

From ABC to OMG seems like just a hop and a skip. One minute she's playing with a plush toy, the next, she's texting furiously. The relatively short journey makes it all that more important to mark her special moments along the way. One way to do that is with high-quality fine jewelry that will last a lifetime.

The Kids' Jewelry Scene

Tots, Tweens & Teens

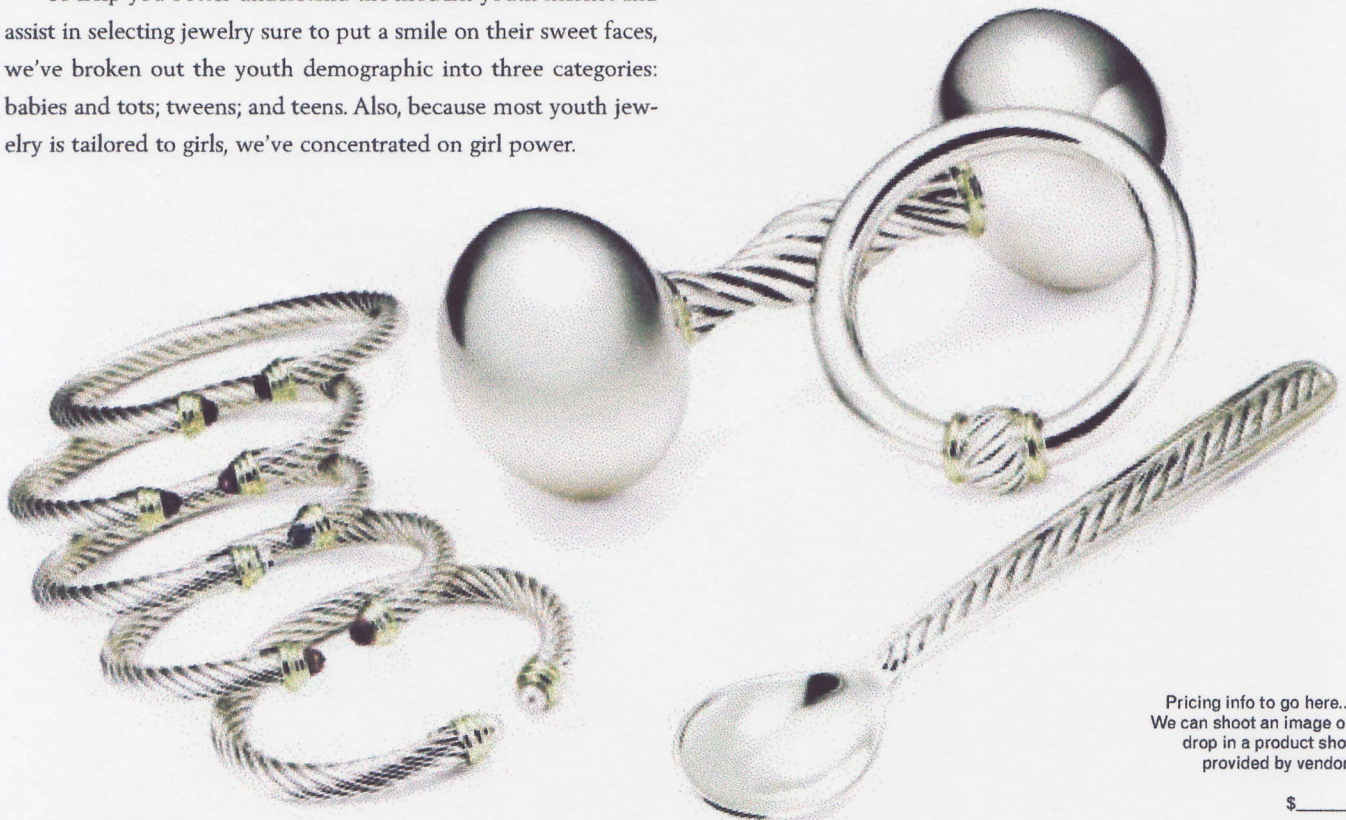
"Today, kids will spend \$100 on a tee-shirt that's a disposable item, when instead, they could have a treasured heirloom, a wonderful way to mark a once-in-a-lifetime occasion, such as a confirmation, bat mitzvah or sweet sixteen birthday, and create family memories," says Paula Peterson, president of Crown Luxury Consulting, which tracks consumer trends. "It also teaches children values because you're entrusting them with something valuable." Jack Gindi, founder, CEO, and partner of FuFoo Fine Jewelry for Girls and the Disney Precious Jewelry Collections, remembers what one of his customers once told him: "Jewelry is a classic gift, unlike a trendy toy that kids may grow tired of and toss aside."

