



Product Catalogue

Hair Accessories - Hair Brushes - Jewellery
Cosmetic Bags - Fashion Bags



Conair is a developer, manufacturer and marketer of health and beauty products. Since its founding in 1959, the company has become a leading manufacturer of nationally branded personal and health care small appliances

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When Sofia's mother marries the King, she's whisked off to the castle, where she learns what it means to be a real princess. Sofia discovers empowering lessons about kindness, forgiveness, generosity and self respect. Throughout the series classic Disney Princesses make special appearances and lend their words of wisdom. Sofia soon discovers that looking like a princess isn't very difficult, but behaving like one must come from the heart.

- Sofia aired in all 15 measured markets from Jan - Mar 2014 and reached a total of 39 million individuals (8% of all individuals in those markets), +6% from Oct-Dec 2013
- Sofia the First is the #3 most liked programme (prompted) amongst Girls 0-5yrs*
- Playing Princesses is the #4 play pattern amongst girls aged 0-5yrs*
- Peak of engagement with Sofia the First affinity is amongst Girls 4-5yrs with three quarters liking Sofia "a lot". Engagement is also strong with slightly younger girls (2-3yrs) with more than 6 in 10 liking Sofia "a lot"*

	SPRING/SUMMER 2015	AUTUMN/WINTER 2015
TV/Home Entertainment	New Episodes Sofia Channel Focus (March) Sofia Princess Stunt – Once Upon A Princess (June) Sofia The Enchanted Feast DVD Launch	New Episodes The Curse of Princess Ivy Special Episode featuring Rapunzel (Nov) Winter's Gift Special Episode featuring Tiana (Dec) DVD Release (TBC)
Digital	Sofia's World Disney Junior Play App Sofia the First: Story Collection App Launch Sofia: Creature Kingdom App Launch	Sofia's World Disney Junior Play App
Other		Sofia Magical World of Flying Horses Theme



Source: *Q2 TV Ratings, Quarterly Property Updates. ** TWDC UK May 2014 Kids Tracker
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MERCHANDISE TARGET
Primary:
 Girls 2-5yrs, Mums
Secondary:
 Parents/Gifters

1 491677U

Cameo Terry O 4pk

Pack of 4 purple Terry Os with 2x featuring cameo bows & Sofia charms

2 491478U

Cameo Headband

Purple plastic fabric wrapped headband with cameo bow & Sofia charm

3 491579U

Cameo Snap Clips 2pk

Purple metal snap clips featuring cameo bows and Sofia charms

Snap clips: Length 5cm

4 491678U

Backpack

Purple polyester bag with PVC trim featuring Sofia print and adjustable polyester handles with matching zip closure

Size: L24 x W9.5 x H30.5cm

5 491481U

Tiara Shaped Bag

Purple PU handbag, featuring Sofia print, with matching purple zip closure

Size: L18cm x W5.5 x H12cm



Doc McStuffins is about a six year old girl named Doc, who communicates with and heals toys out of her backyard clinic. The series highlights the importance of taking care of oneself and others, while showcasing the hallmarks of great Disney storytelling - fantasy and wish fulfilment.

- From Jul - Sept 2013, Doc McStuffins was viewed by 4.5 million individuals - 1.3 million were kids, aged 4-9yrs
- The TV show ranks #3 among all kids channels
- Doc McStuffins is the #2 most liked prompted programme amongst Girls 0-5yrs
- Doc McStuffins was a finalist in the Best Preschool Licensed Property Category for the 2013 Licensing Awards and was also nominated for a 2013 BAFTA

	SPRING/SUMMER 2015	AUTUMN/WINTER 2015
TV/Home Entertainment	New Episodes Doc Celeb Cameo (Feb) Doc's School of medicine stunt (Feb half term) Doc School of Medicine DVD Launch	New Episodes Let the Nightingale Sing – tent pole episode featuring Florence Nightingale DVD Launch (TBC)
Digital	Doc's World Disney Junior Play App Doc McStuffins App Launch (TBC)	Doc's World Disney Junior Play App
Other		Doc: Pet Vet Theme



