

COMING TO A STORE NEAR YOU IN SEPTEMBER...



Get set for a whimsical new collection of floral and polka dot prints, as Disney announces its first collaboration with Cath Kidston, which will launch on the 26th September exclusively in select Cath Kidston stores across the UK. The first collection will pay tribute to one of the world's most famous bears: Winnie-the-Pooh, as he celebrates his 90th anniversary.



You'll find the British bear and his loveable friends woven into the fabric of two of Cath Kidston's signature designs – Button Spot and Bramley Sprig - while their famous home is the star of new novelty print A Day in the Hundred Acre Wood. These beautiful prints celebrate the artistry, rich design and illustration heritage of both brands and have been used to create a unique, limited edition collection for home, kids, accessories and fashion.

The collection launches in September 2016, just in time for Winnie-the-Pooh's special 90th anniversary month in October, which celebrates 90 years since the first A.A. Milne story was published. Quite the milestone for the characters from Hundred Acre Wood, and what better way to celebrate?







The Winnie-the-Pooh range will go on sale on the 26th September in the following select Cath Kidston stores:

BELFAST, BIRMINGHAM, BLUEWATER, BRIGHTON, CAMBRIDGE, CANTERBURY, CARDIFF, CHESTER, COVENT GARDEN (LONDON), CRIBBS CAUSEWAY (BRISTOL), DUBLIN, EXETER, GATWICK SOUTH, GLASGOW GORDON STREET, HARROGATE, HEATHROW T2, T3, T4, T5, KINGSTON, LEEDS, LIVERPOOL, MANCHESTER KINGS ST, MANCHESTER TRAFFORD, MEADOWHALL (SHEFFIELD), METRO CENTRE, MILTON KEYNES, NORWICH, NOTTINGHAM, OXFORD, SOUTHAMPTON, ST PANCRAS (LONDON), STRATFORD WESTFIELD (LONDON), TUNBRIDGE WELLS, WESTFIELD (LONDON), WINDSOR, YORK AND PICCADILLY (LONDON).



Balloon Spot Foldaway Overnight Bag £40 Balloon Spot Bookbag £18 Balloon Spot Raglan Sleeve Dress £75 Balloon Spot Cotton Skirt £40

In a playful take on Cath Kidston's classic Button Spot print, Winnie-the-Pooh and his friends Tigger, Piglet and Eeyore have been cleverly fused into the original design to create the bespoke Balloon Spot. Winnie-the-Pooh's iconic balloon and red t-shirt provide bright pops of colour against the soft cornflower blue backdrop of this finely sketched design. Balloon Spot is featured across two beautiful fashion pieces, the Raglan Sleeve Dress and Slub Skirt plus an array of bags and accessories including the ever-so handy Foldaway Overnight Bag and classic Book Bag.



Winnie-the-Pooh is known for its rich story-telling heritage and this has been married with Cath Kidston's eye-catching and richly-detailed illustrative novelty prints.

See Winnie-the-Pooh and friends having fun picking flowers, playing around with balloons



and enjoying some honey in A Day in the Hundred Acre Wood. It's guaranteed to help make you smile, and the gentle colours mean it looks perfect on nightwear for both adults and kids. Add a cosy extra layer with the coordinating placement sweatshirt.







Bramley Sprig & Friends Cosmetic Bag £12 Bramley Sprig & Friends Modal PJ Set £40 A Day in the Hundred Acre Woods Brushed Flannel PJ Set £50 A Day in the Hundred Acre Woods Sweater £35



This Autumn, treat little ones to colourful pieces from the Winnie-the-Pooh x Cath Kids collection. The Balloon Spot print appears on tiny body suits and bundlers to keep baby cosy and a sweet three piece gift set for newborns, plus a super soft pram blanket and rattle duo. And make dinnertime fun with the cheerful melamine eating range, which includes a food tray, beaker and nursery set.

Find the hand-drawn design set against a fresh shade of yellow, lending pieces to be the perfect gift for any newborn boy or girl.





