

Contact:
Sarah Malchow
414-308-1475
sarahm@fashionangels.com

FOR IMMEDIATE RELEASE

Design! Snap! Wow!

MILWAUKEE, WI – (August 17, 2016) – Leading tween girl lifestyle brand, Fashion Angels, is revolutionizing the way children imagine, design, and create. Fashion Angels recently announced the launch of *ZNAPEEZ!*[™], a new line of activity kits designed to help kids *build* a whole new way to play.

“ZNAPEEZ! is a hybrid of construction, design and activity,” said Myra Mouloudji, President of Fashion Angels. “Each kit in the line builds a specific project that can then be deconstructed and re-built into other projects. The open-ended play pattern offers the opportunity to imagine and build an original creation.”

Each ZNAPEEZ! kit is made up of geometric shaped “tiles” and “Znap” closures that when snapped together, create functional objects such as doll clothes, apparel, fashion accessories, room décor, and toys. The ZNAPEEZ! tiles come in mega or mini sizes. Mega tiles are used for larger projects like pillows, curtains and lampshades. The mini tiles work best to achieve more intricate designs like doll clothing and handbags. The easy-to-follow instructions also include 2 additional project ideas that will provide builders with endless inspiration for more designs of their own creation.

ZNAPEEZ introduces critical thinking skills while enhancing fine motor skills. As in all Fashion Angels products, open-ended design is encouraged that results in projects that tweens are proud to wear and share with friends and parents.

The 22 kits in the inaugural ZNAPEEZ! line will be available at retailers nationwide in Fall 2016 and will retail for \$7.99-\$34.99.

[ZNAPEEZ! VIDEO](#)

ABOUT FASHION ANGELS

Milwaukee-based Fashion Angels Enterprises, established in 1996, is the leading designer and manufacturer of lifestyle and activity products. The company’s product ranges from Arts & Crafts kits, jewelry making sets and fashion design portfolios as well as fashion accessories, handbags and room décor items, which are marketed under the company’s Style.Lab by Fashion Angels brand.

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