



PRESS RELEASE

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European Retail Phenomenon 'Gorjuss' unveils Debut Animation

Already boasting a mass of captivated fans worldwide, licensors **SANTORO** are poised to catapult their convention-defying character brand into its next phase of world domination.

As society races faster and louder towards modernity, **Gorjuss** is a nostalgic reminder of the human psyche; a gentle nod to our childhood courage, hidden insecurities and innermost thoughts.

'Little Luna' is the very first Gorjuss girl to be brought to life; manifesting a nuanced yet inspiring narrative to dream big and defy expectations.



Closely collaborating with boutique animation studio Hamland Entertainment as their debut project, the short celebrates the value in creating meaningful content that is engaging by nature and above all, exquisitely captivating.

Envisioned as a series of heartening bedtime stories for children and adults alike, this first episode is setting the stage for even more 'gorjuss' things to come.



" We wanted to build a cinematic world in which Tim-Burton-meets-Hello-Kitty, capturing the essence of what makes Gorjuss so unique."

TARA STRICKLAND,
CO-FOUNDER, HAMLAND ENTERTAINMENT
HEAD OF DESIGN, SANTORO

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