

Janlynn Celebrates Girls, Their Fashions, Friends and Trends with the Launch of Charm*tastic™

New collectible charm line provides girls with the opportunity to express their tastes and personalities, while creating a hip and stylish look

Chicopee, MA- February 3rd, 2011- The Janlynn Corporation has launched Charm*tastic™, a new children's charm collection that celebrates girls, their fashions, friends and trends. The assortment consists of over 125 charms in an eclectic range of collectable themes and vibrant colored bracelets, and gives variety to young girls, tweens and teens to express their own tastes and personalities.

“Charm*tastic™ was created to offer girls of all ages an easy and affordable way to create hip and stylish looks that can be worn to school, the movies or out with friends” states Kristen Adams, Marketing analyst for the Janlynn Corporation. “Our in-depth research of the ‘tween’ market was the basis for the bracelet and charm designs that comprise the broad fantastic assortment we have brought to market.”



[Charm*tastic™ charms](#) retail for just \$2.99 – a very affordable alternative to wear jewelry similar to Pandora™ and Chamilia™ charms. Due to the affordable price, this collection gives friends, parents and grandparents the ideal gift for the young girl in their lives. “After the research was complete, considerable thought went into the design of each charm, ensuring each was exactly what every girl would be proud to wear” stated Denise Carter, Director of Product Development for the Janlynn Corporation. “We are very committed to the safety of this children's jewelry collection using high quality, lead-free base metals, enamel, and acrylic stones to develop the entire line.”

Janlynn has promised to keep girls intrigued by consistently adding new accessories and charms to the line. To view the entire Charm*tastic™ collection, [click here](#).

About [The Janlynn Corporation](#)

For over 30 years, Janlynn has been unleashing creativity to the jewelry, needlecraft, quilting, rubber stamp, and kids activity industries through relationships with a myriad of top designers. For additional information, visit www.janlynn.com.