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Fashion Angels puts tweens in entrepreneurial driver's seat

Tween lifestyle company expands to cultivate next generation of female leaders

MILWAUKEE – (August 15, 2014) – Fashion Angels, a leading tween girl lifestyle brand, is enabling tweens to put their futures into gear. Fashion Angels recently announced the launch of ***It's My Biz by Fashion Angels***, a new line of activity kits designed to help tween girls build their self-confidence by becoming the SHE-E-Os of their own entrepreneurial businesses. Through *It's My Biz* girls will cultivate the skills, knowledge, passion and confidence to not only build their own businesses today, but also explore the potential for their own successful futures.

“We very excited to be carrying *It's My Biz*. As a female business owner myself, I believe it is critical to help the next generation to understand that entrepreneurship is a real option for them. It's up to us as retailers to ensure that this type of activity kit is available to tweens and to help them discover their individual paths, and have fun while doing it,” said Kay Emigh, owner of Growing Tree Toys in State College, PA and Product Director for The Good Toy Group.

It's My Biz teaches lessons that extend beyond play and into the real world by providing the essential tools and materials needed to create and sell products or provide services to family, friends, neighbors and classmates. It helps tweens build their own start-ups through creative activities they are already interested in, like making jewelry, decorating cupcakes, designing t-shirts and painting fingernails.

“*It's My Biz* is confidence in a box, providing tween girls with an interactive roadmap on a journey to discover and develop their own personal talents,” said Goldi Miller, founder of Fashion Angels Enterprises. “These activity kits leverage the common interests of young girls to nurture their skills so they can become strong, creative and capable young women who know that they can achieve anything they set their minds to.”

It's My Biz activity kits are available in four product variations, enabling tweens to experiment with different types of services and learn about starting a business that best fits with their interests.

- ***Bead Boutique*** inspires creativity in tween jewelry designers, providing them with everything needed to create accessories they can sell at social gatherings, craft fairs and school events. The kit contains the beads, clasps and other product elements as well as receipts and sales forms to help keep track of transactions.

- **The Cup-Cakery Bakery** provides the designing tips and baking utensils needed to create and sell cupcakes and other treats at bake sales, birthday celebrations, block parties and other events. Shopping lists, a display stand, receipts and sales forms are also included to help manage merchandising, inventory and product track sales.
- **Vintage T-Shirt Shop** enables tweens to take creative fashion designs and apply them to clothing to create their own fashion line that they can sell to family and friends. The kit contains fabric markers, paints, silk screen templates, business cards and other tools to help inspire the next young fashion designer.
- **Lacquer Lounge** helps girls practice manicures and finger nail art, and start their own nail salon at home, at school or at parties. The kit includes nail supplies, an appointment book and the tips & tools needed to spread the word about their business.

To help tweens learn the ins and outs of becoming a SHE-E-O of any type of business, the ***It's My Biz: Ultimate Business Guide*** contains further information and tools needed to track sales, appointments and creative ideas. The step-by-step guide teaches *It's My Biz* users about the different types of businesses, and walks through naming a business, creating a logo, maintaining a sales spreadsheet, marketing and much more. The information provided in the Ultimate Business Guide will give girls an even deeper understanding of the fundamentals of business management success whether with the *It's My Biz* kits or a business of her creation such as baby sitting or pet care.

Fashion Angels will also provide aspiring She-E-Os with a free app to support them in their endeavors. The *It's My Biz* app provides a free customizable tool that is both iOS and Android compatible, and enables tween entrepreneurs to show off their products or services, compile orders and book appointments or deliveries wherever they go.

It's My Biz activity kits will be available in specialty toy stores beginning on August 15; Barnes & Noble on September 1 and in Mass retailers October 1, 2014 with retail prices ranging from \$19.99 to \$25.99 depending on the specific kit. For more information about Fashion Angels and *It's My Biz*, visit www.FashionAngels.com.

About Fashion Angels Enterprises

The Milwaukee-based Fashion Angels Enterprises, established in 1996, is the leading designer and manufacturer of tween girls' lifestyle and activity products. Fashion Angels' mission is to provide tween girls with experiences that inspire them to *Find Their Wings*; to believe in themselves and to be proud of what they can do. For additional information, please visit the company website at www.fashionangels.com and for the most up to the minute information and to interact with Fashion Angels, like us on Facebook and follow us on Twitter, Pinterest, Instagram or Vine.

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