

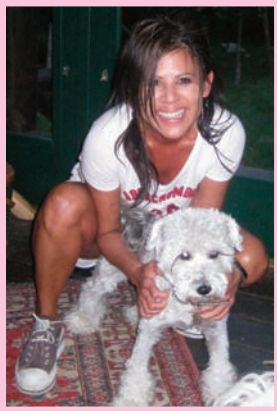
The Brand



THE VISION OF THE PONYTAIL PALS BRAND IS **DESIGN THROUGH A CHILD'S EYE.**

CELEBRATING GIRLHOOD - THAT BRIEF, BUT “ONCE UPON A TRANSCENDENT TIME.” AN ENCHANTED PLACE WHERE COLORS ARE MORE VIBRANT, THE AIR MORE THRILLING, THE FUN MORE URGENT AND THE MAKE-BELIEVE MORE REAL. A TIME WHERE MAGICAL ADVENTURES ARE HAD IN EVERYDAY PLACES AND BOTH SEASONS AND SPECIAL FRIENDS SEEM TO GO ON FOREVER. WHERE BOYS WILL BE BOYS AND GIRLS WILL BE...*GIRLY!*

THE HEART OF OUR BRAND IS CAPTURING THAT INNOCENCE AND UNINHIBITED IMAGINATION THROUGH UNIQUE AND AFFORDABLE PRODUCTS THAT BEAR ELEMENTS OF SURPRISE, WHIMSY AND DELIGHT.



The Designer

The first Ponytail Pals Collection is based on an intuitive concept combining the utility of a ponytail holder with the friendship and emotional connection of a cuddly stuffed animal. These ponytail holders become little buddies and trusted companions, so they will be invited to the next “tea party with the Teddies,” and all the other fun things little girls love to do with their pals. Designer Lisa Moy tells us: “A few years back, I was in working in New York and during a lunch break I stopped into a baby boutique packed with great stuff. I found a baby blanket and bought it just because it had the most adorable little bunny sewn into it. I got home and immediately cut the

bunny off and attached it on to an elastic ponytail band. Every time I wore that ponytail holder people would stop me and ask where I got it. Once, a woman actually offered me twenty dollars for it. That started my painstaking search for the small, cute, stuffed animals I needed to make more! I bought a set of finger puppets and cut all the heads off to make my first prototypes. That was the beginning of my brand. The designs were really inspired by my own remarkable memories of childhood. I treasure that special time filled with curiosity, discovery and love.”