

= Littlest Pet Shop (2012 TV series) =

Littlest Pet Shop is a Canadian ? American children 's animated television series developed by Julie McNally @-@ Cahill and Tim Cahill for Hasbro Studios . Based on the Littlest Pet Shop and Blythe toys owned by Hasbro , the show follows a Blythe Baxter , a teenage girl who , after moving into an apartment in a metropolitan area , gains the ability to communicate with animals . Located below her apartment is the eponymous pet store where Blythe works and talks to a group of pets who regularly reside at a day care in the shop . Worried that a corrupt rival business will drive their shop out of business , the pets depend on Blythe to drive business into the store with her pet fashion designs .

The show debuted on November 10 , 2012 , and ran for four season and 104 episodes . Littlest Pet Shop is produced by Hasbro Studios and DHX Media . Animated using Flash , completion of a single episode takes roughly one year , with several in production at once . The show has received mixed reception ; it has been criticised for its embedded marketing , while reviewers have given praise to the writing . Several crew members have additionally received accolades for their work on the show . The series finale aired on June 4 , 2016 .

The series is a part of the company 's franchise reboot , where Hasbro released a new line of Littlest Pet Shop toys designed to more closely resemble the characters on the show . A mobile game and comic book adaptation were also commissioned .

= = Plot and cast = =

The series follows Blythe Baxter (Ashleigh Ball) , a teenage girl living with her air pilot father , Roger (Michael Kopsa) . Forced to move out from her suburban hometown following her father 's promotion , she moves into an apartment located in a crowded city . Their complex is located above the eponymous Littlest Pet Shop ? a pet store that also serves as a day camp for numerous pets ? where Blythe works as a fashion designer . Her adventure begins when she discovers that she alone can miraculously understand and talk to the pets that regularly stay at the shop , in addition to most other animals on the planet . As she and the pets spend time together , they find the pet shop jeopardized by larger pet store managed by Fisher Biskit (Samuel Vincent) and his snooty twin daughters , Whittany and Brittany Biskit (Shannon Chan @-@ Kent) . To avoid being dispersed , the pets convince Blythe to remain an employee .

The pets who reside in the day camp of the store are Pepper (Tabitha St. Germain) , a wisecracking skunk passionate about comedy ; Minka (Kira Tozer) , a bouncy spider monkey with a flair for painting and visual arts ; Penny Ling (Jocelyne Loewen , Laura Hastlings in song) , a sensitive giant panda interested in rhythmic gymnastics ; Russell (Vincent) , a hedgehog who is often the self @-@ appointed leader of his animal bunkmates ; Sunil (Peter New) , a mongoose and magician hopeful ; Vinnie (Kyle Rideout) , a clumsy gecko obsessed with dancing ; and Zoe (Nicole Oliver , Kylee Epp in song) , a diva @-@ like dog with a talent for singing . Other human characters include Mrs. Twombly (Kathleen Barr) , owner of the shop and Blythe 's boss , and Youngmee Song (Chan @-@ Kent) , Sue Patterson (Tozer) , and Jasper Jones (Barr) , Blythe 's schoolmates .

= = Background = =

Hasbro owns the rights of both Blythe and Littlest Pet Shop , toy lines respectively introduced in 1972 and 1992 . Manufactured through their Kenner Products division , Hasbro acquired the Cincinnati @-@ based company , then owned by Tonka , in 1991 . Hasbro sold these toys under the name of this division until they closed down Kenner 's original Cincinnati headquarters in 2000 . Claster Television had produced an earlier animated show based on Littlest Pet Shop in 1995 for Hasbro , but the 2012 Littlest Pet Shop series marked the first adaptation of the Blythe doll to a character on television . A prior incarnation of such a character is the protagonist of Littlest Pet Shop Presents , an unrelated animated miniseries produced by Cosmic Toast Studios . This series was released by Hasbro exclusively on the Internet .

Julie McNally @-@ Cahill and Tim Cahill developed Littlest Pet Shop , having joined Hasbro Studios in September 2011 . The two serve as both executive producers and story editors on the show ; also working as executive producers are Chris Bartleman and Kirsten Newman . The show was announced in March 2011 , based on Hasbro 's 2010 introduction of the Blythe Loves Littlest Pet Shop toy line . Margaret Loesch , then the CEO of the Hub Network ? a network partly owned by Hasbro and Discovery Communications ? commissioned the series .

= = Production = =

Given Hasbro 's framework for Littlest Pet Shop , the developers Cahills pitched their adaptation of the property . Hasbro originally felt discouraged over having the show set at the pet store , finding the exchange of animals they thought would come from that disconcerting . The Cahills saw the studio 's definition of such stores as antiquated , convincing them that most modern locations provide grooming and day care services as opposed to merely selling pets . Production followed quickly , much to their surprise .

The studio defined only Blythe and the pets as characters , so the Cahills sought to expand the human character 's fictional universe , designing Blythe 's friends , Mrs. Twombly , and the Biskit twins . Julie explained that she and her husband 's preference for quirky comedy inspired that of the show . While the show is aimed at a demographic of young girls , Julie said that she and the writers attempt to cater to boys of the same age and parent viewers simultaneously . Original music for the show is accomplished by film and television composers Daniel Ingram and Steffan Andrews . Ingram wrote that the urban setting of Littlest Pet Shop prompted the use of a modern style of music . The score incorporates pop and other cultural influences for the same reason . Ingram found Hasbro 's pushing of the limitations for music in daytime television a source of pride .

