

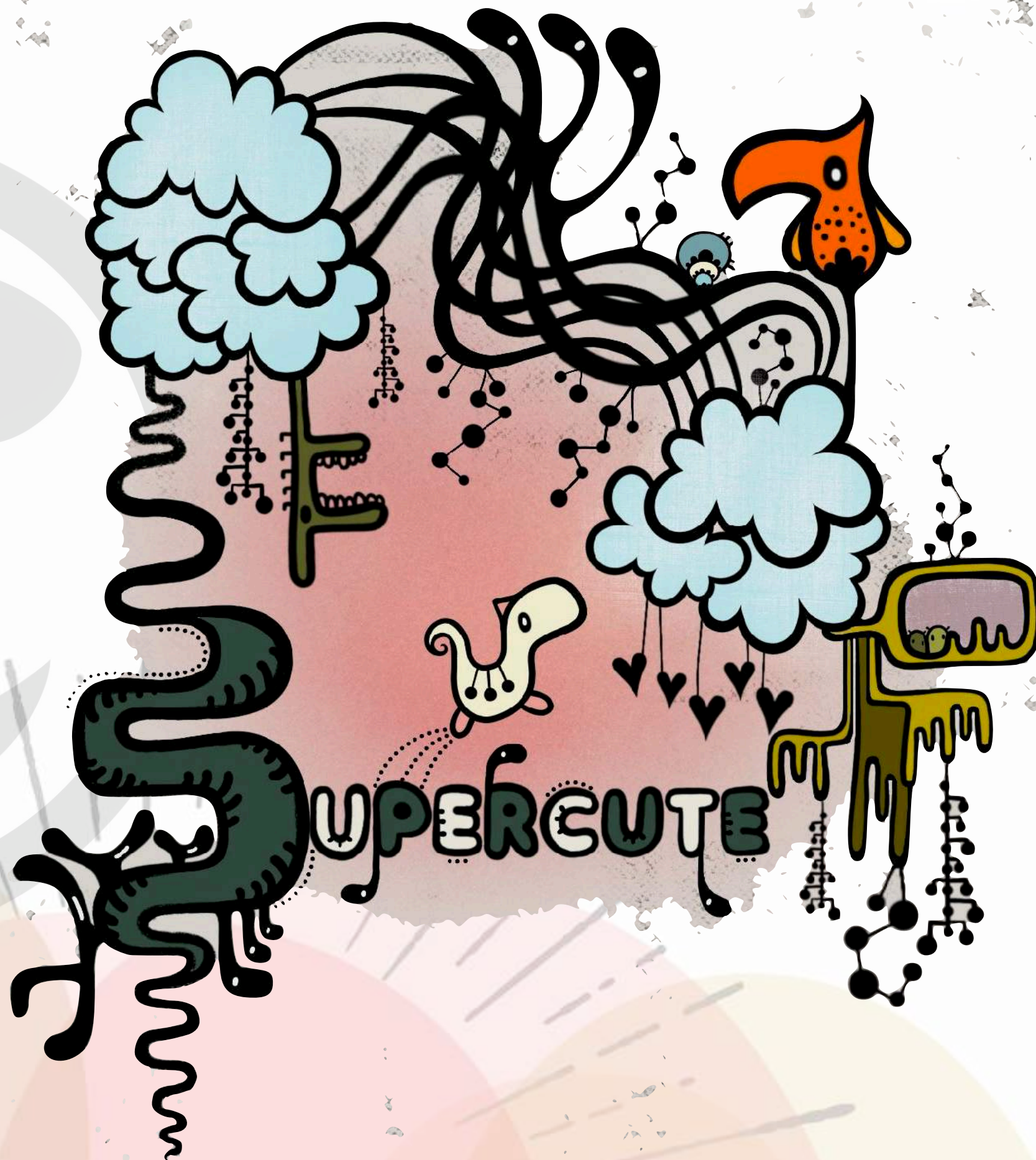


PLAYFUL. VISIONARY. SUPERCUTE™.

