

A decorative graphic in the top left corner featuring pink and light blue floral and scrollwork patterns. A small pink square with a white border is positioned over the top left of this graphic, containing the text "STYLE ME UP!".

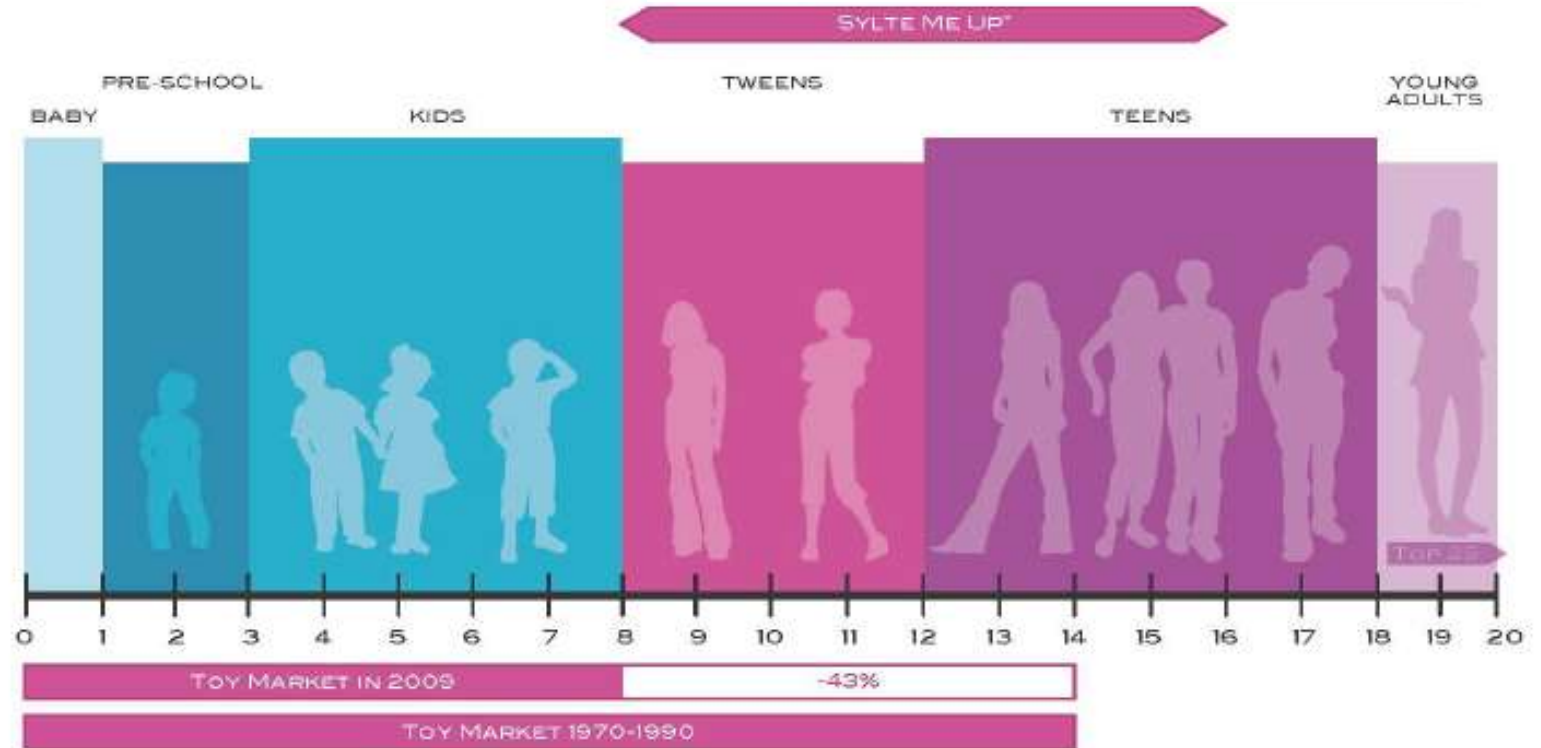
STYLE
ME UP!

A large pink square with a white border, centered on the page. Inside the square, the text "STYLE ME UP!" is written in a bold, pink, sans-serif font. A small "TM" trademark symbol is located at the bottom right of the text.

STYLE
ME UP!TM

STYLE
ME UP!TM

BRANDS AGE GROUP CHART



TWEENS

- **NO LONGER** CONSIDERED AS **CHILDREN** AND NOT YET TEENAGERS, THEY ARE AGED BETWEEN 8 AND 12 YEARS OLD
- AT THIS AGE, TWEENS ACQUIRE THEIR OWN SENSE OF **IDENTITY** AND CAN'T WAIT TO CREATE A FASHIONABLE AND **UNIQUE IMAGE** OF THEMSELVES
- DURING THIS **TRANSITION**, TWEENS DEVELOP TALENTS, SKILLS, INTERESTS AND SELF-ESTEEM
- ON THEIR WAY TO ADOLESCENCE, TWEEN GIRLS ARE MORE THAN EVER CONCERNED WITH **STYLE, BRAND NAMES** AND **FASHION**
- THEIR **MAIN INTERESTS** : FOLLOW THE LATEST FASHION TREND, BEING IN STYLE AND UNIQUE
- TWEENS ARE NOT AFRAID TO SPEAK THEIR MIND
- THEY LOVE ADDING THEIR **PERSONAL TOUCH** TO EVERYTHING SURROUNDING THEM ; ENVIRONMENT, CLOTHES AND ACCESSORIES

