

RABBIT RABBIT

Wholesale Collection



2024

About the Ritual

It is believed that saying “Rabbit Rabbit” out loud before anything else on the first day of the month brings good luck.

As with many superstitions, the origin is unknown, but the first written record was in a British periodical named *Notes and Queries* in 1909. Some believers have included Franklin D. Roosevelt and the 1960s fictional character Trixie Belden. And for all the '90s kids out there, Nickelodeon was known to celebrate the tradition, too!

Though we can't absolutely guarantee this ritual works, we do know starting each month with these two words makes us feel hopeful for a fresh start and excited by possibility.



About Us

We're Susie and Erin—the women behind Rabbit Rabbit.

We're both big believers. And mothers. And friends. And we're on a mission to bring more good and more luck to more people by ensuring this age-old ritual lives on.

We're dedicated to designing our Rabbit Rabbit products with integrity. We believe in giving back. And we are so very grateful to be on this journey with you!

Our Mission

To spread more good and more luck—and to ensure this age-old ritual lives on. Say "Rabbit Rabbit" first thing on the first day of each month for good luck.

We donate \$1 of every purchase to both NAMI (the National Alliance on Mental Illness) and The Trevor Project—to help ensure that no one is alone on their mental health journey.





APPAREL



RR Signature Sweatshirt - Dark Grey Heather (Unisex)

\$44 WSP | \$88 MSRP

SKU

X-Small: 100101SSDGXS
Small: 100101SSDGS
Medium: 100101SSDGM
Large: 100101SSDGL
X-Large: 100101SSDGXL

Description

- cuffed wrists, relaxed waistband
- signature RR outer tag
- 100% non-toxic, GOTS certified organic, vegan, water-based ink



RR Signature Sweatshirt - Heather Dust (Unisex)

\$44 WSP | \$88 MSRP

SKU

X-Small: 100101SSHDXS
Small: 100101SSHDS
Medium: 100101SSHDM
Large: 100101SSHDL
X-Large: 100101SSHDXL

Description

- cuffed wrists, relaxed waistband
- signature RR outer tag
- 100% non-toxic, GOTS certified organic, vegan, water-based ink



RR Tee - Pepper (Unisex)

\$19 WSP | \$38 MSRP

SKU

Small: 100102PS
Medium: 100102PM
Large: 100102PL
X-Large: 100102PXL

Description

- 100% ring spun US Cotton and clean-pigment dyes
- 100% non-toxic, GOTS certified organic, vegan, water-based ink

Visit shoprabbitrabbit.com for additional product details

ACCESSORIES



RR Classic Cap - Stone

\$19 WSP | \$38 MSRP

SKU

200202CCS

Description

- 100% cotton
- plastic bill from recycled material



RR Tote Bag

\$14 WSP | \$28 MSRP

SKU

200204RRT

Description

- 100% cotton
- 100% non-toxic, GOTS certified organic, vegan, water-based ink

DRINKWARE



RR Diner Mug - Gold

\$9 WSP | \$18 MSRP

SKU

300302RRG

Description

- 14 oz
- natural color with gold art



RR Diner Mug - Black

\$9 WSP | \$18 MSRP

SKU

300302RRB

Description

- 14 oz
- natural color with black art

Visit shoprabbitrabbit.com for additional product details

HOME



RR Ritual Candle

\$20 WSP | \$40 MSRP

SKU

300303RRR1

Description

- 100% natural soy wax
- 9 oz, hand poured in Brooklyn
- cedar, redwood and tonka signature scent
- includes RR matchbook



RR Magnet

\$6 WSP | \$12 MSRP

SKU

300304RRMV

Description

- made in USA
- high-quality flexible molded rubber

Visit shoprabbitrabbit.com for additional product details

ART PRINTS

(frames not included)



