



Snuggie®

The
Snuggie®
Brand

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**85% BRAND
AFFINITY**

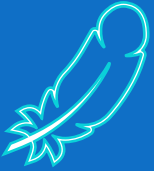
**68% PERSONAL
PURCHASE INTENT**

**73% GIFT
PURCHASE INTENT**

**High Demand For
Additional
Snuggie® Products!**



Hands Free



Total Comfort



Freely Move

In 2008, Snuggie® became a pop-culture phenomenon overnight!

The Brand is back and better than ever with a full digital media campaign!

PRESS PLAY BELOW FOR EACH VIDEO!



Snuggie® Timeline

Fall 2008

Snuggie® launches a two-minute infomercial that would soon become a cultural phenomenon. It goes viral overnight, earning both praise and jest from television personalities such as Jay Leno and Ellen DeGeneres. Two months later, 4 million units are sold!



January 2009

The first Snuggie® Pub Crawl event is organized in Cincinnati, OH. It proves to be the first of many. Hundreds follow in coming years.

February 2009

Sharing in the fun and function, the entire cast of the Today show wear Snuggies on air. In sports TV, ESPN's Tony Kornheiser wears a Snuggie® while hosting Pardon the Interruption.



March 2009

EVERYONE'S TALKING ABOUT SNUGGIE®!

- Life & Style magazine features Snuggie® in their "What's Hot this Week" column, established as a fashion icon.
- Jimmy Fallon pays homage to America's favorite sleeved blanket in his 10th appearance as host of Late Night.
- Oprah Winfrey gifts Snuggies to her entire audience, solidifying "the Blanket with Sleeves" as a bonafide American institution.
- New York Times Magazine features Snuggie® as "story of innovation, or an engineering or design breakthrough."



May 2009

Snuggie® teams up with indie-rock band Weezer to introduce the Wuggie, a Weezer-themed version of the beloved blanket.



July 2009

Always the innovator, Snuggie® releases the Designer Snuggie, Snuggie for Kids, and Snuggie for Dogs.

September 2009

Snuggie® struts the catwalk at New York Fashion Week, alongside elite designers and luxury apparel brands.





March 2010

Snuggie® enters the Guinness Book of World Records when upwards of 20,000 Cleveland Cavaliers fans donned Snuggies at a home game. The Cavs were victorious that night!

2010

Outstripping expectations, Snuggie® reports over 25 million units sold.

25
MILLION SOLD



November 2013

Ellen DeGeneres gifts Jay Leno a custom denim Snuggie to celebrate his retirement from the Tonight Show.

2013

30 million Snuggies sold and counting.

30
MILLION SOLD



2015

Snuggie® goes Hollywood, featuring cameos from film favorites such as Spiderman, and Frozen's Elsa and Olaf.

2017

Snuggie Tails, the fun blankets that brings imagination to life, launches and is featured on the Today Show.



2020

COVID- people at home still wearing their Snuggie® Blankets. New & Improved Snuggie®, incredibly soft, sherpa is introduced.



2022

Launch of the Snuggie® Hoodie. Still going strong, Snuggie® continues to infuse the world with warmth, comfort, and function, ONE WEARABLE BLANKET AT A TIME!



SNUGGIE PARTNERS

amazon 

Walmart 


TARGET



HOT TOPIC

SPENCERS

**HOBBY
LOBBY**


macy's

JCPenney



 **CVS**

Academy
SPORTS & OUTDOORS


EXCHANGE
ARMY & AIR FORCE EXCHANGE SERVICE

 **NEX**
Navy Exchange

ACE
Hardware



Licensing Inquiries

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