



Classic Pooh

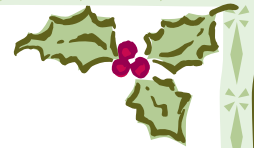
TM

Winter What-nots

Target Holiday 2005



©Disney. Based on the "Winnie the Pooh" works by A.A. Milne and E.H. Shepard.

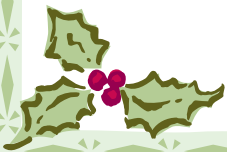


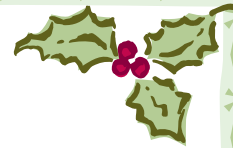
Winter What-nots

In the wee hours of an early December morning, well before the stars completely tucked themselves away, the season's first snowfall made its way to the 100 Acre Wood. Waking to see the landscape dressed in white, Pooh and his friends agreed the holidays had officially arrived. They spent the morning decorating their homes, wrapping gifts and trimming their trees. After unpacking their favorite winter toys — including Piglet's Very Special Red Sled — everyone bundled up and headed to the glen for an afternoon full of snowy adventures.



Classic Pooh's holiday theme celebrates the traditions of the winter season, where berry reds and sugary plums sit brightly against icy blues and mint greens. Shiny fabrics glisten with metallic threading and jeweled details, while caviar beading and velvet trim add a hint of texture to the collection.



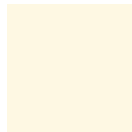


Color Palette

The Classic Pooh core palette is consistent through all seasons. Seasonal palettes reflect current trends and the time of year that product appears in store.



PMS® 578 U



PMS 9061 U



PMS 1215 U



PMS 463 U



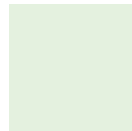
PMS 7426 U



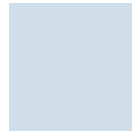
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PMS 5215 U



PMS 7485 U



PMS 5455 U



PMS 7490 U



PMS 574 U

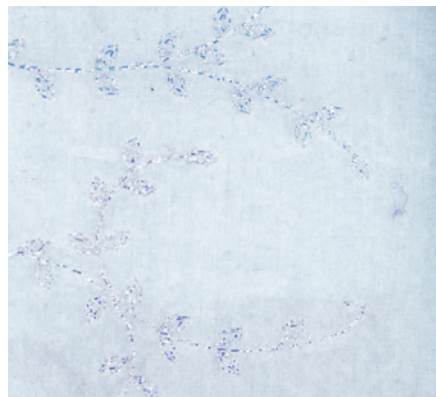
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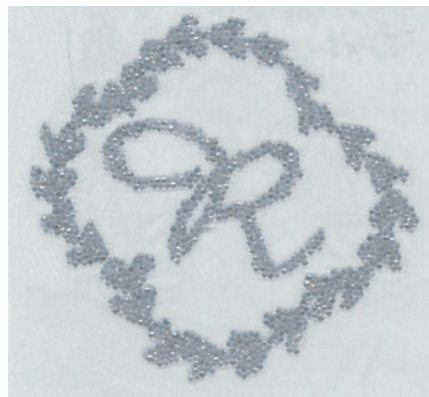


Key Fabrication and Details

The following are key components of the Holiday 2005 program and should be applied across all categories for continuity of the overall product offering.



Metallic thread



Caviar beading



Organza ribbon



Velvet ribbon



Jewel Details

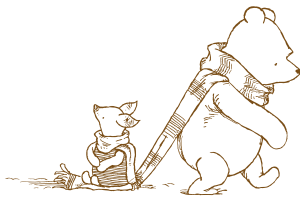




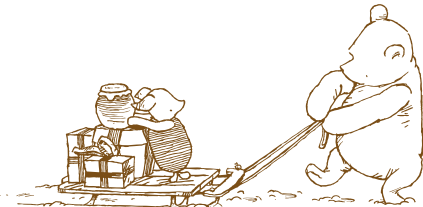
Classic Pooh™



Character Art



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H077002.eps



H077003.eps



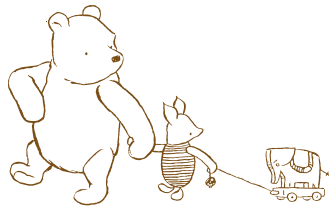
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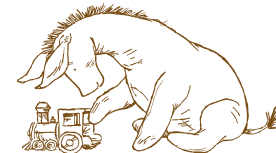
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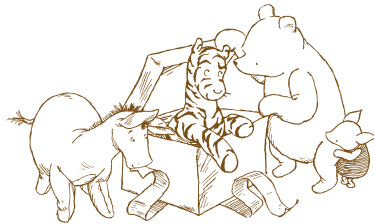
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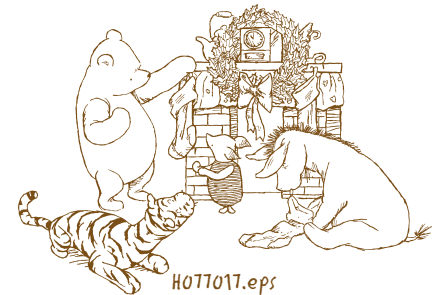
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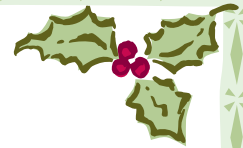


