

New artisan-designed GUND collection... Studio G™

GUND is recognised in the industry for their innovative designs. GUND's Studio G™ is a quirky and cute line of personalities. They are silly creatures with a touch of whimsy. Each design features multi-texture and multi-fabric details with unique appliqué work which makes these playful animals perfect for all ages.

Three sub-collections are launching in January 2014, each characterised by the unique fabrics used and designed by different artisans to give the boutique feel that epitomises this collection.

UR Squared™: an array of animal characters to choose from in small and large plush featuring bold squared fabric contrasted with stripes and knits. **Woollock™**: four knitted animals (dog, cow, cat and owl) in vibrant colours with a real homespun appeal. **Check Out™**: as the name suggests, these quirky animals (monkey, bear, cow and rabbit) feature bold chequered fabrics alongside chunky corduroy and are available as small and large plush.

Studio G™ by GUND is a unique collection of stylized animals to enjoy for years to come!

About GUND

As pioneers of most of the soft toy developments you see today, GUND (America's oldest and most prestigious soft toy company, founded in 1898) is proud to have been the first company to develop an 'under stuffing' technique using super-soft materials, and the first company to produce a licensed soft toy.



From left to right:

4040359 Woollock Plush
(pack 3 assorted)
Height: 38.0cm
SRP: £22.00 each

4040343 UR Squared Large Plush
(pack 4 assorted)
Height: 35.5cm
SRP: £19.95 each

4040344 Checked Out Medium Plush
(pack 4 assorted)
Height: 40.5cm
SRP: £17.00 each



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