



Press Information

Frolicking around like Max in “Wild Things”, in the New POLOLO-Model

Berlin/Oberreichenbach, January 2010 - **POLOLO**, the German manufacturer of high-quality learn-to-walk shoes and slippers made from vegetably tanned leather, is introducing a special “Wild Thing” model just in time for the release of the movie feature *Where the Wild Things Are*, licensed by Warner Bros. **POLOLO's** co-director and lead designer Verena Carney has created a slipper in dark-brown leather that reflects Maurice Sendak's world-famous illustration style in its applications.

Franziska Kuntze, marketing co-director at **POLOLO**, is delighted with the cooperation: “We've known Maurice Sendak's book since childhood, we love the affectionate drawings and the charming story of Max' voyage to the Wild Things. We believe that the message of the book - be creative, be curious and keep an open mind - is a perfect fit with our philosophy: Children can take their first steps and explore the world with a child's eyes - well-protected in soft leather - with our shoes. The opportunity to develop a model specifically for the movie that brings the wonderful spirit of the book to the silver screen fills us with joy.”

The special **POLOLO** model with the striking monster appliqués and the „Aaaarrghh“ monster yell is available from January 2010 in eight shoe sizes (sizes 18/19 to 32/33) in select shoe and children's stores in Germany, Austria, Belgium, Luxembourg, The Netherlands, France and Switzerland.

The shoe manufacturer **POLOLO** processes only high-grade, vegetably tanned Nappa leather, not chrome-tanned leather as in conventional manufacturing. The production of the shoes is guided by environmental concerns from the transport of the animal skins to the disposal of tanning agents. The meticulous manufacture of learn-to-walk shoes and slippers in Germany and their eye-catching looks even won over consumer groups Ökotest („good“, 1/2005) and Stiftung Warentest.

Where the Wild Things Are was created by the US illustrator and children's book author **Maurice Sendak** and first published in 1963. Screening of the new movie, directed by cult director **Spike Jonze**, commenced in Germany in December 2009.

More Information on **POLOLO** (manufacture, leather, collection, list of retailers) at www.pololo.com

More Information on the movie: www.warnerbros.de/wherethewildthingsare



WHERE THE WILD THINGS ARE

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