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Icons



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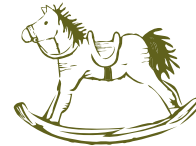
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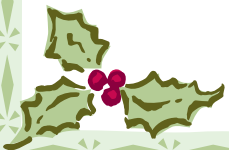
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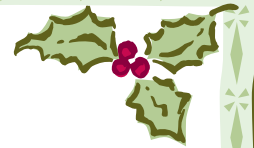


H077043.eps



H077044.eps





Baby's First Christmas Logos

To be used for badges and embroidery or imprinted on ornaments etc.

Choose the logo with the icon that best fits your product type.

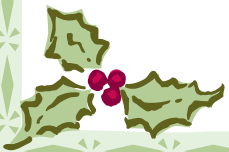
Logos may be colored to coordinate with product.

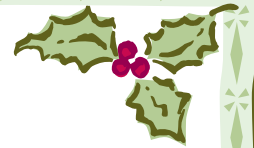


Baby's First Christmas

2005

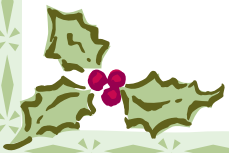
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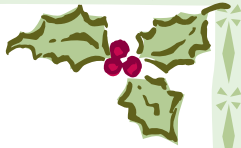




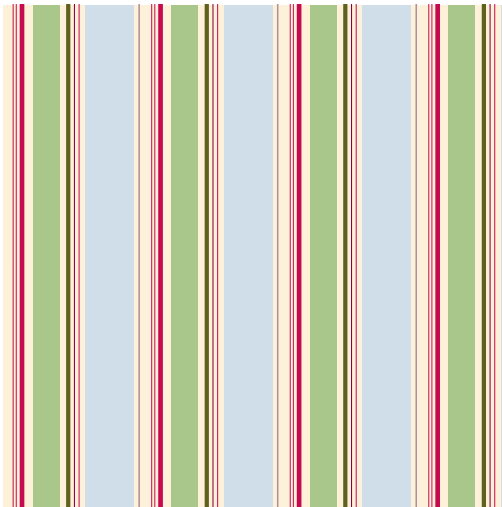
Editorial

Special holiday surprises
Sharing presents with special friends
A grand day for snowy adventures
Outdoor Hums for Snowy Weather
Christmas is wherever friends are
Together is the best way to spend Christmas
The wintery things we do
Rum-TUM-tiddle-um-TUM!
Toys and what-nots
A wintery wood





Design Direction



H077049.eps



H077050.eps



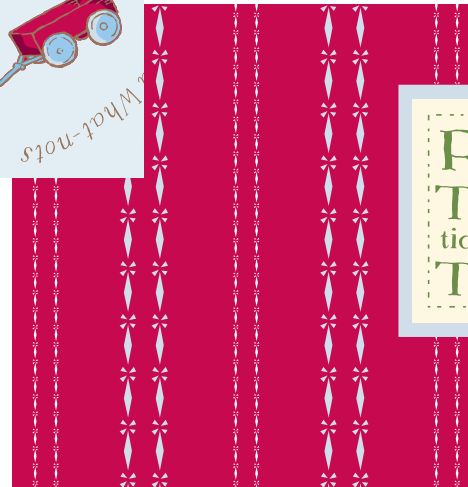
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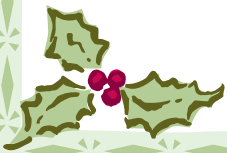
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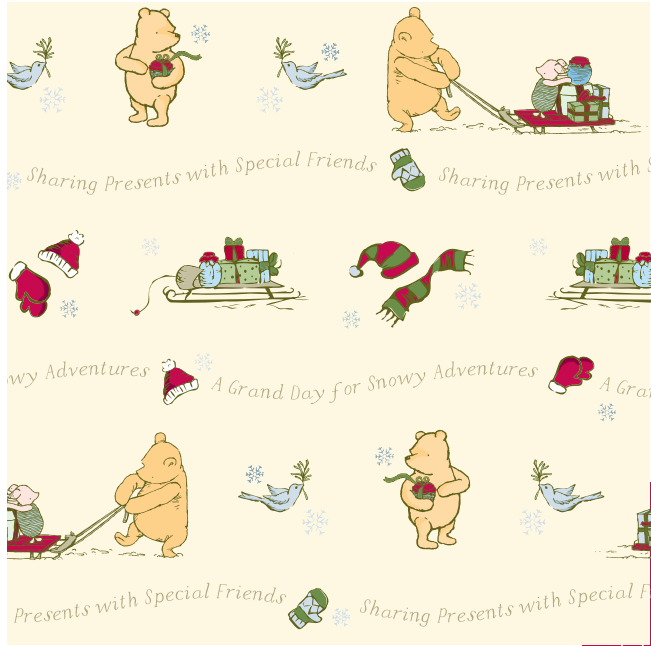




