

Usborne partners with Dennicci to launch *That's not my...* baby clothes with Mothercare

Children's book publisher Usborne have agreed a licensing deal with Paul Dennicci Ltd for a range of baby grows, pyjama sets and booties featuring artwork from their iconic '*That's not my...*' series of baby books. The clothing range will be available exclusively through retailer Mothercare – in store and online – from January 2018. Usborne's *That's not my...* books will be sold alongside the licensed baby apparel.



Christian Herisson, UK Commercial and Sales Director at Usborne, brokered the deal:

"That's not my... continues to be a phenomenal brand for Usborne Publishing, not just in the UK but worldwide. For all of those families who adore the books, this extension of the brand into baby wear is the perfect fit."

That's not my... clothing: at a glance

Four baby grow designs featuring artwork from *That's not my bunny...*, *That's not my car...*, *That's not my fairy...* and *That's not my puppy...* will be retailing at £16.00 each.

Two pyjama designs featuring artwork from *That's not my dinosaur...* and *That's not my unicorn...* will be on sale at £16.00 each. Each pyjama set comes with a Little White Mouse comforter, based on the character which features on every page of each *That's not my...* book.

PRESS RELEASE



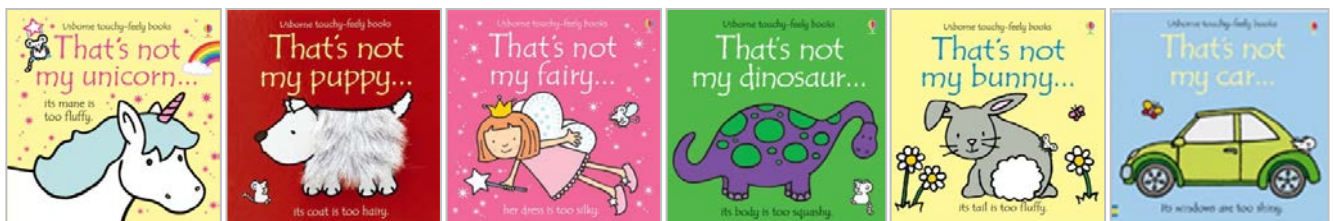
Two sets of booties featuring artwork from *That's not my puppy...* and *That's not my unicorn...* will be available at £5.00 per pair.

Each item in the range is appliquéd with touchy-feely elements to reflect the tactile nature of the books.

Paul Dennicci MD Andrew Farrow says: “We are extremely excited to be working with Usborne publishing on *That's not my... baby range for Mothercare*. We have really enjoyed creating these gorgeous baby clothes to compliment the iconic books.”

That's not my... books: at a glance

- Bestselling baby books
- 52 titles in the series
- Launched in 1999
- 5 million+ books sold in the UK
- 20 million+ books sold worldwide
- Sales worth £25million+ across the series
- Author Fiona Watt a UK bestseller alongside JK Rowling and Julia Donaldson
- Brand extensions include book and plush toy gifts sets and a nursery height chart



See the full range of *That's not my...* books at [usborne.com/thatsnotmy](https://www.usborne.com/thatsnotmy)



That's not my unicorn...

- 50th book in the series
- Launched in July 2017
- Straight to #1 in the UK Children's and Preschool Book Chart
- 18 weeks and counting in the UK Children's & Preschool Book Top 20
- 60,000 copies sold in first 4 months from publication

Mothercare are showcasing the new clothing range at an exclusive press event on Thursday 16th November.

Follow online: @usborne @PaulDennicciLTD @mothercareuk #thatsnotmy

For further information contact:

Anna Howorth, UK Marketing Director, Usborne Publishing | 0208 636 3734 | annah@usborne.co.uk