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FOR IMMEDIATE RELEASE

Mud Pie Launches 2023 Easter & Happy Everything Collections Early

ATLANTA – Sept. 1, 2022 – Mud Pie is pleased to announce the early launch of the brand’s Easter and Happy Everything collections. The collections, which typically launch on October 1 alongside Mud Pie’s spring women and kids lines, are launching on September 1 on wholesale.mudpie.com. The earlier-than-ever launch allows retailers additional time to shop the collections in anticipation of the Easter holiday on April 9, 2023.

The Easter launch includes themed home décor pieces and kids apparel and gift. Key trends include pastels, gingham, hand-painted ceramics, and classic Easter icons like eggs, carrots, bunnies, and florals. New piece types include kids bath bombs and plush doodle pillows.



Mud Pie’s best-selling Happy Everything collection has been given a completely new look and focuses on crisp white elements, sweet scalloped details, ceramics and marble. The collection has a classic, yet cozy look, and incorporates elegant pieces like fluted ceramic vases, scalloped tiered servers and a preserved moss wreath set.



Mud Pie founder and chief executive officer, Marcia Miller, notes, “We are delighted to present these collections to the retailers early, especially with the exciting new piece types we designed this season, and the whole new look for Happy Everything.”

For more information about Mud Pie’s 2023 Easter and Happy Everything collections, please visit wholesale.mudpie.com or contact a OneCoast Territory Manager.

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About Mud Pie

Mud Pie is a home décor and lifestyle brand founded in 1988 with 10 home items, and has since expanded to design, manufacture and distribute thousands of new products each season across three divisions: Home, Kids and Women. Mud Pie is a female-founded and operated company headquartered in Atlanta, GA, selling to over 16,000 specialty retailers nationwide and directly to consumers at www.mudpie.com.