Classic Pooh™



Design Direction



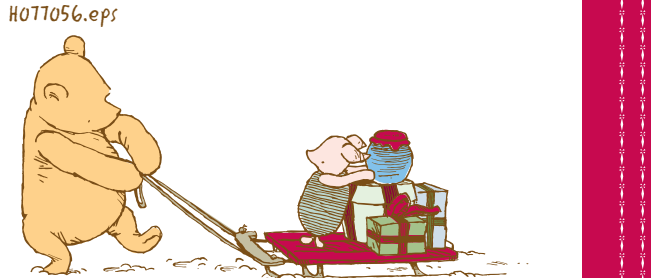
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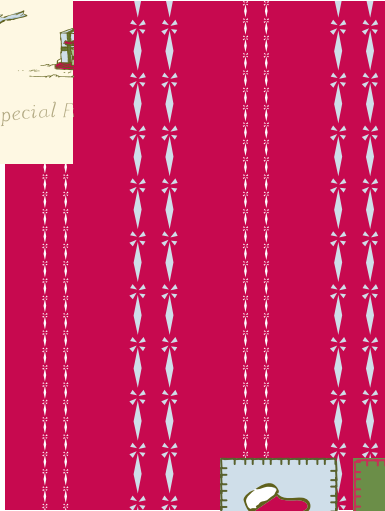
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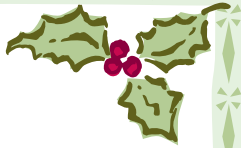


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Design Direction



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H077066.eps



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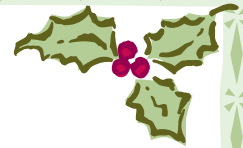


H077070.eps



H077071.eps





Branding

Logo



H077072.eps

Logo w/Tagline



H077073.eps

Woven Label

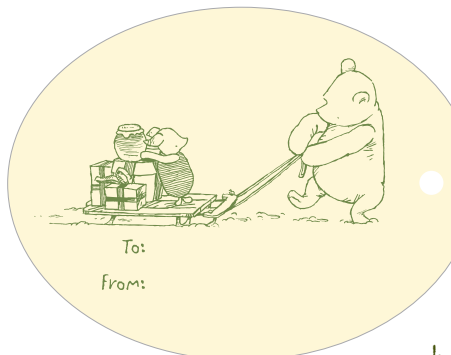


H077074.eps

Hang Tag



Outside
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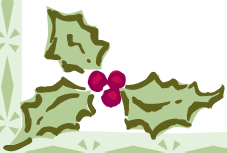
Inside
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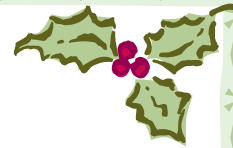


Ribbon-printed on natural herringbone twill

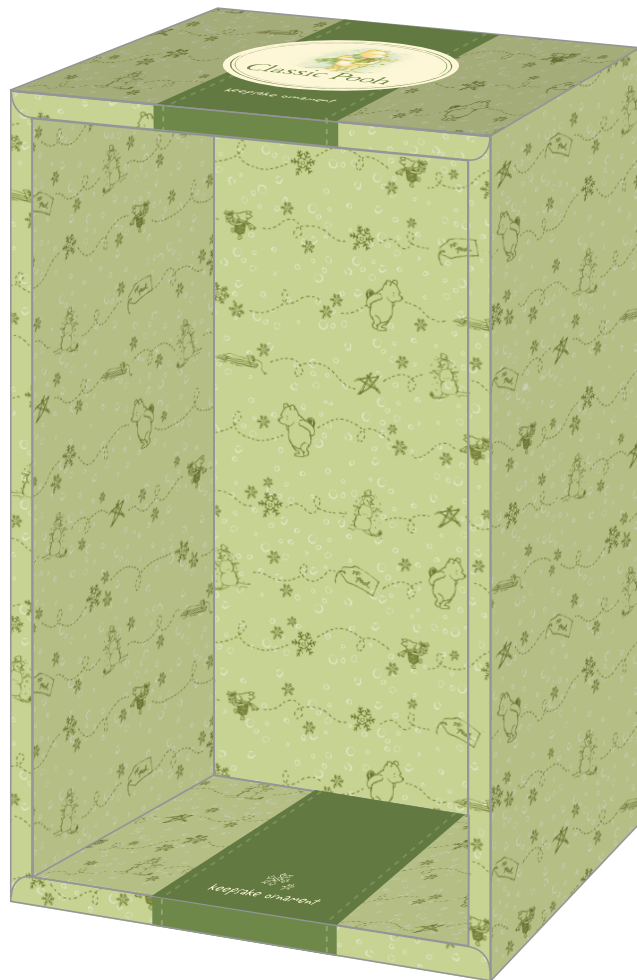


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Packaging

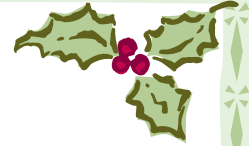


front



back





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