Each 22 @-@ minute episode takes approximately a year to complete ; three to four episodes are produced simultaneously . Storyboard artists depict scenes using SketchBook Pro . Adapting these boards to limited animation , studio DHX Media handles the designs , poses and key frames of movement for each character appearing in a given scene for an episode , as well as background art . DHX hands these assets to a separate studio , where the remaining animation is finished using Adobe Flash . The speed of production is throttled slightly by Blythe having two unique outfits per episode , according to director Joel Dickie . Supervising director Dallas Parker similarly explained that the variety of assets created for each episode challenged the process of Flash animation in reusing movements .

= = Release = =

The Hub Network aired the first two episodes of Littlest Pet Shop in succession on November 10 , 2012 . The network scheduled these episodes to succeed the third season premiere of Friendship Is Magic , based on the My Little Pony toy line , also owned by Hasbro . The network ordered 26 episodes for its first season , concluding it on April 27 , 2013 . A second season , also of 26 episodes , premiered on November 2 , 2013 , and concluded on April 12 , 2014 . A third season of the same amount of episodes aired from May 31 , 2014 , to March 7 , 2015 . During this season , the network shifted management and was renamed to Discovery Family . According to show writer Roger Eschbacher , a fourth and final season will be aired , beginning November 7 , 2015 .

= = Related products = =

= = = Mobile game = = =

As part of a contractual agreement with Hasbro , Gameloft developed a mobile game based on the show . Released in the same year the show premiered , on November 22 , the game is of the city @-@ building genre . The game , Littlest Pet Shop , is freemium software ? microtransactions

allows users to speed up the progression of the game . The game provides over 150 animal companions for users to collect ; minigames allow players to take care of these pets . Its initial release was for the iOS platform . An Android port was released shortly afterwards .

Writing in TouchArcade , Jared Nelson wrote that the game is unexceptional for players who are not fans of the toy line . While in the United Kingdom the game was subject of controversy concerning its incorporation of in @-@ app purchases , the Advertising Standards Authority deemed it acceptable . The organization found that the instructions detailing purchases did not coerce players to make such purchases .

== = Comic book == =

IDW Publishing was commissioned to adapt Littlest Pet Shop to a comic book . An adaptation made up of five issues , released from May 7 to September 17 , 2014 , was written by Georgia Ball and Matt Anderson and illustrated by Nico Peña and Antonio Campo . Anderson had worked on the shorter , contained stories , while Ball had scripted the remainder of each issue .

Different from the other Hasbro properties Ball had worked on , she explained that Hasbro wanted the comic to entertain readers rather than be morally didactic . She likened this to the principle of " no hugging , no learning " coined on the set of Seinfeld . Apart from that , the studio gave Ball license to give Blythe hobbies not depicted on the show . Ball focused on writing stories that would appeal to readers transitioning from primary to secondary education . She described the structure for the comic as a daily drama , while Anderson thought of it as slice of life .

== = Home media == =

Shout ! Factory has secured North American distribution rights for programs broadcast by the Hub Network and Discovery Family , releasing several DVD sets for Littlest Pet Shop . Primal Screen , a distributor located in the United Kingdom , obtained the rights for its first two seasons for most of Western Europe and the Middle East . Beyond Home Entertainment handles distribution in Australia .

== Reception ==

Littlest Pet Shop became one of the Hub Network 's top programs in 2013 . Both the show and Friendship Is Magic were outperforming shows aimed at similar demographics internationally , according to Stephen Davis , president of Hasbro Studios . Hasbro rebooted their toy line in accordance with the show ; newer collections features customizable sets for fans to " create , decorate and personalize their own scenes " inspired by episodes .

Writing for the parent @-@ focused organization Common Sense Media , Emily Ashby found the show unimpressive . She praised Blythe as a model of " integrity , self @-@ confidence , loyalty , and creativity " but found fault with product placement and the " run @-@ of @-@ the @-@ mill " pet characters . Mercedes Milligan of Animation Magazine , however , described the varied personalities of the pet characters as the most endearing trait of the show . Writing in Entertainment Weekly , Hillary Busis found the Biskit twins amusing as characters . Busis praised the twenty @-@ first episode of the first season in particular , which contains a parody of both Toddlers & Tiaras and the Christopher Guest ? directed film Best in Show . An homage to Star Trek was singled out by Hanh Nguyen in TV Guide .

Tori Michel of About Entertainment gave praise to a DVD set containing five episodes of the first season . She wrote that despite the intended demographic , older children in elementary and middle school would find the writing humorous , while girls would find the pet characters entertaining the most . The Dove Foundation member Donna Rolfe gave the same set a full five stars .

The show was nominated at the 40th Daytime Creative Arts Emmy Awards for the song " If You 're a Guy " in 2013 , but it lost this to 3rd & Bird . Oliver 's portrayal of Zoe won her an award from ACTRA and the Union of British Columbia Performers . New , who voices Sunil , was nominated for

this but lost to Oliver . Ingram and Andrews were nominated for Leo Awards for their work as composers of the episode " Lights , Camera , Mongoose ! " in 2014 . The duo later won this nomination in common .