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Press Release

8th January 2020

Two iconic Aussie brands team up for *Bluey*'s first apparel range

BBC Studios and Bonds are delighted to announce the launch of the first line of *Bluey* children's apparel, available online and in store from 8th January. The Bonds x *Bluey* collaboration sees two iconic and much-loved Australian brands come together for a fun range guaranteed to delight fans of the animated series.

Created by Joe Brumm, *Bluey* follows the adventures of a lovable and inexhaustible six-year-old Blue Heeler puppy who lives with her dad, mum and four-year-old little sister, Bingo. In every episode, Bluey uses her limitless Blue Heeler energy to play elaborate games that unfold in unpredictable and hilarious ways bringing her family and the whole neighbourhood into her world of fun.

Families can bring some of the *Bluey*-inspired fun and imaginative play home with this collaboration starring Australia's favourite Heeler family. The range includes an adorable selection of baby and kids apparel, featuring Zip Wondersuits (newborn to 3 years) RRP \$29.95, sleep sets (1 to 10 years) RRP \$32.95, tees (3 months to 7 years) and stretchy chesty (newborn to 2 years) RRP \$14.95. Taking inspiration from the world of *Bluey*, all items feature bespoke hand drawn designs.

BBC Studios ANZ Licencing Manager, Nicole Chungue says, "We're thrilled to bring the first range of *Bluey* apparel to fans with this fun and playful collaboration with Bonds."

Bonds Head of Marketing, Kelly McBride says, "Our team wanted to create designs that reflected the fun, playfulness and adventurous spirit of the show. We hope our range is as lovable and endearing as Bluey, Bingo, Bandit and Chilli themselves."

A smash hit with families, *Bluey* is the most watched series ever on ABC iView with over 152 million plays and is the #1 children's series of 2019 on metro broadcast television in Australia.

The Bonds x *Bluey* range is available for purchase in store and online from January 8th 2020. Visit the [Bonds website](#) for more information.

High res images can be downloaded [here](#).

Bluey is produced by the Emmy® award-winning Ludo Studio for ABC KIDS and is co-commissioned by ABC Children's and BBC Studios. Both series received production support from the Australian Government through Screen Australia, and Queensland Government through Screen Queensland.

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NOTES TO EDITORS

About BBC Studios

BBC Studios, a global content company with British creativity at its heart, is a commercial subsidiary of the BBC Group. Able to take an idea seamlessly from thought to screen, it spans content financing, development, production, sales, branded services, and ancillaries from both its own productions and programmes and formats made by high-quality UK independents. Award-winning British programmes made by the business are internationally recognised across a broad range of genres and specialisms, including factual, drama, entertainment and comedy. BBC Studios has offices in 22 markets globally, including six production bases in the UK and production bases and partnerships in a further nine countries around the world. The company, which makes around 2,500 hours of content a year, is a champion for British creativity around the world and a committed partner for the UK's independent sector. Created in April 2018 by the merger of two existing commercial subsidiaries, BBC Worldwide and BBC Studios, the company has revenue of around £1.4bn. In the year to March 2019, it returned £243m to the BBC Group, complementing the BBC's licence fee and enhancing production programmes for UK audiences.

About BBC Studios APAC

Covering Australia, New Zealand and 23 countries across the Asia region, BBC Studios APAC is overseen by EVP Jon Penn. Operating from eight offices, with its main bases in Sydney, Beijing and Singapore, BBC Studios APAC comprises of Content Sales and Co-productions, Branded Services, Production, Format Sales, Consumer Products and Live Events.

The BBC Studios business in Australia and New Zealand wholly owns seven channels: BBC First, BBC UKTV, BBC Earth and CBeebies on Foxtel and Fetch TV in Australia; BBC Living (shortly to be replaced by BBC Brit) on Fetch TV; and BBC UKTV and BBC Earth on Sky TV in New Zealand. It distributes great British content from the BBC and other British producers to free-to-air, subscription channels and SVOD platforms and works with partners to bring BBC Studios DVDs, consumer products and live events to the local market. The production arm in Sydney produces BBC formats for the local market and creates new IP.

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About Bonds

Bonds has been helping Aussies be at their comfiest best every day for over 100 years. It's a brand that designs to bring imagination and colour to the things that make up Aussies' daily lives. Bonds is for people who are optimistic, genuine, inclusive and free-spirited – an outlook which is uniquely Australian, and loved across the globe. It all began in 1915 with George Bond, a man with a huge amount of energy and vision who first set up the company in Sydney as a small importer of women's hosiery.

Known predominantly as a wholesale company, Bonds traversed the retail landscape opening a successful online store in 2011, and began shipping to New Zealand, Canada, United States, Singapore, Hong Kong SAR China and the United Kingdom only a year later. Bonds opened 14 bricks and mortar stores in Australia between 2012 and 2013 and now operates over 150 locations, continuing to offer people from all walks of life feel-good items for great value.

bonds.com.au

About Ludo

Ludo is a multi-Emmy® and Logie award winning Australian studio that creates and produces original scripted drama, animation and digital stories that are authored by incredible local talent, distributed globally and loved by audiences everywhere.

ludostudio.com.au