Sources: TWDC UK Sept 2013 Kids Tracker Report* TV Source: BARB 2013 Q4*
 ** TWDC UK May 2014 Kids Tracker
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MERCHANDISE
TARGET
Primary:
Girls 2-5yrs
D
OC
CUD
DLES

1



2



4



3



1 491679U

Headband

Purple plastic headband with glitter finish featuring a flower charm with a Doc McStuffins centre

2 491681U

Terry Os 4pk

Purple Terry Os with silver glitter featuring flower charms with Doc McStuffins centres

3 491680U

Snap Clips 4pk

Purple metal snap clips with glitter finish featuring flower charms with Doc McStuffins centres
Snap Clips: Length 5cm

4 491682U

Backpack

Purple polyester bag with PVC trim featuring Doc McStuffins print and adjustable polyester handles with matching zip closure
Size: L24 x W9.5 x H30.5cm



For decades, Minnie Mouse has been delighting fans all over the world with her fun-loving, flirty personality. The ultimate girl's girl - stylish, classic, independent and oh so spirited. Minnie Mouse made her debut in the classic animated short Steamboat Willie on November 18, 1928 and since then has appeared in more than 70 cartoons.

- Minnie Mouse has 100% awareness amongst girls aged 6-14yrs.*
- Amongst girls 6-8yrs claimed purchasing of apparel and publishing have significantly increased in the last 3 months to Sept 2013.
- 2 out of 5 Girls 2-8yrs claim to have received Minnie Mouse merchandise in the last 3 months to Sept 2013.*
- Minnie's Bow Toons reach over 3.5 million individuals 4+yrs in the UK between Jul and Sept 2013 on Disney Junior**

	SPRING/SUMMER 2015	AUTUMN/WINTER 2015
TV	35 short-form pieces on rotation Mickey Shorts (features Minnie Mouse)	→ →
	Mickey Mouse Mash Up App (features Minnie Mouse)	→
Digital	In April 2014 a pop-up store for Minnie Mouse was created in Superbia for the launch of Minnie & You Season 2.	
	Minnie and You supported on the Disney Channel Facebook page, with 50,000 people reached (as of April 14)	
	Dedicated Minnie Mouse You Tube Page – 2,704 subscribers	
Marketing	Express Yourself Minnie Style Competition launch and 1 st PR push (Feb 15)	Express Yourself Minnie Style Competition launch and 2 nd PR push (Sep 15)



Source: *TWDC UK Jan 2014 Kids Tracker Report. Confidential for planning only. Dates and details subject to change. ©Disney.

Disney
MINNIE

MERCHANDISE TARGET
Smiles
ARE IN
STYLE
Primary:
Girls 2-5yrs
Secondary:
Girls 6-8yrs
Juniors/Adults
/Gifters



1 491496U
Grosgrain Bow Snap Clips 2pk
Pink metal snap clips with pink grosgrain bows & rubberised Minnie charms
Snap clips: Length 5cm

2 491495U
Grosgrain Bow Headband
Pink plastic fabric wrapped headband with grosgrain bow & rubberised Minnie charm

3 491684U
Bracelet
Cotton stretched elasticated bracelet with plastic beads, bows & Minnie charm
Bracelet: Length 16cm

4 491493U
Rings 3pk
Silver base metal rings with plastic Minnie, heart & bow charms
Ring size: One size fits all children
Adjustable sizing from 1.5cm - 1.8cm

5 491683U
Necklace
Cotton stretched elasticated necklace with plastic beads, bows & Minnie charm
Necklace: Length 36cm

Disney
MINNIE

MERCHANDISE TARGET
Primary:
 Girls 2-5yrs
Secondary:
 Girls 6-8yrs
 Juniors/Adults
 /Gifters

