

Barbour®



Barbour x The Snowman Christmas 2018

STRICTLY EMBARGOED UNTIL THURSDAY 1st NOVEMBER

AT 1700 GMT

“Maybe Just Maybe...”

Leading heritage and lifestyle brand, Barbour launches their 2018 Christmas campaign which this year is inspired by the much loved children’s book, *The Snowman*™. Created by renowned illustrator and author, Raymond Briggs, *The Snowman* celebrates its 40th anniversary this year. Adored by families across the globe, the book captures the wonder and innocence of childhood.

In partnership with Snowman Enterprises Ltd, in conjunction with Penguin Ventures (part of Penguin Random House) Barbour and *The Snowman* bring together a combined love of family tradition, spending quality time with loved ones and the joy of sharing memories and making new ones.

Barbour’s Christmas campaign is a 110 second bespoke film, made by The Corner London’s in-house production team Busk. It uses real life people to depict the impact that *The Snowman* has had on one family. Like the original film, it focuses on actions rather than words.

Synopsis

It’s Christmas Eve and little Evie is cosily watching *The Snowman* with her family. She then heads off to bed and drifts off to sleep dreaming of *The Snowman*. Christmas Day dawns and with it the crunch, glimmer and sparkle of a snowy day. Inspired by watching the film the night before, Evie ignores her presents and goes straight out to the garden, clutching her *Snowman* book, passed down from her father. Determinedly, she sets about building a beautiful snowman and then sits down to patiently wait for him to come to life. She waits and waits and as night descends, she continues to

believe that her snowman will come to life. Evie's father supports her with gentle encouragement and wraps her in his beloved Barbour jacket to keep her warm.

The film ends with a shadow flying over the house – has The Snowman come to life? Is Evie flying with him? Maybe just maybe magic has happened.....

The film features the cast wearing a mix of Barbour product including classic styles alongside Barbour x The Snowman licensed product exclusively produced in partnership with Penguin for this Christmas season.

Paul Wilkinson, Global Marketing and Commercial Director said "We are delighted to be partnering with Penguin Ventures to celebrate the 40th anniversary of *The Snowman*. It is a classic and much loved story which has become an established part of family Christmas traditions. In our film, Evie's enthusiasm and magical imagination really brings this story to life. It captures both the innocence of children and the nostalgia of adults. Everyone wants to believe that 'Maybe just Maybe', magic can happen."

Thomas Merrington, Creative Director at Penguin Ventures said "It was a pleasure to work with Barbour again this year for the 40th anniversary of *The Snowman*. In this film, the team have beautifully captured the wonder and excitement that both children and adults alike experience when snow falls and that Raymond so eloquently conveyed in his timeless picture book *The Snowman*. The film is both a celebration of a much-loved story and a reminder that magic is still possible. We're thrilled with the care and creativity that Barbour has shown in their execution of this entire campaign."

The Barbour x The Snowman Christmas collection will be available to purchase from Harrods, House of Fraser, Fenwick, Barbour.com and selected Barbour stores nationwide from 1st November 2018.

A special limited edition The Snowman pin will be given away with every Barbour purchase in store and online.

Watch the Barbour Christmas film at the link below.

<http://bit.ly/2COBVYb>

#BarbourChristmas

--End --

For Further Information on Barbour please contact:

Barbour Global PR Executive – Abigail Donaldson
E: abigail.donaldson@barbour.com
T: 0191 427 4207 / 07714564886

For Further Information on The Snowman™ please contact:

Jen Cooper, PR for Penguin Ventures
E: jcooper2@penguinrandomhouse.co.uk
M: 07771712149

Notes to Editors

About Barbour:

Originally established by John Barbour in 1894 in South Shields in the North East of England to provide protective outerwear to fishermen, sailors and mariners from the worst of the British weather, today, Barbour offers a complete wardrobe of clothes and footwear for men, women and children. Shirts, knitwear, trousers and accessories are now just as much in demand as Barbour's iconic outerwear. Barbour's collections now span from the best practical country clothing to the more urban fashion. There's a choice of different ranges for all ages and lifestyles, from technical sporting clothing to heritage fashion, all inspired by Barbour's archives and re-interpreted into modern, contemporary silhouettes.

The brand is a global success sold in over 40 countries worldwide including Germany, Italy, Spain, France, the US and Japan and holds three Royal Warrants from HM The Queen, HRH The Duke of Edinburgh and HRH The Prince of Wales.

About The Snowman™

The Snowman was created and illustrated by Raymond Briggs as a picture book, narrated entirely through hand-drawn illustrations and first published in 1978. Now one of the world's most popular picture books, The Snowman has sold in excess of 5.5 million copies globally and has been translated into 15 languages. The Snowman was adapted for screen by producer John Coates and was first broadcast on Channel 4's-inaugural year in 1982. The Oscar-nominated animation has been broadcast every Christmas since. The sequel, The Snowman and The Snowdog premiered on Channel 4 on Christmas Eve 2012. The Snowman™ brand enjoys an international audience with publishing, global broadcast, live events and a successful consumer products programme managed by Penguin Ventures (part of Penguin Random House).

Snowman Enterprises Limited (SEL) is a Penguin Random House company.

www.thesnowman.com

About Penguin Ventures:

Stories have always been at the heart of Penguin Random House, but now we tell those stories in new and exciting ways. Penguin Ventures brings together licensing, consumer products, TV production and live event strategies to find brilliant new ways to tell the world's favourite stories. Penguin Ventures look after brands such as The Snowman™ and the Snowdog, Beatrix Potter, Ladybird Books: The Vintage Collection, Spot, Flower Fairies, Hairy Maclary and Friends and Topsy and Tim. Penguin Ventures is a part of Penguin Random House.