



Press Contact:
Michelle Labovitz, Director of Public Relations
mlabovitz@mudpie.com
678-937-9696 ext. 199

FOR IMMEDIATE RELEASE

Mud Pie Launches Fall/Holiday Kids and Women Collections with New Sizes and Silhouettes, and Embraces LED Technology

Mud Pie also revamps promotional programs for current and new customers

ATLANTA – Apr. 1, 2022 – Mud Pie, leader in the gift, décor and lifestyle industry, announces the launch of the brand’s fall/holiday 2022 kids and women collections, alongside a revamped promotional sales program for both current and new customers.

Mud Pie’s fall/holiday 2022 kids collection introduces 16 new products that feature LED lights, including a Christmas camera that “sees” everything and reports back to the North Pole, My First Christmas Tree, and Halloween treat bags and costumes. Seven holiday games join Mud Pie’s kids gift range—more than ever before—including an inflatable reindeer ring toss set, a four-in-a-row wooden strategy game, a musical turkey toss, and a pass the pie game. Marcia Miller, Mud Pie’s founder and CEO states, “It was really important for us to expand our kids gift collection and include innovative technology like LED lights, alongside family-friendly games. With a culture that craves more family time than ever before, we felt it was important to design product that celebrates togetherness and embraces life’s special moments.”

Best-selling kids apparel styles return with updated, original prints, alongside brand new silhouettes, including a girls’ velvet party dress and a baby waffle hoodie two-piece set. Mud Pie’s well known family holiday pajamas are reimagined and include youth sizing—a new size offering for the brand. Family holiday PJs now range from sizes 0-3M through 12Y for baby and kids, XS-XL for women and S-XL for men.



This season's women's collection features several exciting developments including a major expansion of Mud Pie's ever-popular one-size range, along with new fabrics and silhouettes. 13 one-size apparel pieces were incorporated into this season's fall/holiday collection, compared to last year's six. Fred Pannek, President of Mud Pie notes, "One-size pieces have become increasingly popular among retailers who are looking to appeal to a broad audience with products that can be bought sans try on. We are excited to have developed so many outstanding pieces that are sure to be crowd-pleasers." This season's one-size offerings include six sweaters, six pieces of outerwear and one robe.

The brand introduces trending faux leather tops, corduroy jackets and corduroy raw-hem jeans. Wide-leg, elastic waist flares are a new silhouette for the brand, coming in two different colorways. For those keen on loungewear, a new style of leggings joins the collection featuring a crossover waistband and supportive fabric—great for yoga or casual workdays. Mud Pie's women's division ventured into chenille giftables for the first time in 2021 and has expanded the collection with apparel and loungewear, holiday stockings, a robe, sleepwear gift sets, and more.



Mud Pie is delighted to launch a new retailer promotional program that runs from April 1, 2022 through September 1, 2022. The program centers around tiered ordering with corresponding freight caps, priority allocation, and extended credit dating for qualified participants. Pannek notes, "Mud Pie has always understood the importance of small, independent retailers, and this promotional program will offer competitive incentives to new retailers as well as long-standing accounts."

For more information on Mud Pie's fall/holiday 2022 collections or the new retailer promotional program, please contact a OneCoast Territory Manager or Mud Pie customer service at 1-800-998-1633.

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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.