Smiles ARE IN STYLE



1 491499U
Jaw Clips 6pk
 Pink plastic Minnie shaped jaw clips with Minnie print

2 491500U
Ears Headband
 Plush ears headband with pink Minnie bow

3 491498U
Snap Clips 6pk
 Pink & red metal snap clips with print featuring plastic glitter injected Minnie & bow charms
 Snap clips: Length 5cm

4 491501U
Paddle Brush
 Pink plastic glitter injected mini paddle brush with Minnie Mouse print
 Size: L16 x W5.3cm

5 491497U
Terry Os 6pk
 Pink & red Terry Os with silver glitter featuring plastic glitter injected Minnie & bow charms

Disney
MINNIE



1

2



Smiles
ARE IN
STYLE

MERCHANDISE
TARGET

Primary:
Girls 2-5yrs
Secondary:
Girls 6-8yrs
Juniors/Adults
/Gifters

3



4



5



1 491507U

Hand Bag

Minnie Mouse shaped PU handbag with Minnie face print and pink glitter bow. Black shoulder strap & black zip closure also featured

Size: L13 x W5 x H 20cm

2 491506U

Small Shoulder Handbag

Pink satin small shoulder bag with Minnie print & glitter finishes.

Also with metal heart zip puller

Size: L18 x W6 x H11cm

3 491503U

Kiss Lock Purse

Pink satin kiss lock purse with Minnie print and glitter finishes

Size: L10 x W2.5 x H8cm

4 491685U

Backpack

Pink polyester bag with PVC trim featuring Minnie Mouse print and adjustable polyester handles with matching zip closure

Size: L24 x W9.5 x H30.5cm

5 491686U

Messenger

Pink polyester messenger bag featuring Minnie Mouse print and an adjustable shoulder strap

Size: L 32.5 x W 10.5 x H 25.5cm

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Disney
MINNIE



1 491548U
Train Case

Pastel pink PU train case with pastel green animal print trim, featuring Minnie & Mickey print with diamante embellishment and a silver heart zip puller
Size: L22.5 x W14 x H14cm



2 491547U
Flat Wash Bag

Pastel green animal print PVC cosmetic bag with pastel pink PVC trim, featuring a Minnie Mouse with glitter finishes and matching pink zip closure with silver heart zip puller
L23.5 x W3.5 x H19cm



3 491546U
Organiser

Pastel green animal print PVC cosmetic bag with pastel pink PVC trim, featuring a Minnie Mouse with glitter finishes and matching pink zip closure with silver heart zip puller
Size: L20 x W10 x H13cm

4 491571U
Round Top Bag

Black PU round top cosmetic bag featuring Minnie Mouse print and Minnie shaped laser cut detail
Size: L25 x W9.5 x H15cm

5 491565U
Rectangle Organiser

Black PVC cosmetic bag featuring a red PVC polka dot bow and yellow 'Minnie Mouse' text embroidery
Size: L20 x W8 x H13cm

6 491572U
Flat Wash Bag 2pc

Set of 2 PU washbags featuring typical Minnie-isms! 1x large red polka dot bag with yellow trim and zip closure and 1x small black bag with bow print and Minnie shaped laser cut detail
Large bag size: L25.5 x W4 x H18.5cm
Small bag Size: L20 x W4cm x H14cm

Smiles
ARE IN
STYLE

MERCHANDISE
TARGET

Primary:
Girls 2-5yrs
Secondary:
Girls 6-8yrs
Juniors/Adults
/Gifters



Disney Princess creates enchanting experiences for girls of all ages. Each Disney Princess has her own magical story and aspiring attributes that ensures that each and everyday is a fairy tale come true.

