



Elodie Details

"BIG DIFFERENCES FOR SMALL PEOPLE"
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Elodie Details launches new pacifiers

To kick off the new year in style, Elodie Details now launches four stunning new pacifier designs, divided into two different concepts. As always the pacifiers are accompanied by matching pacifier clips.

Concept number one features motifs and style distinctive for Asia. In Japan and China dragons are perceived a lot different from our image of fire-breathing monsters. Instead they are seen as mythological creatures that represent power, wisdom, peace and harmony. Kind of like our own guardian angels. That is why we've named this first pacifier "**The Guardian**".



Pacifier number two features a manga- and anime-inspired little girl. A friend and compatriot that guides the child on their adventures. Someone to share your thoughts with and provide you comfort along the way. We've named it "**Baby Love**".

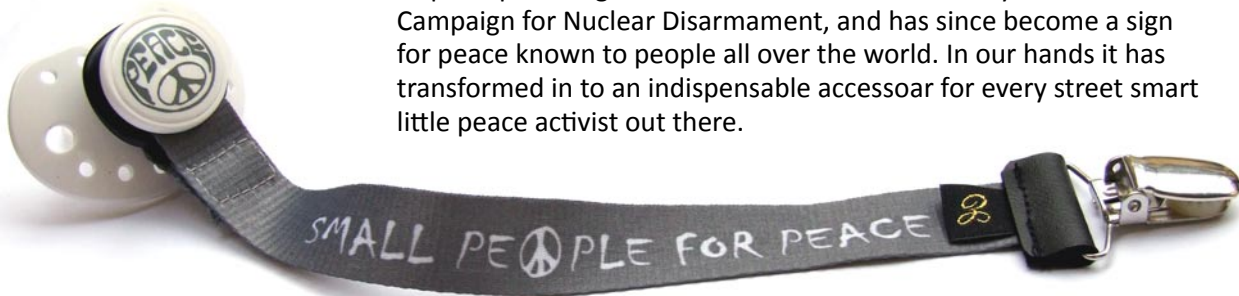
These new products will reach stores around Europe in early March. A list of retailers is available at the Elodie Details website.

The recommended retail price for pacifiers are 8.50 Euros, and for the clips 10 Euros

Concept number two is peace. Nothing more and nothing less. There are few trends around right now as bright as peace signs, and what better place to display them than on a pacifier? "**Little Wings of Tomorrow**" features the most well known of all peace signs – the white dove with the olive branch.



"**Small People for Peace**" is the other pacifier and clip of this concept, where we have picked up another well known and somewhat retro inspired peace sign. It was first used in the 1950s by UKs Campaign for Nuclear Disarmament, and has since become a sign for peace known to people all over the world. In our hands it has transformed into an indispensable accessory for every street smart little peace activist out there.



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<http://www.elodiedetails.com/internt/news08.htm>