TWEENS DILEMMA

- DURING THE LAST DECADE, THE RETAIL STORES HAVE CENTRALIZED THEIR EFFORTS IN THE 0-8 AND THE 14 + YEARS OLD MARKET, **PUTTING ASIDE THE TWEENS**
- THEY ARE FORCED TO **GROW UP** FASTER BECAUSE NO PRODUCTS OR ACTIVITIES ARE DESIGNED FOR THEIR ENTERTAINMENT
- TWEENS ARE **REJECTING TRADITIONAL TOYS** IN FAVOR OF MORE GROWN UP PRODUCTS, PREVIOUSLY TARGETED AT TEENAGERS
- ON THEIR WAY TO BECOME TEENAGERS, TWEENS ARE **MISUNDERSTOOD**
- BETWEEN A CHILD AND A TEENAGER, TWEENS DON'T PLAY WITH BARBIES ANYMORE. **THEY WANT TO BE BARBIE** ; THEY WANT TO BE TODAY'S PRINCESSES
- PRE-TEENS **LIVE IN BOTH WORLDS** ; THEY STILL HAVE THE ILLUSION & INNOCENCE OF THE CHILDREN BUT ALSO HAVE ACCESS TO THE GIGANTIC CONSUMING WORLD OF TEENAGERS



STYLE
ME UP!™

STYLE ME UP! MARKETING STRATEGY



- THE BRAND IS ALL ABOUT BEING A UNIQUE AND DISTINCTIVE INDIVIDUAL THROUGH **PERSONALIZATION** AND **FREEDOM OF CREATION**
- WITH STYLE ME UP! YOUNG GIRLS CAN **EXPRESS THEIR EMOTIONS** AND SHARE THEIR FRAME OF MIND
- ADDING THEIR PERSONAL TOUCH TO EVERYTHING SURROUNDING THEM, TWEEN GIRLS ARE ABLE TO **DEFINE WHO THEY ARE** WITH CONFIDENCE

DESCRIPTION OF THE LINE

Fashion Accessories

Walk in style! Create trendy accessories and express yourself!



- **FASHION ACCESSORIES** AND **EMBELLISHMENTS** TO PERSONALIZE YOUNG GIRL'S LOOK AND CREATE A UNIQUE STYLE
- **JEWELRY** TO EXPRESS THEIR MOOD, EMOTIONS AND IDENTITY THROUGH NECKLACES, BRACELETS AND OTHER ACCESSORIES
- **BODY ART** TO SHINE ON AND SHOW THEIR TRUE COLORS

Jewellery

Be artistic and add your personal touch to your jewellery collection.



Body Art

Decorate your skin and shine on!



STYLE
ME UP!

THE PRODUCTS

- THE **PACKAGING** IS CONCEIVED FOR TWEENS : IN STYLE COLORS AND FASHIONABLE DESIGNS
- THE STYLE ME UP! BRAND IS COMPOSED OF **EYE CATCHING PRODUCTS** TO CAPTURE THE TEENAGER'S ATTENTION AND INCREASE SALES
- THE CONTENT AND ITS EVERY PIECES ARE ENSURED **HIGH QUALITY PRODUCTS**



STYLE
ME UP!TM

THE PRODUCTS

Small Boxes



501A Glitter Powder Tattoos.



502A Friendship Bracelet



503A Crystal Glitter Bracelets



504A Shrink A Charm.

Washable Tattoos



1101A PadTattoo Butterflies



1102A PadTattoo Stars.



1100A PadTattoo Hearts



505A LoopHoop Jewelry.

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Slim Boxes



702A AnkleToToeBracelets.



703A FancyPinJewellery.



704A Ribbon&RingJewellery.



705A ScrapBracelets-US.

704A Ribbon&RingJewellery.



705A ScrapBracelets-US.



706A TrendyBeadTattoos.



707 FashionStuds-US.



708A ShrinkJewellery.



709A GuitarPickJewellery.



710A SweetKeyCharms.

701A FriendshipBracelets

STYLE
ME UP!

THE PRODUCTS

Medium/Large Boxes



802A CoolBeadStringer



804A RomanticScarf



851A PaperJewellery



852A GlamourPurse

Bags



910A MessengerBag_pink.jpg



911A MessengerBag_Blue.jpg



912A BackToSchoolBags_Purple.jpg



913A BackToSchoolBags_Green.jpg

STYLE
ME UP!TM

THE PRODUCTS

Iron On transfers



1010A LargeTransfersB



1010A LargeTransfersC



1010A LargeTransfersD



1010A LargeTransfersE



1010A LargeTransfersF



1010A LargeTransfersA



1000A PocketSizeTransfersB



1000A PocketSizeTransfersC



1000A PocketSizeTransfersD



1000A PocketSizeTransfersE



1000A PocketSizeTransfersF



1000A PocketSizeTransfersA

STYLE
ME UP!

EXPOSING THE BRAND

- TWO OPTIONS ARE POSSIBLE WHEN IT COMES TO EXPOSING THE SMU PRODUCTS. THE RETAILERS CAN PLACE THE PRODUCTS IN THE BRAND DISPLAY OR GROUP THE COMPLETE LINE TOGETHER IN AN AISLE.

STYLE ME UP! DISPLAY



PLANOGRAM

