



THIS LITTLE PIGGY WENT TO PRADA

Price: £12.95
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*'It all started with Madonna
– then came Elizabeth Hurley,
Kate Moss, Angelina Jolie...
Babies are the ultimate accessory'
Amy Allen, author*

THIS LITTLE PIGGY WENT TO PRADA

NURSERY RHYMES FOR THE BLAHNIK BRIGADE

Twenty revamped, tongue-in-cheek, name-dropping nursery rhymes, all wrapped up in a luxurious, baby-pink touchy-feely cover. With its super-chic front cover and beautiful illustrations, This Little Piggy went to Prada is an essential aid for new mums. It's politically incorrect, utterly frivolous and lots of fun. If the Sex and the City girls or Desperate Housewives had a baby shower, it would be top of the gift list.

A BOOK IS BORN

Glamorous socialite, successful entrepreneur and first-time author (and mother) Amy Allen has made poetry out of her inability to relate to pease pudding and attempts at talking fashion with a gurgling newborn.

TARGET AUDIENCE

The designer-nappy-bag generation. From footballers' wives to ladies who lunch, It mummies and mummies-to-be will find this the perfect bedside-table book. It's the ultimate literary purchase for lovers of Bill Amberg baby slings, Dior teddy bears and Kate Spade nappy bags.

FEELGOOD FACTOR

Every copy bought will see a donation made to Art Outreach, an organisation offering free art education in state schools in Singapore. Amy co-founded this two years ago when she was involved in the Singapore art business.
www.artoutreachprogram.org Charity Registration No: 01732

A BUNDLE OF JOY: WHY IT'S THE PERFECT GIFT

It is beautifully packaged in touch-me pink suedette fabric and silver foil writing. Spectacular colour illustrations by Eunk Yung Kang to coo over. Tongue-in-cheek humour to make mums smile, even when they're knee-deep in nappies.



WHAT'S THE OCCASION?

Baby showers – to go with the Dior rattle. Birthing presents – a momentary distraction from the pain of childbirth. Christenings – a novel alternative to the platinum spoon. Baby's first or second birthday – to complement the Jimmy Choo booties. Light evening entertainment – when mum's sick of Humpty Dumpty and all the king's men: it's not all about the baby!

HOW TO REACH THE BLAHNIK BRIGADE

An extensive six-month PR and marketing campaign will be targeting editorial in Vogue, Elle, Tatler, Sunday Times Style etc...

SALES

Full representation and distribution by Portfolio Books Ltd, Unit 5, Perivale Industrial Park, Horsenden Lane South, Middlesex, UB6 7RL

Title: This Little Piggy went to Prada

Author: Amy Allen

Illustrations: Eunkyung Kang

Format: 150mm x 10mm. Hardback. Full colour throughout

Pages: 50 pages



“Utterly materialistic and frivolous. Fabulous. No Yummy Mummy should be without it”
Karen Krizanovich,
journalist/broadcaster



FRONT COVER

THIS LITTLE PIGGY WENT TO PRADA

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SAMPLE SPREADS



CHRISTMAS
 A GREAT STOCKING-FILLER