CUTE | KYŌOT |

ADJECTIVE

1. ATTRACTIVE, ESP. IN A DAINTY WAY; PLEASINGLY PRETTY
2. AFFECTEDLY OR MINCINGLY PRETTY OR CLEVER; PRECIOUS
3. MENTALLY KEEN; CLEVER; SHREWD





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afterLife

They live in a parallel dimension just beyond our own. They are the eternal souls of all those who have come before us. They need our help and we need their's.

catchoo afterLife

after crossing over the valley of death my spiritual energies magnify for you... i am the immortal unbroken spirit and special presence that you seek and long for. i'll be your friend, your guide, your comfort and love. look for the signs, they're here and there and everywhere as gentle reminders that i am with you always and forever. these are the connections to the supernatural spirits and afterLife.







Six socially awkward friends hang out, talk trash and dream about the good life as they write and record songs for their first album.

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DISCHORD



I.O.U. band members

Karma: Lead vocals
OCD

Bi-Bi-Bunny: Vocals
bisexual, bi-polar

T.T.T.: Lead guitar
Tourettes, sleep apnea

SourPussy: Keyboards
manic depression, hyperhydrosis

PolyPolly: Drums & backing vocals
psychopathic tendencies, pansexual

SssamSssnake: Sssynthesizer, danssse
sssizophrenia



DISCHORD!



The world of Discord revolves around a musical band called I.O.U. (In and Out United). The band members are young, wild and free misfits. They talk trash, they constantly question the meaning of their existence and push back against authority figures. When boredom sets in, their misdemeanours are usually unintentional harmless pranks. Their musical jam sounds horrible and off key but yet they have catchy hooks and rhymes.





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Y I A !

DISCHORD

catchoo

DISCHORD



DISCHORD



DISCHORD DISCHORD DISCHORD

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THE



©mmmmmm

BUDS



Five chill eternal creatures travel the world in search of the perfect place to mediate.



BAEJO

here comes double troubles!
seemingly harmless, baejo and his trustworthy sidekicker boxer is always scheming their next funny prank.
favourite colour: green
favourite food: berries
favourite saying: eventually, everything connects



MISS ALEXANDRIA RÖCHELLE FOTHERGILL

NICKNAME: TIPSY

most courageous and undeniably the most daring of the bunch.
she has sweet, soft giggles and an innocent sense of wonder.
favourite colour: pink
favourite food: tiramisu
favourite saying: i should be more worried but i'm a yogi, so ya nothing really matters



BABBLE

constantly conversing and connecting with others, endless positivity, puns and words of wisdom. he's thoughtful, courteous, joyful and huggable.
favourite colour: blue
favourite food: tacos
favourite saying: bring it ommm...

always hungry and often hankious, but when content and their belly is full watch this little yogi shake its booty!
favourite colour: brown
favourite food: chocolate and popcorn
favourite saying: let's make our next meal the priority here



