

Wee Ones Announces Release of Couture Line for Fall/Holiday 2007

For Immediate Release

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Wee Ones announced the launch of its couture line of hair accessories for girls. Wee Ones sells approximately \$6 million in accessories for infants and girls annually.

The company has been in business since 1975 and has seen many trends in the marketplace come and go; what it is seeing now is an increased demand for luxury goods for children. Betsy McPherson, current president of Wee Ones says "It is typical that trends for little girls follow the trends in the women's markets. High end accessory sales in women's departments and boutiques have skyrocketed over the past few years, so, a new niche has developed in the children's wear market as well. It seems that all the top women's designers are coming up with lines for kids. And people aren't even looking at price tags. We saw a need in a particular market segment and we are going after it."

The new Wee Ones couture line fills the demand for high end accessories for little girls. It includes a tight assortment of headbands, barrettes and clips intricately adorned with crystals and turquoise and imported ribbons, silk and velvet. Retail price points will be \$20 and up.

Wee Ones' product line includes high-end hair bows, belts, flip-flops, tote bags and other accessories for little girls and babies. In 1995, they added a product line for Tweens, Deidra & Kiki, which consists of hair accessories, belts, handbags, jewelry and watches.

Wee Ones can be purchased online at www.weeones.com, and are available at retailers nationwide. Wee Ones Inc. headquarters is located at 33 Cherokee Drive, St. Peters, MO 63376. Contact Wee Ones at 800-258-9996 or at info@weeones.com.