

## FAIRYTALES & FANTASIES

Regardless of our age, fairytales and princess fantasies stay with us. Disney is a master marketer of fairytales and has been successfully fueling the market by offering a myriad of children's consumer products and services. There has been a new focus on adult fairytales and consumer products. Tim Burton's film *Alice in Wonderland* sparked this interest and has been influential in the launch of fantastical fashion and beauty products and food and beverages.

*Alice in Wonderland* was released March 5, 2010 and created a cult following both in the US and overseas. It has grossed over \$327 million in US box office sales and is ranked number ten on the top ten list. To coincide with the movie release, Disney negotiated several product partnerships and licensing agreements.

**Fashion & Beauty:** Bloomingdale's flagship NY store featured *Alice in Wonderland* themed windows with **Sue Wong for Walt Disney Signature** dresses and **Tom Binns for Walt Disney Signature** jewelry based on an event or character. **Printemps Paris Department Store Paris** invited ten high-end designers such as *Chloe*, *Christopher Kane*, and *Maison Martin Margiela* to each create a one of a kind dress for Alice that was displayed in their storefront windows for a limited time. **Christian Louboutin's** Fall / Winter 2010 Ad Campaign is inspired by Alice. It is shot by photographer Khuong Nguyen in an 18th century painting style with images of rabbits and butterflies. In beauty, **Urban Decay** created a limited edition *Alice in Wonderland Book of Shadows Palette* in a collectable pop up package with 16 eye shadow shades with names such as *Mushroom* and *Midnight Tea Party*. **Opi** launched four nail polishes - *Absolutely Alice*, *Mad as a Hatter*, *Off with Her Red!*, and *Thanks so Muchess!*

Other fairytale inspired products not related to Alice include **Diptyque Beauty and the Beast limited edition candle set** and **Seda France Walt Disney Signature Candle Collection** "inspired by classic Disney artwork." **Vera Wang** capitalized on this trend with the launch of her *Princess* fragrance in 2006. Limited edition flankers followed with *Flower Princess* (2008), *Rock Princess* (2009), and *Glam Princess* (2009). **Paris Hilton** introduced *Fairy Dust* perfume and **Tarina Tarantino** recently released *Sparklicity Shimmer Dust*. **Taylor Swift** uses the fairytale theme in many of her songs such as *Today Was a Fairytale* and *Love Story*.

**Food & Beverage:** In conjunction with Printemps, **Ladurée Tea Salon** designed its restaurant to be "a surrealist tea party straight out of Alice's world" and launched *Adventures in Wonderland*, an Alice music box featuring its new green apple flavored macaroon. At **Fat Duck**, Heston Blumenthal created *Alice's Shrinking Drink* and *White Chocolate Playing Card* dessert. To continue this fantasy locally, visit **Alice's Tea Cup** in New York City or **Crown & Crumpet Tea Salon** in San Francisco.

Make your dreams come true. Book a custom-designed trend excursion with Trendincite for a magical experience and happy ever after new product ideas.

Need to jump start your creative process? Check out GCI's March article <http://www.trendincite.com/press/GCITheCreativeProcessandUsingYour5Senses3-10.pdf>. Want more tidbits? Read Perfumer & Flavorist Forward Thinking March article <http://www.trendincite.com/press/P&Fgetyourvitamins3-10.pdf>.

Contact us at [inquiries@trendincite.com](mailto:inquiries@trendincite.com) or at 888-561-1229.

Feel free to forward this e-mail to friends and colleagues who need to be in the know or have them [subscribe](#) to Tidbits.

Regards,

Amy Marks-McGee  
Your Trend Maven  
Trendincite LLC...Inspiration for Creation