PINKON



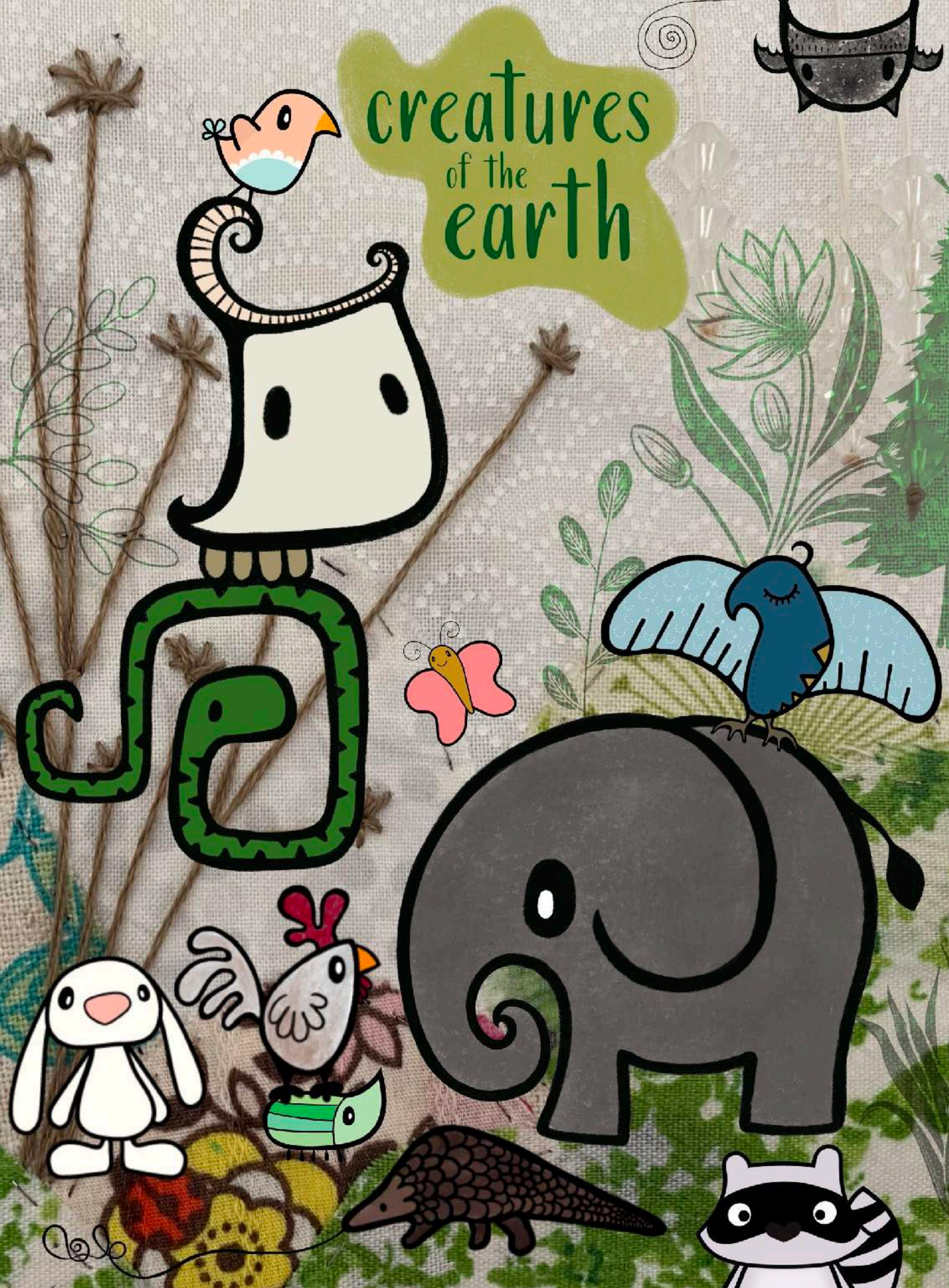
PEPLUM

the most likely one to find joy in the finest detail. true believer in magic and the good in everything. curious, happy and lives with integrity.
favourite colour: purple
favourite food: jelly beans
favourite saying: do the right thing

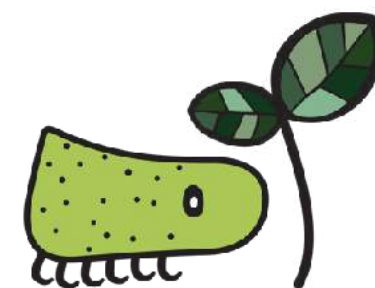


creatures of the

EARTH



creatures of
the earth and
the superbug
collection.
Developing
delightful,
entertaining and
interactive
stories within
their domains.