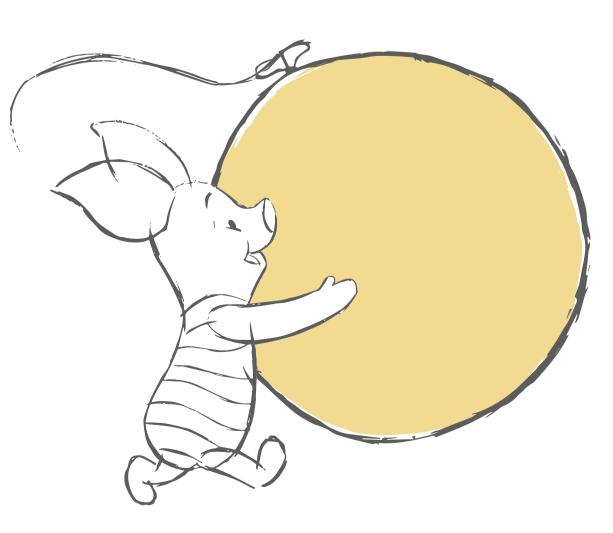
The Winnie-the-Pooh x Cath Kidston home collection showcases a soft white colourway as the backdrop to Balloon Spot print. Featuring pops of red, blue and green, the colour combination appears on special earthenware crockery. This is made for Cath Kidston from English clay in Stoke-on-Trent by British heritage brand and industry leader Royal Stafford, and is both microwave and dishwasher safe.

Homewares also feature Bramley Sprig and Friends print, a sweet new play on a familiar Cath Kidston floral that features Winnie-the-Pooh and Piglet playing amongst delicate blooms. Bramley Sprig and Friends can be found on soft home accessories such as tea towels and oven gloves, as well as on kids accessories and nightwear elsewhere in the collection.



Balloon Spot 3 Piece Starter Set £30 Balloon Spot Pram Blanket & Rattle Set £20 Pooh & Friends Placement Melamine Food Tray £6 Pooh & Friends Melamine Beaker £4





The limited edition Winnie-the-Pooh x Cath Kidston debut collection will be sold exclusively in selected Cath Kidston stores and online at cathkidston.com from 26th September 2016, only whilst stocks last.

FOR FURTHER INFORMATION PLEASE CONTACT PRESS@CATHKIDSTON.CO.UK

NOTES TO EDITOR

ABOUT CATH KIDSTON

Cath Kidston Limited, 'The Home of Modern Vintage', was founded in 1993 with a single store in London's Holland Park. The company has become synonymous with classic British design, and nostalgic style, offering a full range of lifestyle products across homeware, accessories, women's and children's fashion in unique and playful prints.

Cath Kidston began to expand into international markets in 2006 with the first Japanese store opening in Tokyo. Today the brand boasts over 200 stores worldwide with 69 stores and concessions in the UK and Ireland, and an additional 137 across Spain, France, Japan, South Korea, Thailand, Taiwan, Hong Kong, China, Singapore, Philippines, Indonesia and The Middle East. **CATHKIDSTON.COM**

ABOUT WINNIE-THE-POOH

Winnie-the-Pooh is the world's most famous bear, and has been beloved by children around the world for almost 90 years.
He appears in two storybooks – Winnie-the-Pooh and The House at Pooh Corner – and two poetry collections – When We Were Very Young and Now We Are Six – written by A. A. Milne and definitively illustrated by E. H. Shepard. With a rich storytelling heritage, the adventures of Winnie-the-Pooh and his friends in the Hundred Acre Wood represent friendship, simple joys and the curious and gentle nature of a child's imagination. For more information go to:
HTTP://WWW.DISNEY.CO.UK/DISNEY-BABY/WINNIE-THE-POOH

Readers can look forward to The Best Bear in All the World, an anthology of four stories, which will be published in October 2016 to mark the 90th anniversary of the first publication of Winnie-the-Pooh. Mark Burgess will illustrate the text in the style of original illustrator

E H Shepard and four authors - Paul Bright, Jeanne Willis, Kate Saunders and Brian Sibley – will write the stories. For more information about the Winnie-the-Pooh books visit: WWW.EGMONT.CO.UK/POOH