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For Immediate Release

ENESCO GIFT LAUNCHES JANUARY 2014 PRODUCT LINES AT ATLANTA, CHICAGO, PHILADELPHIA AND LAS VEGAS

*Homefront Girl, Bea's Wees Are Latest From
Gift Industry Leader*

ITASCA, Ill., (Jan. 9, 2014) – New product introductions celebrating beloved movie and TV characters and a new collection honoring military families will be among the new items showcased by Enesco Gift, starting Jan. 7, 2014, at the Atlanta International Gift & Home Furnishings Mart.

Retailers can also see Enesco products this month at the company's new, permanent Las Vegas showroom, as well as at the Philadelphia Gift Show and the inaugural Windy City Gift Show.

Added to Enesco's perpetually successful Jim Shore, Britto and Disney brands, Enesco's 2014 introductions represent the trendy and the treasured, said Kathi Lentzsch, Enesco's chief merchandising officer.

"When retailers come to our showroom, they will see wonderful fashion accessories and giftables, especially Homefront Girl, which was designed specifically with military families in mind," Lentzsch said. "By combining these with our successful brands, retailers will continue to reach new audiences and increase sales."

New lines and products introduced by Enesco for 2014 include:

- **Homefront Girl** – From designer Gaby Juergens, wife of a career military officer, this brand offers female consumers the opportunity to express their pride and support for their heroes.

New products include ornaments, wall canvas, mugs, pillows, frames, plaques, and a colorful collection of fashion accessories.

- **Bea's Wees** – This whimsical line of miniature gnomes from designer Natalie Kibbe is the perfect little gift to express charming wee sentiments. Choose from Ev-wee-day Wees, Sweet Wees and Angel Wees, and more ranging from \$7.50-\$10.00 retail.
- **Anniversary Collection** – Special edition gift and décor items from honor the 100th anniversary of Rudolph the Red Nosed Reindeer and the 75th anniversaries of Gone with the Wind and The Wizard of Oz.

For more information and to order Enesco product, visit www.enesco.com.

About Enesco, LLC

Enesco, LLC, is a global leader in the gift, plush toy and home décor industries serving more than 40,000 customers worldwide. Enesco gift products include some of the world's most recognizable and emerging brands including Jim Shore, Disney, Gund, Department 56, BRITTO, Vera and lil'panda. Enesco distributes its products to a wide variety of specialty card and gift retailers, home décor boutiques, department stores, as well as large national chains and direct mail retailers. For more information, visit: www.enesco.com.

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