog™

GUND®, America's oldest soft toy company, is expanding the successful Boo line with the introduction of four new adorable items for the coming season.

Boo, an 8 year old Pomeranian dubbed by social media as "The World's Cutest Dog", is an internet sensation. Famed throughout social media for both his cute haircuts and fun outfits, Boo's Facebook page has notched up 12.5 million likes, Instagram records 351,000 followers and Twitter numbers some 2,212 fans. Search for Boo on You Tube and over 49,000 results will pop up, generating millions of views.

The latest Boo collection by GUND® includes three miniature versions of this lovable dog. Affectionately called Itty Bitty Boos, these small sized, collectibles feature Boo in various ensembles, including Boo wearing a bowtie and boxer shorts, Boo with a backpack that has his name embroidered on it, and Boo with a clip that can be attached to back packs, belt loops or anywhere else you can imagine. The fourth introduction is a standard size Boo with a festive flourish – he's wearing a stylish headband of Reindeer Antlers.



4044046
Itty Bitty Boo
019 Bowtie and Boxer shorts

4044045 Itty Bitty Boo
020 Backpack
SRP £9.95 each

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Please contact Customer Services: Enesco Limited, Brunthill Road, Kingstown, Carlisle, Cumbria, England CA3 0EN
Telephone: 01228 404022 Fax: 01228 404041 Email: uksales@enesco.co.uk

www.enesco.co.uk    