



Carter's Licenses John Lennon's Artwork for Innovative Line of Children's Clothing

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MORROW, Ga. – Carter's, the number-one brand of children's apparel, has licensed John Lennon's artwork to launch Carter's new brand theme, Celebrating Imagination, for children newborn to age six. The collection of drawings titled, John Lennon – Real Love for Children, was created by Lennon to visually teach his son, Sean, to read. The John Lennon – Real Love Collection will be available to consumers for the first time ever at department stores and specialty stores nationwide this summer. The licensing agreement was entered into with Yoko Ono through Bag One Arts.

The drawings are whimsical, innocent, highly creative and will delight parents and children. They chronicle Lennon's hopes and dreams for the kind of world he wanted his son to experience. They are a natural expression of his love for his child.

The clothing designs utilize art taken directly from John Lennon's original drawings. The layette line features whimsical zoo characters. Pink elephants, purple rhinos, multicolor buttons and snaps, rainbow embroideries and screen prints combine in innovative ways to bring this imaginative collection together. This zoo collection is featured on layette, bedding, nursery room décor, plush toys and more.

Other special designs that appear on pant sets, short sets, dresses and sleepwear depict Lennon's words and pictures including: "A Horse Laughing," "An Elephant Forgetting" and "A Frog Marching." A "Friends" print dress has a drawing of Sean along with his friends: a cat, a dog, and a horse. Other details include Lennon's signature, embroidered musical notes and the song titles, "Beautiful Boy" and "Little Flower Princess." The clothing ranges in price from \$8.00 to \$36.00.

"John Lennon's artwork and illustrations fit perfectly with Carter's new brand theme, Celebrating Imagination," said Fred Rowan, chairman and chief executive officer of Carter's. "These drawings were a gift of love from a father to a son. We now have a collection of high-quality children's apparel, accessories, room décor and other products that will share Lennon's legacy of imaginative thinking with millions of children and their parents. This collection contains the essence of the imagination Carter's wants to help foster in young children. Our Celebrating Imagination theme will manifest itself in everything that Carter's creates."

"These are special images," said Andy Cohan, representing Bag One Arts, "so we looked for a unique company to share them with and immediately thought of Carter's. The Carter's Real Love Collection features quality merchandise and shares John Lennon's genius and love as a parent with the world."

Known to millions of mothers and grandmothers, Carter's is the number-one brand for children, newborn through age six. In 1999, Carter's will sell more than 60 million units. It is the favorite brand for young children. Carter's has been recognized for more than 130 years for its creativity and innovation in design and product introductions.

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