

Shaun is Back! TruffleShuffle relaunch Aardman's iconic 90's Shaun the Sheep bag!

Submitted by: Trufflesuffle

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[For immediate release]

To celebrate the launch of Shaun the Sheep Movie: Farmageddon, TruffleShuffle have 'spiced up' the 90's mini-backpack.

BRISTOL, November 4, 2019 - In the 90's amongst a backdrop of mini-backpacks, patches and scrunchies, Aardman's Shaun the Sheep bag became prominent when Spice Girl Emma Bunton was snapped with her very own. The cute wooly backpack instantly became a must-have accessory and a 90s fashion gem. So, to celebrate the release of the new Shaun the Sheep Movie: Farmageddon (<https://www.youtube.com/watch?v=RechCOkgOvl>), Aardman and retro brand TruffleShuffle have faithfully recreated a limited edition run of the iconic bag and it's looking baaaaarilliant!

About The Shaun The Sheep Backpack

One of Aardman's best-loved characters, Shaun first appeared in the Wallace and Gromit film 'A Close Shave' back in 1995 and has been a family favourite ever since.

No strangers to rediscovering nostalgic fashion trends Trufflesuffle were behind the relaunch of Mattel's cult Polly Pocket Bag. Aardman told us "Trufflesuffle are an official licensee for Wallace and Gromit (<https://www.trufflesuffle.co.uk/tv-shows/wallace-and-gromit>) and have a strong Instagram presence, so when they approached Aardman about re-creating the original Shaun The Sheep backpack, we knew they would be a great partner for the product".

If you were ever part of the nineties craze or just fans of the popular animated character, this wonderfully nostalgic Shaun The Sheep backpack (<https://trufflesuffle.co.uk/product/28166/shaun-the-sheep-backpack>) will have your whole family bleating with joy!

Specs (https://www.youtube.com/channel/UCuje_I7SPSSDPQC62ZKjMxQ)

- Plush fluffy backpack
- Made of polyester
- Adjustable shoulder straps
- 3D head and legs & eyes made of plastic
- Zip fastening
- Measures approx 40cm (h) x 30cm (w) x 4cm (d)
- 100% official Shaun The Sheep bag
- Exclusive to TruffleShuffle

Price (<https://trufflesuffle.co.uk/product/28166/shaun-the-sheep-backpack>): £24.99 GBP

#MySheepBackpack Campaign

In true 90's fashion Trufflesuffle will be encouraging creative fans the chance to customise their Shaun the Sheep Backpacks in return for prizes and a showcase on the best customised bags (dress, badge, colour etc). If you are an influencer with a fun engaged Instagram, YouTube or Facebook following contact iain for more information about getting involved with the #MySheepBackpack campaign.

Ends...

For additional press information, images or video content please contact Iain Matheson at TruffleShuffle
Tel: + 44 (0)117 982 8884 or email iain@trufflesuffle.co.uk.

About TruffleShuffle & Aardman

Proudly independent, TruffleShuffle (<https://www.trufflesuffle.co.uk/>) are a small team of 80s and 90s nerds who sell exclusive merchandise that brings the cult shows you love, back to life. The Bristol based brand also regularly team up with Licensors and fellow fans to create quirky limited edition collections, for fans by fans.

Aardman (<https://www.aardman.com/>) are an award-winning animation studio creating film, broadcast, advertising and interactive entertainment. The Bristol animators also distribute and license their own brands including Wallace & Gromit, Shaun The Sheep and Morph.

Trufflesuffle, "You Love It We Get It"

www.trufflesuffle.co.uk (<https://www.trufflesuffle.co.uk/>)

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