



Harajuku Hugs Brand Debuted by Build-A-Bear Workshop

January 16, 2013

Company introduces Harajuku Hugs Panda and fashions for stuffed animals in the popular Japanese style

ST. LOUIS--(BUSINESS WIRE)--Jan. 16, 2013-- [Build-A-Bear Workshop](#)[®] and Harajuku Lovers will launch "Harajuku Hugs", an exclusive line of fashions, beginning January 18 in stores in the U.S., Canada, United Kingdom and online at [buildabear.com](#)[®]. In 2005, music and fashion icon Gwen Stefani launched Harajuku Lovers – a brand that includes apparel, accessories, and stationary and reflects Gwen's love of Japanese culture and pop art. The much anticipated Build-A-Bear Workshop Harajuku Hugs Panda and first installment of bear-sized apparel debuted to the public in the Build-A-Bear Workshop Valentine's Day mailer.

Build-A-Bear Workshop and Harajuku Lovers will launch "Harajuku Hugs", an exclusive line of fashions ...

Build-A-Bear Workshop and Harajuku Lovers will launch "Harajuku Hugs", an exclusive line of fashions, beginning January 18 in stores in the U.S., Canada, United Kingdom and online at [buildabear.com](#). (Photo: Business Wire)

"I'm so excited to share the Harajuku Hugs line with everyone. This is the first time we've had the apparel available for stuffed animals and I hope all of the fashion loving kids out there have so much fun mixing and matching all the different styles on their Harajuku Hugs Panda," says Gwen Stefani.

Build-A-Bear Workshop has offered clothing and accessories for their furry friends since its inception in 1997. Throughout its history, the company has provided a fashion forward and relevant selection of stuffed animals, clothing, shoes and accessories; the new Harajuku Hugs brand is an extension of this tradition.

"We are so excited to work with Gwen Stefani on the exclusive Harajuku Hugs Panda and clothing assortment," said Maxine Clark, Build-A-Bear Workshop founder and chief executive bear. "Our Guests love dressing up their stuffed animals in trendy clothing so this line is a perfect addition to our fashion collection. Harajuku Hugs clothing looks perfect on the Panda and is made to fit all stuffed animals available at Build-A-Bear Workshop."

Guests can mix and match multiple looks and styles to create their own unique Harajuku look for their stuffed animals. In addition to the special Harajuku Hugs Panda (\$20) with pink and heart details, the assortment of fashion-forward products includes a graphic hoodie (\$7), heart dress (\$13.50), top and skegging set (\$13.50), "G I Love U" pajama set (\$12.50), "G" purse (\$6.50), bows (\$2.50), slippers (\$6.50), and a super cute pre-stuffed mini G doll (\$5).

About Build-A-Bear Workshop, Inc.

Build-A-Bear Workshop, Inc. is the only global company that offers an interactive make-your-own stuffed animal retail-entertainment experience. There are more than 400 Build-A-Bear Workshop stores worldwide, including company-owned stores in the U.S., Puerto Rico, Canada, the United Kingdom and Ireland, and franchise stores in Europe, Asia, Australia, Africa, the Middle East, Mexico and South America. Founded in St. Louis in 1997, Build-A-Bear Workshop is the leader in interactive retail. Brands include make-your-own Major League Baseball[®] mascot in-stadium locations, and Build-A-Dino[®] stores. Build-A-Bear Workshop

extends its in-store interactive experience online with its award winning virtual world website at bearville.com[™]. The company was named to the FORTUNE 100 Best Companies to Work For[®] list for the fourth year in a row in 2012. Build-A-Bear Workshop (NYSE: BBW) posted total revenue of \$394.4 million in fiscal 2011. For more information, call 888.560.BEAR (2327) or visit the company's award-winning website at buildabear.com[®].

TRADEMARKS

We would like to thank you for your interest in covering our business. As you write your story, we would ask that you use our full name: Build-A-Bear Workshop[®] and that when referencing the process of making stuffed animals you use the word “make” not “build”. Build-A-Bear Workshop is our well-known trade name and our registered trademark of Build-A-Bear Retail Management, Inc.

Build-A-Bear Workshop[®] should only be used in capital letters to refer to our products and services and should not be used as a verb.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130116005138/en/>

Source: Build-A-Bear Workshop, Inc.

Build-A-Bear Workshop, Inc.

Shannon Lammert, 314-423-8000 ext. 5379

314-556-8841 (cell)

ShannonL@buildabear.com

or

Jill Saunders, 314-423-8000 ext. 5293

314-422-4523 (cell)

JillS@buildabear.com