

## **Busy Peas – Sowing The Seeds For A New Generation**

### **Press Release**

Busy Peas is delighted to announce the launch of its highly original range of clothing, toys and books for babies, toddlers and infants aged between 0 and 5 years old.

The roots of this new business lie in the garden – with the aim of bringing fashion and education together, Busy Peas designs introduce children to fruit and vegetables at an early age, encouraging them to read and learn to grow their special favourites!

The Busy Peas product ranges feature five fruit and vegetable characters – Peat Pea, Tom Tomato, Carry Carrot, Stewart Strawberry and Gene Aubergine.

BabyPod features a vibrant range of clothing for babies from newborn to 18 months and PlayPod introduces the fruit and vegetable characters as a range of entertaining and educational books and toys.

Spring 2011 heralds the launch of two further ranges currently in production: MiniPod – a versatile collection of clothing for toddlers and infants aged between 12 months and 5 years and GrowPod, a practical and colourful range of gardening tools and accessories, which actively encourages children to learn to grow their own fruit and vegetables.

Managing Director and designer Jayne Liston said ‘The team at Busy Peas are tremendously excited as our official launch approaches. As a new business entering a competitive market, we have to offer our customers originality throughout our product ranges. We have created a brand, which although in its embryonic stages of recognition, growth and development, holds true to my primary objective in harnessing a traditional approach to designing for children’.

Busy Peas are exhibiting at The Baby Show, Earls Court, London between October 22nd and 24th and will be showcasing BabyPod and PlayPod on Stand C1. All products will be available for purchase at the show and thereafter on their website [www.busypeas.co.uk](http://www.busypeas.co.uk)

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For further information please contact:

Dee Evans

Director

Telephone: (44) 203 031 3309

Mobile: (44) 7767 376722

Email: [dee.evans@busypeas.co.uk](mailto:dee.evans@busypeas.co.uk)