

## **Mud Pie Introduces Largest Collection Ever for Spring 2018**

*Inspiring New Every Day Collections in Kids, Home and Fashion*

**STONE MOUNTAIN (January 4, 2018)** – Mud Pie brings a fresh, delightful Spring 2018 line with beautiful new items for their award-winning collection of one of a kind gifts and apparel. An inspiring line offering the latest trends, Spring 2018 is created for the fashion forward gals, the entertainers, the home decorators, the mommas and their little ones, and most importantly, for the celebrators who enjoy the fine moments in life. With pieces for the holidays or every day celebrations, the line has products for any occasion with offerings in Home, Kids and Fashion.

**MUD PIE KIDS** – Adventure awaits with Mud Pie's brightest baby & kids collection ever, featuring a dreamy assortment of colorful and traditional styles, gifts, nursery décor and keepsakes. From playful or elegant, to glitzy or timeless, this season's collection includes detailed appliques and special touches to make every celebration memorable – Birthday, Easter, Baby Shower, Resort, 4<sup>th</sup> of July and more! For the boys, it's gingham, confetti speckle, camo, cactus prints, and coastal appliques. For the girls, it's mermaids, tassels, gold and sequins, florals, eyelet and ruffles.

Mud Pie has expanded favorite collections including Monogram Me, Marco Polo, Flamingo, Dream in Glitter and Mix & Match, and created stunning new groups including Desert Fun, Still Blooming, Sail Away and Nursery Décor. Look out for Mud Pie's latest collection, Classic Layette, designed with the more elegant and traditional customers in mind. Spring 2018 features new, original watercolor prints, charming layered appliques, resort wear and new piece types such as dolls, pre-walker shoes and a growth chart. With sizes that range from newborn to 5T, every piece is created with occasion in mind for another fun-filled season.

Looking to support the March of Dimes? Mud Pie continues its signature partnership with the March of Dimes to help fundraise through the sale of baby socks, soft headbands and a keepsake bank. Through this alliance, Mud Pie has contributed \$650,000 to the March of Dimes and has committed an additional \$150,000 through the end of 2018.



**MUD PIE HOME** – Stylish and versatile, Mud Pie Spring 2018 Home is designed with entertaining and gifting in mind. The warm weather season is filled with lively gift sets, home décor, tabletop accents, inspirational gifts, pieces for entertaining and much more, all specially designed for holiday and every day celebrations – Easter, gender reveals, dinner parties, weddings and barbeques. Mud Pie’s talented designers brought on-trend pieces to life with new collections including Cottage, Veranda, Retreat and Chateau and expanded customer favorites including Bungalow, Welcome and Circa. Look for new piece types, including lanterns, luxe throw and rugs, stunning glassware, and shelves.

Gifts that give back? Mud Pie continues its partnership with the American Cancer Society, committing to a \$100,000 donation in 2018 to fund wigs for cancer patients. Proceeds from Mud Pie’s Paz•itive Thoughts collection of inspirational gifts aims to increase awareness of the American Cancer Society’s Tender Loving Care® (TLC) program, which funds gift certificates to help underserved cancer patients purchase wigs.

Visit Mud Pie Home for tasteful, affordable gifts that help celebrate all of life’s sparkling



moments.

**MUD PIE FASHION** – Spring 2018 Fashion is designed for the style-driven gals, the fashionable mommas, and the value-conscious customer. The collection features feminine details with flirty dresses for a day on the town, bright cover-ups for the resort, off-the shoulder tops for picnics and every day basics for brunch. With vogue finishing pieces, go-to layering basics, and playful appliques, Mud Pie offers a one stop shop for your summer day, night and resort closets. Within dresses, rompers and separates, it’s tassel details, cold-shoulder silos, embellished bell sleeves, peplum hems and colorful prints. Mud Pie’s Resort 2018 is full of bright patterns, tropical prints, beach bags and sunhats perfect for a day on the boat or a beachside dinner. To round out the season, Mud Pie has new additions in totes and accessories with straw clutches, beach towels

and dazzling jewelry. Spring fashion is fresh and stylish with pieces entirely exclusive to Mud Pie, all at attractive prices.



For more information, please visit <https://wholesale.mudpie.com/>

#### **About Mud Pie**

Mud Pie is a lifestyle brand that creates delightful gifts to inspire all of life's sparkling moments. The company began in 1988 with 10 living items and has since grown into an award-winning manufacturer of baby & kids apparel, fashion & accessories, and home decor pieces, all designed to celebrate life's special moments. Mud Pie is based out of Stone Mountain, GA and is available in over 16,000 specialty retailers and department stores worldwide. For more about Mud Pie visit <https://wholesale.mudpie.com>. Mud Pie...because every day is a gift.

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