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Mud Pie Launches New Back to School Kids Collection Early and Debuts New Piece Types

ATLANTA – Mar. 1, 2022 – Mud Pie, a leader in the gift, décor and lifestyle industry, announces a March 1 launch of its 2022 Back to School line. The collection, which was historically introduced with the brand’s fall kids catalog, is being released mid-season so that retailers can get a head start on merchandising in-store displays before school begins in August. The Back to School collection debuts new piece types including four art folios outfitted with crayons and drawing pads, a 36-inch foldable alphabet puzzle, two embroidered school tote bags, and a ‘School is Cool’ plush book. Mud Pie’s best-selling apparel styles anchor the collection and have been updated with iconic school-themed prints and appliques. Additional consideration was given to incorporating a number of infant apparel pieces that cater to parents who commemorate the start of day care and pre-school, the way they would for older children in elementary school. Many of the apparel pieces, like the boy school tee and the apple t-shirt dress, were designed with monogramming in mind.

Mud Pie President, Fred Pannek, notes, “As school seemingly starts earlier each year, and parents are more prepared than ever to complete their shopping in advance, we felt everyone would benefit from a mid-season Back to School launch. Shipments arriving by the beginning of June mean that retailers will have more than enough time to merchandise inventory and serve shoppers around their busy summer vacation schedules.”

Pricing in the collection ranges from \$6.00 to \$16.00 and will arrive to retailers in early June. The Back to School collection can be purchased via Mud Pie’s eCommerce platform, wholesale.mudpie.com, or through 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.