



It's an Early Spring for Mud Pie Kids

Stone Mountain, GA - (September 27, 2019) --The first frost has yet to fall, but there are signs of spring at Mud Pie. Mud Pie will debut their SPRING 2020 Kids Collection on Wednesday, October 2. This is the earliest kid's introduction ever for the company known for its adorable and affordable kids' and womens' apparel, décor and gifts.

According to Fred Pannek, President of Mud Pie, the decision was driven by retail demand. "Our retailers told us that they wanted to see Mud Pie before planning their spring displays," he said. "This earlier launch date gives them that opportunity." Mud Pie is known for creating themed collections that include apparel, gifts and décor. Buyers can expect hundreds of new styles for the upcoming season.

One of the novel themes this spring is a new group called "Fur Ever Friends," a layette collection featuring original illustrations of seven dog breeds, all inspired by the Mud Pie pups. Mud Pie is known for a dog-friendly office environment, so a combination of kids and puppies makes perfect sense.

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 décor 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 very day is a gift.

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