



FuFoo Targets Lucrative Tween Market in Licensed Disney Precious Jewelry Collections

*Debuts Two Distinct Branded Gold, Gem & Enamel Lines for Girls Age 7-12
At Couture, Wynn Hotel, Las Vegas, Booth #350*

New York, NY—Since the economy slipped into recession, independent retail jewelers are challenged to give both new and core customers fresh and exciting reasons to come into their stores and spend money. FuFoo Fine Jewelry for Girls advocates jewelers pay attention to tweens, an important niche market with the potential to be their most lucrative profit center.

To give jewelers a proven brand that has already captured the 8- to 12-year-old crowd, FuFoo is launching *Disney Precious Collections* at the Couture Show in Las Vegas, Wynn Hotel, May 28 to June 2, Booth #350. Debuting are two distinct designer lines featuring gold, gem and enamel charms, rings, earrings, necklaces, and bracelets in iconic motifs symbolic of this family-favorite brand.

The *Enduring Enamels Collection* is comprised of 14-karat gold and handcrafted enamels of popular Disney characters such as Mickey Mouse, Minnie Mouse and Tinkerbell, even Cinderella's famed slipper, retailing from \$100 to \$250. The *Enchanting Gemstones Collection* sets diamonds and gems like sapphire in 14-karat gold iconic designs like the "Princess Tiara," "Belle's Rose," "Snow White's Apple," and the signature "Pumpkin Coach," retailing on average for \$350. Designs are also available in 18-karat gold and platinum.

FuFoo, a leading brand in children's jewelry, believes the tween demographic offers new opportunities to increase store traffic, sales, and profits. Tweens represent a market that is powerful in both size and spending. More than three times the size of Gen X, the Y generation (a.k.a. "millennials" or "echo boomers") is the biggest consumer group to hit U.S. retail since the 72 million Baby Boomers. In addition to their own spending potential—funded by allowances, gift money, and jobs—kids wield enormous influence over family purchases, more than \$20 billion annually. They also represent loyal customers of the future.

According to Jack Gindi, FuFoo's marketing director, these licensed collections are designed to meet the needs of parents and grandparents who want gifts that

create a positive, enduring impression on the children in their lives. Likewise, the designs resonate with Disney tween loyalists raised on the brand.

“Because of the emotional significance of the Disney brand coupled with the high-quality of this line we believe the *Disney Precious Collections* offer gift givers the chance to make meaningful connections with familiar motifs that are as classic as they are trendy,” says Gindi, noting that jewelry is an important part of the social arsenal of tweens in developing their identity, and the Disney brand is already well positioned as an important part of that identity.

Many design motifs in the lines personify popular Disney princesses including Snow White, Sleeping Beauty, Cinderella, and Belle. Role models, Disney princesses are diverse, but share common traits including grace, kindness, loyalty, modesty honesty, and fairness. Smart and feisty, Disney princesses reflect true beauty that shines from within—exactly what parents want to instill in their children.

Despite their independent march toward adulthood, tweens still look to their parents for guidance, opinions, and approval, according to research by trendcentral.com. “Kids want to do what their parents feel is appropriate for them,” reports Jane Gould, vice president of Consumer Insights for Nickelodeon/MTVN Kids and Family Group. She cites the generation gap as closing. And, because of this, tween girls are increasingly taking fashion cues from their moms, who are following trends for sports luxe looks. She adds that the recession is fueling demand for classic pieces that work for any occasion instead of flashier pieces with a shorter shelf life.

Retailers who introduce tweens to the fine jewelry experience will not only build future customers, they also will give existing ones new ways to mark life moments for the children in their families. Gindi is confident that FuFoo’s *Disney Precious Collections* can transform an overlooked product category into a must-have profit center for retail jewelers. For more information visit www.preciousgirlgift.com.