Sun + Flower

5x7 \$5 WSP | \$10 MSRP
SKU 300301SF57
8x8 \$6 WSP | \$12 MSRP
SKU 300301SF88
8x10 \$7 WSP | \$14 MSRP
SKU 300301SF810



Three Hares

5x7 \$5 WSP | \$10 MSRP
SKU 300301TH57
8x8 \$6 WSP | \$12 MSRP
SKU 300301TH88
8x10 \$7 WSP | \$14 MSRP
SKU 300301TH810



Night Sky

5x7 \$5 WSP | \$10 MSRP
SKU 300301NS57
8x8 \$6 WSP | \$12 MSRP
SKU 300301NS88
8x10 \$7 WSP | \$14 MSRP
SKU 300301NS810



Harmonized Hares

5x7 \$5 WSP | \$10 MSRP
SKU 300301HH57
8x10 \$7 WSP | \$14 MSRP
SKU 300301HH810



Pride

5x7 \$5 WSP | \$10 MSRP
SKU 300301PP57
8x8 \$6 WSP | \$12 MSRP
SKU 300301PP88
8x10 \$7 WSP | \$14 MSRP
SKU 300301PP810



Summer Solstice

5x7 \$5 WSP | \$10 MSRP
SKU 300301SS57
8x8 \$6 WSP | \$12 MSRP
SKU 300301SS88
8x10 \$7 WSP | \$14 MSRP
SKU 300301SS810

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REMINDER PRINTS



Be Here Now
\$4 WSP | \$8 MSRP

SKU
4x6: 300301RRRBN



See The Good
\$4 WSP | \$8 MSRP

SKU
4x6: 300301RRRSG



Begin Again
\$4 WSP | \$8 MSRP

SKU
4x6: 300301RRRBA



Breathe
\$4 WSP | \$8 MSRP

SKU
4x6: 300301RRRBI



You Are Enough
\$4 WSP | \$8 MSRP

SKU
4x6: 300301RRRYE

Visit shoprabbitrabbit.com for additional product details

GREETING CARDS



Clovers

\$3 WSP | \$6 MSRP

SKU

300301RRGCC



Dandelion Wishes

\$3 WSP | \$6 MSRP

SKU

300301RRGCDW



Reflection

\$3 WSP | \$6 MSRP

SKU

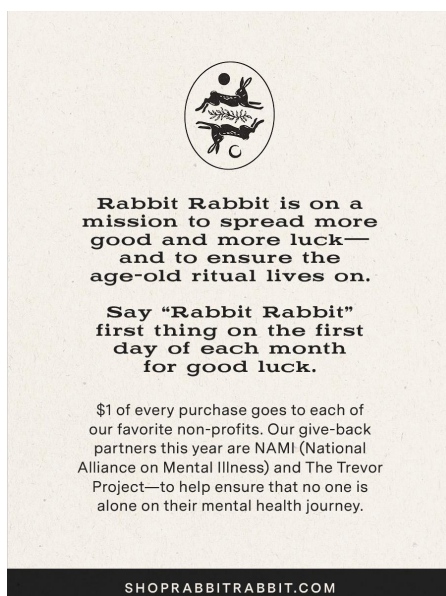
300301RRGCR

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Stockist Display Materials



4" x 6" Stockist Display Sign



Art and Reminder Print Insert



Apparel, Accessories and Mug Hang Tag



Candle Box Label

Ordering

- No minimum order requirement
- In-stock orders will ship within one week of order

Process

- Email us at wholesale@shoprabbitrabbit.com
- Include your shop name, point of contact, location, desired SKUs and QTYS
- We will confirm your order within 2 business days and send an invoice for a 30% deposit
- Payment will be due in full prior to shipping

Shipping

- The buyer is responsible for shipping which will be calculated based on weight and location of destination
- Local delivery to the Philadelphia area is available for a minimal fee—local delivery is not guaranteed



Contact us at:

wholesale@shoprabbitrabbit.com

Visit us at:

shoprabbitrabbit.com

