

IT'S ALL ABOUT MIMI The must have accessory

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"Darling, this is where *Mummy* plays."

IT'S ALL ABOUT MIMI is a handbag-sized book of over 100 cartoons that lives up to its name - it really is all about **MIMI**. **MIMI** is a delightfully sharp and witty fashionista whose greatest fear is losing her sunglasses whilst her favourite shop is Bond Street - not just one store but all of it! **MIMI** does what she wants when she wants and does not let having a baby get in the way. Gloriously entertaining **MIMI** is as self-indulgent as she is funny – to be published on **THURSDAY 24 OCTOBER 2013**.

Portrayed through **DENISE DORRANCE**'s hilarious illustrations, **IT'S ALL ABOUT MIMI** tells the story of a modern woman trying to

balance life as a stylish shopaholic and a mother - considering her desire for minimalism and all things chic, it doesn't come naturally, leading to wonderfully funny scenarios.

IT'S ALL ABOUT MIMI is the debut book from acclaimed cartoonist **DENISE DORRANCE** and came to fruition from an online Kickstarter campaign which saw literally hundreds of **MIMI**'s already loyal fan base participate in its publication.

DENISE DORRANCE says, "I got **MIMI** in the first couple of sketches. It started with the big black sunglasses, her signature - and since she only wears black I thought it funny if the baby only wore black too. Coming up with a name for the World's Most Selfish Mum was simple - if you say it like 'Me Me', it makes perfect sense. The humour was easy to tap into - all around me were stylish women in designer clothes living in chic interiors who were trying to adapt to life with prams, hideous nappy bags and mess. That's the essence of **MIMI**. Here is this modern woman, a minimalist in style, who has to find a way to fit a baby into her world. So what does she do? She doesn't change a thing - she puts the baby in her handbag and off they go!"

IT'S ALL ABOUT MIMI is the must have accessory for anyone who loves fashion, art or wants a how-to guide for life from **MIMI**'s stylish perspective. Joyfully loveable despite her 'Me Me' attitude, **MIMI** is this year's hottest addition to any handbag.

Dropbox link to HQ cartoon for press use: <https://www.dropbox.com/s/hrif79vuh5tmntl/Dorrance%20for%20press%20release.jpg>

Extent: 160 pages (Posh Paperback)

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