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FOR IMMEDIATE RELEASE

Mud Pie Launches Fall/Holiday 2022 Home Line with New Collections and Focus on Reversible, Multi-Purpose Décor

ATLANTA – May 2, 2022 – Mud Pie, leader in the gift, décor and lifestyle industry, announces the launch of the brand’s fall/holiday 2022 home line, complete with two new collections, new piece types, and 25 reversible, multi-purpose décor pieces.

Mud Pie’s fall/holiday 2022 home line features two brand new collections: White Christmas and Make It Merry. White Christmas is a tonal white-on-white group with hints of forest green that evokes sophistication and coziness. Mud Pie’s in-house design team was inspired by those who opt for clean, neutral Christmas décor, as well as those who pair classic, white pieces with familiar reds and greens. Make It Merry is Mud Pie’s new whimsical collection and features Santa, reindeer and snowman icons galore. The collection is primarily red and green and introduces quirky new fonts and textures that give ceramics a one-of-a-kind look. All of the artwork in this collection is hand-painted, and the craftsmanship of the ceramics demonstrate the attention to detail Mud Pie has long been known for. Founder and CEO, Marcia Miller, notes, “We are thrilled to introduce these two brand new collections to our holiday repertoire. We feel that White Christmas and Make it Merry round out our product offerings and provide a fresh take on holiday serveware and décor.”



Versatility is the name of the game this season, with 25 products that can be displayed in more than one way. Mud Pie is introducing nine sets of reversible pillows, including the show stopping Four-Sided Holiday Pillow—a washed canvas pillow that turns for year-round use. The home collection also features four reversible wood plaques, four tin or canvas hanging holiday signs, four table runners, a set of placemats, a sponge holder, and a two-in-one dip dish/pedestal server. Vice president of merchandise, Lauren Brekke, says, “The move for more multi-purpose pieces comes as a solution for customers who want more bang for their buck. Having a single piece that can work throughout each major holiday this fall and winter is a huge win for us. I think retailers are going to be elated to see inventory that is so versatile.”



New piece types emerge this fall/holiday, like LED light-up gnomes, a mini pie skillet set, a cookie baking stamp set, a 'store bought' ceramic dip dish, cookie exchange tin, and milk carton for Santa. President Fred Pannek notes, “The product offerings this season are simply unparalleled. Our design and merchandising teams have gone above and beyond to produce stunning product at a remarkably affordable price point.”



For more information on Mud Pie's fall/holiday 2022 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.