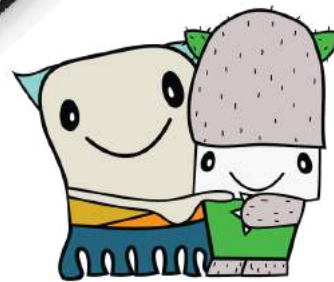
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Best Bedtime Story Book
Today's Parent Magazine 2018



Christy Robertson and Cat created Mind Snugglers to guide young children to see the good in themselves, in others and in their daily lives. Their first book was published in 2016. A Happy Snooze is bedtime book of gratitude and good thoughts to end the day in a positive way.



Be Thankful

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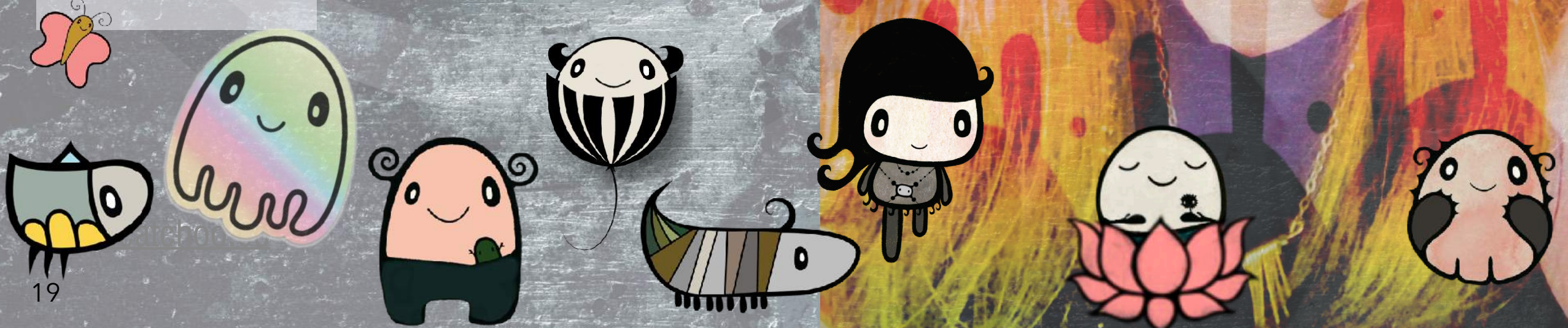


Catchoo is an artist, designer, illustrator, influencer and obsessive sticker collector. Her work effortlessly crosses genre, style and format, often fusing pixels, paper, needles and fabric and melding it together with influences from the worlds of pop art, kawaii and fashion. Her first book *Mind Snugglers* was named Best Bedtime Storybook of 2018 by Today's Parent Magazine. *Mind Snugglers* wove principles of mindfulness into a simple narrative about a motley squad of lovable characters as they get ready to go to sleep. The hardcover picture book was self-published and sold at retail and online in both Canada and the US. *Mind Snugglers* recently sold out of its first printing.'

Catchoo created the concept of SUPERCUTE™ to describe the approach she takes to her art practice: the pursuit of deeper meaning and purpose through the eyes of quirky, fun, whimsical creatures and the terrain of richly textured yet accessible and approachable story worlds. A crucial part of Catchoo's mission is to help bring light to challenging issues and to take stands on meaningful principles. Catchoo embraces one love and love for all.

As a tastemaker and curator, Catchoo has in a short time attracted a social media following of almost 275,000 on Pinterest.

Catchoo is currently developing several new story universes and developing partnerships and collaborations to help bring them to life in new ways. She is especially interested in the use of emerging technologies like XR to enable dynamic and responsive narrative experiences. She is also fascinated by the potential fusion of fashion, art and play to innovate social interactivity and storytelling embedded into textiles and home fashion products. Catchoo would much rather be drawing than writing her own bio. Catchoo would rather be drawing than doing pretty much anything else in the world. She also loves stickers.





CATCHOO & CO.

catchme@catchoo.co

www.catchoo.co



HIGHNESS
Bespoke Business Ambassadors™