To help you better understand the modern youth market and assist in selecting jewelry sure to put a smile on their sweet faces, we've broken out the youth demographic into three categories: babies and tots; tweens; and teens. Also, because most youth jewelry is tailored to girls, we've concentrated on girl power.

Trends for Babies and Tots

Gindi calls this group, from infancy up to age 6, the "Wee Girls," for little girls who tend to like turtles and ladybugs and, of course, all things Disney. Cinderella's coach is popular, he says, as is all colorful enamel jewelry and fantasy items. However, this is the age group when they're starting to accessorize their American Girl dolls – dressing up Molly, Kit and Kaya with jewelry and, along the way, figuring out some of their own jewelry likes and dislikes.

From David Yurman's Cable Kids Collection in sterling silver accented with 18k gold: spoon, ring, rattle and bracelet.

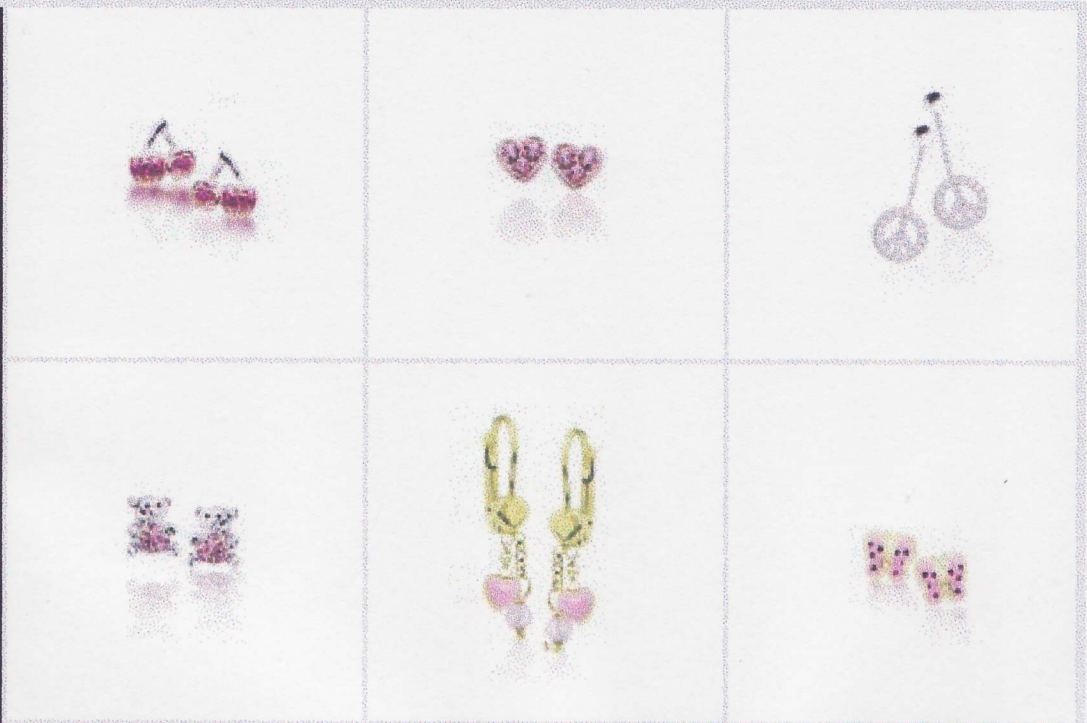


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TRENDS FOR TWEENS

Suddenly, between the ages of 7 and 12 – the tween stage, also known as pre-teen – Disney has a whole new component: It’s the same company that gave them “Hannah Montana.” And for these girls, anything Miley Cyrus wears, they want. The 16-year-old singing superstar is a fashion role model for the pre-pubescent set. Duvall O’Steen, marketing director of the World Gold Council, says this age group is wearing small layered gold pendants: two or three delicate chains at a time – just like Miley Cyrus. “I also see them wearing small dangly charms on a bracelet or necklace,” says O’Steen. “And ID tag bracelets, engravable with names or sentiments, are very popular with this age group.”



TRENDS FOR TEENS

Brands today mean more to this young generation than when Baby Boomers and Gen-Xers were their age. They are influenced by pop stars, fashion magazines, websites and their peers. The peace sign pendant is a big trend, and one of FuFoo’s most popular sellers for this age group. “These girls are so politically and culturally aware,” says Gindi. “We also sell a lot of the female gender symbols to middle school and high school girls. We find that, in today’s world, if the motif has meaning for her, it is a success. Meaningful is important to tweens, too. But for teen girls, the peace sign and the female symbol – what we call ‘cool retro’ – are really important.”

Symbolic jewelry is a growing trend, says Peterson, saying that it won’t go out of fashion “because the pieces are heartfelt expressions and a journey of the soul. It’s relevant. So the jewelry becomes a treasured keepsake that will mean something forever.”

