

## Beatrix Potter Plush collection unveiled by GUND

A brand new collection of plush soft toys, inspired by the characters from the iconic Tales written and illustrated by Beatrix Potter, is to be unveiled by the prestigious company, GUND, in January 2014. Signalling a unique collaboration between two heritage brands, both loved around the world, the launch will feature five of Miss Potter's most appealing characters in a range of sizes.

Beautifully made by hand in GUND's trademark style using soft tactile plush and with careful attention to detail, the charismatic **Peter Rabbit** leads the collection. He is portrayed in his famous blue jacket with pockets and buttons as drawn by Beatrix Potter in her charming illustrations for the Tale, which was first published in 1902. Made in three sizes and as a keyring, Peter Rabbit is joined by the adorable **Flopsy**, the capable **Mrs. Tiggy-Winkle** and the gullible **Jemima Puddle-Duck** in the same selection of sizes, and by a handsome **Benjamin Bunny** as a large and medium toy only.

Each plush soft toy reflects the character's unique personality and exquisitely recreates Beatrix Potter's original drawings right down to Benjamin Bunny's red and white spotted handkerchief and Mrs. Tiggy-Winkle's white cap, ensuring the collection will be highly collectable, as well as cherished by younger fans of the stories.

In keeping with the prestigious and much-prized qualities of the plush collection, hang tags for each soft toy have also been created. The small plush toys and keyrings will be sold together as well as individually.



*The image shows the 5 medium-size plush characters*

### Notes For Editors

GUND, founded in 1898 and America's oldest soft toy company, became part of Enesco in 2008. GUND produced the first licensed soft toy in 1924, when it acquired the rights to produce Felix the Cat and Popeye, and ever since has specialised in accurate recreations of many famous characters. Beatrix Potter's classic Tales have been treasured additions to nursery shelves all over the world for over 100 years. More than 250 million books have sold; the Tales have been translated into 35 languages and are sold in over 100 countries. For over 26 years Enesco has created ranges of Beatrix Potter-inspired gift and collectable nursery wares including homewares, photo frames and ceramic figurines.

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](mailto:uksales@enesco.co.uk)

[www.friendsofpeterrabbit.co.uk](http://www.friendsofpeterrabbit.co.uk)  
[www.enesco.co.uk](http://www.enesco.co.uk)