



New collaboration between Beatrix Potter and Jim Shore brings Peter Rabbit and his pals to life like never before.

Contemporary gift retailer Enesco is proud to announce a brand-new collaboration between two of its biggest licensors to create a truly unique collectable offering. For the first time ever, Beatrix Potter is teaming with award-winning artist Jim Shore, to bring some of the author's iconic characters to life in a way that fans have never seen before.

Pairing the world-renowned classic brand featuring everyone's favourite bob-tailed bunny – Peter Rabbit – along with his furry friends, the nostalgia of Beatrix Potter meets the man behind some of the biggest and best names in collectable figurines, including Heartwood Creek and Disney Traditions by Jim Shore.

Sympathetic to the original artwork of Beatrix Potter's classic tales of Peter Rabbit and his friends, Jim Shore has applied his synonymous American Folk Art-inspired style to each figurine, featuring motifs, quilting patterns and small details inspired by nature.

The brand-new collection features figurines including Peter Rabbit, Mrs. Tiggy-Winkle and Jemima Puddle-Duck to name but a few, with each piece presented in a branded gift box. A perfect gift or self-purchase for any fan of Beatrix Potter memorabilia, as well Jim Shore collectors, pieces in this exciting new pairing are expected to sell out quickly.

For further information please contact

Helen.cottrill@enesco.co.uk

www.enesco.co.uk