- Disney Princess is a multi-billion dollar global franchise for The Walt Disney Company
- Disney Princess is #2 most liked character (prompted among Girls 0-5yrs) Peak of claimed purchasing of Disney Princess merchandise is amongst Girls 4-5yrs, with more than half having bought at least one product in the last 3 months*
- Frozen, the more recent Disney Princess Film is now the most successful Disney animation in the UK, having made over £25 million from four weeks on release*



	SPRING/SUMMER 2015	AUTUMN/WINTER 2015
Studio/Home Entertainment	 Theatrical Release 27th March	 DVD/BR Release 20th July
TV	Princess Appearances in <i>Sofia the First</i> →	→
	Princess Academy Interstitials Continue →	The Greatest Fairy Tales of Our Time Interstitials →
	Princess Academy Website →	The Greatest Fairy Tales of Our Time Content →
Digital/Publishing	Palace Pets App →	→
	Games & Content on Disney.co.uk →	→
	Disney Princess Fortnightly Magazine →	→
Marketing	Princess Academy Initiative Disney Princess Refreshed Look and Feel →	The Greatest Fairy Tales of Our Time Initiative →
Events	Disney on Ice 'Rockin Ever After' →	→

Sources: *TWDC UK May 2014 Kids Tracker Report ** Box Office Mojo. ***NPD Confidential for planning only. Dates and details subject to change.
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MERCHANDISE TARGET
Primary:
 Girls 2-5yrs
Secondary:
 Girls 6-8yrs
 Juniors/Adults /Gifters



1 491687U
Headband
 Pink plastic glitter injected headband with plastic heart charm featuring Cinderella, Belle & Aurora

2 491510U
Snap Clips 6pk
 Metal snap clips in pink, blue & purple, all with a glitter finish and featuring plastic charms of Cinderella, Belle & Aurora
 Snap Clips: Length 5cm

3 491511U
Snap Clips 6pk
 Metal snap clips featuring prints of Cinderella, Belle & Aurora
 Snap clips: Length 5cm

4 491517U
Elastics 6pk
 Pink, blue & purple elastics with silver glitter featuring plastic charms of Cinderella, Belle & Aurora

5 491688U
Brush
 Pink plastic glitter injected cushion brush with Disney Princess print
 Size: L21 x W6.5cm

6 491509U
Terry Os 6pk
 Pink, purple & blue Terry Os with silver glitter, featuring plastic charms of Cinderella, Belle & Aurora



2



**MERCHANDISE
TARGET**

Primary:
Girls 2-5yrs
Secondary:
Girls 6-8yrs
Juniors/Adults
/Gifters

1



3



5



6



4



1 491525U
Satchel

Purple cake glitter satchel with gold trim & handle and velcro fastening, featuring print of Cinderella, Belle & Rapunzel
Size: L21 x W5 x H15cm

2 491526U
Heart Cross Body

Purple cake glitter cross body bag with gold handle and pink zip closure, featuring print of Cinderella, Belle & Rapunzel
Size: L15 x W5.5 x H12cm

3 491689U
Coin Purse

Pink satin coin purse with pink zip closure, featuring Disney Princess print & glitter finishes
Size: L12 x W1 x H10cm

4 491690U
Messenger Bag

Pink polyester messenger bag featuring Princess print and an adjustable shoulder strap
Size: L32.5 x W10.5 x H25.5cm

5 491528U
Shoulder Bag

Pink satin small shoulder bag with Disney princess print & glitter finishes
Size: L18 x W6 x H11cm

6 491691U
Backpack

Pink Polyester Bag with PVC Trim featuring Disney Princess Print and Adjustable Polyester Handles with matching Zip Closure
Size: L24 x W9.5 x H30.5cm

Disney FROZEN



Fearless optimist Anna sets off on an epic journey - teaming up with rugged mountain man Kristoff and his loyal reindeer Sven - to find her sister Elsa, whose icy powers have trapped the Kingdom of Arendelle in eternal winter. Encountering Everest-like conditions, mystical trolls and a hilarious snowman named Olaf, Anna and Kristoff battle the elements in a race to save the kingdom.

