

## Russ Berrie returns to the spotlight

By **Hibah Noor** on March, 3 2014 | Gifts & Children's Products



Having acquired Russ Berrie plush toys from Kids Brands in 2013, Larsen & Bowman Holdings Ltd is planning to relaunch the iconic brand at this year's Duty Free Show of the Americas (IAADFS).

The Russ Berrie 2014 Collection of stuffed toys will be making a comeback after lying dormant for a few years, says Larsen & Bowman CEO Myles Bowman. The company will be introducing a number of new product lines at the show, where innovative items such as Signature Bears, Li'l Peepers, and Yomiko Classics will be displayed at booth 1339.

"2014 is a critical year for us," says Bowman. The executive notes that Larsen & Bowman is looking to align itself with top executives to support its various initiatives, with the company also dedicated to developing and manufacturing its product line.

"Russ Berrie is back on the map in the best possible way."



