



Happy Toys: Smiling Goodwill Ambassadors

Stuffed Animals to Adorn Tree at Felissimo Design House

December 6 - 31, 2004

New York, NY 2004 – This holiday season, visitors to Felissimo Design House's beautiful townhouse will see a one-of-a-kind tree adorned with lovingly handmade stuffed animals. The tree, part of a project initiated by Felissimo Corporation of Japan, will be on display from December 6 - 31, 2004.

In 1997, Felissimo Corporation of Japan, a global marketing company whose core business is a mail order catalog full of innovative products, launched a project designed to bring happiness to children around the world. For the initial year, Felissimo asked their customers to search their drawers and closets for fabric remnants and clothes no longer worn. These pieces of fabric were collected and became an essential part of an art kit, which was available to Felissimo's customers in Japan, to create the first 1,100 smiling stuffed animals called "**Happy Toys.**"

Happy Toys has since become an annual project in Japan. Each year, a new animal is introduced with a specific wish attached to it. This year's Lion carries the wish of love and courage for future generations. At Felissimo's headquarters in Kobe, Japan, the Happy Toys adorn an 18-foot Christmas tree, which changes with the new arrivals every year. During the holiday season, this display attracts over one million visitors who come to see the handmade toys. Then in the New Year, the Happy Toys are distributed to children worldwide, earning them the name of "**Smiling Goodwill Ambassadors.**"

First displayed in Kobe, Japan, Felissimo's Goodwill Ambassadors have since been exhibited in Tokyo, New York City and Beijing, and have been distributed to children around the world.

The pattern for this year's Lion Happy Toy is available for purchase at Felissimo Design House for \$3.50. For further information, please contact Rebecca Herman at Think PR, at 212-343-3168 or rherman@thinkpublicrelations.com; or Carly Carratura at Felissimo Design House at 212-956-4438, ext 145 or carratura@felissimo.com.

10 West 56 Street New York, NY 10019 212-247-5656 www.felissimo.com

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