	AUTUMN/ WINTER 2014	SPRING/ SUMMER 2015	AUTUMN/ WINTER 2015
Studio/Home Entertainment	Theatrical and DVD Re-release (sing-a-long)	New Theatrical Short debut on <i>Cinderella Movie</i> release (March)	
TV	Olaf-a-lots Skating Academy	→	The Greatest Fairy Tales of Our Time Interstitials
Digital Publishing	<i>Frozen Infinity</i> <i>Frozen Karaoke App</i>	→	The Greatest Fairy Tales of Our Time Content
Other	Disney on Ice 'Rockin Ever After' featuring Frozen TWDC Christmas Campaign		The Greatest Fairy Tales of Our Time Initiatives TWDC Christmas Campaign

- Frozen has climbed its way up to #5 in worldwide box office receipts, with a stunning \$1.2 billion*
- It is now the biggest Disney Feature Animation film of all time
- Current UK box office over is now over \$65m*
- As well as being awarded the BAFTA®, Disney's "Frozen" has received two Academy Awards®, including Best Animated Feature and Best Original Song ('Let It Go')
- The film also won a Golden Globe® and the Annie Award® for best animated feature film
- Frozen HE** sold almost half a million units in the first 48 hours and has sold 1.9m DVD & Blu-Ray units in the first 10 weeks of release (UK)
- During the week of the HE** release the soundtrack sold out the No.1 album in the pop charts, surpassing by 10,000 copies
- Oscar winning song "Let It Go" is silver certified in the UK with 370,000 copies sold



Source: *Box Office Mojo. **HE - Home Entertainment
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Disney FROZEN

**MERCHANDISE
TARGET**
Primary:
 Girls 3-12yrs (Mums)
Secondary:
 Boys 6-8yrs
 Adults/Collectors
 /Gifters

1



2



3



4



1 491910U
Snap Clips 6pk

Metal snap clips featuring prints of Elsa, Anna & Olaf with glitter finish & epoxy coating
 Snap Clips: Length 5cm

2 491911U
Snap Clips 6pk

Metal snap clips in purple, light blue & baby pink, all with a glitter finish and featuring plastic, glitter-injected heart charms with prints of Elsa, Anna & Olaf
 Snap Clips: Length 5cm

3 491913U
Elastics 6pk

Purple, light blue & pink elastics with silver glitter, featuring plastic, glitter-injected heart charms with prints of Elsa, Anna & Olaf

4 491912U
Terry Os 6pk

Purple, light blue & pink Terry Os with silver glitter, featuring plastic, glitter-injected heart charms with prints of Elsa, Anna & Olaf

Disney FROZEN

MERCHANDISE TARGET
Primary:
 Girls 3-12yrs (Mums)
Secondary:
 Boys 6-8yrs
 Adults/Collectors
 /Gifters



1 491914U
Headband
 Purple, plastic, glitter-injected headband with diamantes and featuring Frozen print

2 491915U
Glitter Bow Headband
 Pink, plastic, fabric wrapped headband with pink glitter bow and plastic glitter-injected heart charm featuring Frozen print

3 491916U
Glitter Bow Snap Clips 2pk
 Pink, metal snap clips with pink glitter bows and plastic glitter-injected heart charms featuring Frozen print
 Snap Clips: Length 5cm

4 491917U
Midi Cushion Brush
 Pink, plastic, glitter-injected midi sized cushion brush featuring Frozen print
 Size: L12.2cm x W4.2cm

Disney FROZEN

**MERCHANDISE
TARGET**
Primary:
 Girls 3-12yrs (Mums)
Secondary:
 Boys 6-8yrs
 Adults/Collectors
 Gifters

1



2



3



1 491918U

Small Shoulder Bag

White & pink polyester bag featuring pink hearts & Frozen print

Size: L18 x W6.5 x H11cm

2 491919U

Double Zip Cross Body Bag

Pink, printed microfiber bag, with an adjustable polyester strap, featuring Frozen print

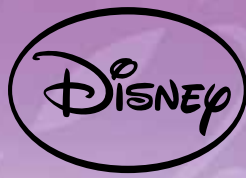
Size: L19 x W1 x H23cm

3 491920U

Backpack

Pink polyester bag with pink PVC trim and adjustable polyester straps featuring reverse printed PVC Frozen print

Size: L24 x W9.5 x H30.5cm



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