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## **MICHAELS INTRODUCES EXCLUSIVE FABULITZ LINE BY LITTLEMISSMATCHED**

*DIY fashion line inspires girls to discover their own unique style*

(IRVING, Texas) — Creative tweens can celebrate their individual style and design one-of-a-kind fashion accessories with Fabulitz by LittleMissMatched, an innovative new line available now exclusively at Michaels stores.

The line is the first from LittleMissMatched that is truly customizable. Fabulitz includes a cool collection of socks, arm warmers, headbands and cross-body bags that girls can style up or down with hundreds of button-on accessories to mix and match.

"Fabulitz encourages girls to 'think outside the socks' and get creative, which is perfect for young Michaels customers who love to express themselves through fashion," said LittleMissMatched Vice President of Marketing Tori Smyly Banu. "With hundreds of accessories to choose from, girls can have endless fun discovering and creating."

"Michaels is all about providing new and exciting ideas and products that spark creativity and personal expression," said Michaels Vice President of Category Marketing Jennifer Rawls. "The exclusive Fabulitz by LittleMissMatched line is a great addition to our mix for tweens who want to show their personalities through DIY fashion."

The LittleMissMatched brand was launched with the simple mission of encouraging individual style. In addition to fashion accessories and decorations, the exclusive Fabulitz line also includes four dolls - Rock 'N' Roll Girl, Sporty Girl, Uptown Girl and Artsy Girl - and kits to make a unique monkey, clock, bracelet or guitar.

Retail prices range from \$1.99 – 24.99. For more information go to [www.littlemissmatched.com](http://www.littlemissmatched.com) or [www.michaels.com](http://www.michaels.com).

### **About Michaels**

Irving, Texas-based Michaels Stores, Inc. is North America's largest specialty retailer of arts, crafts, framing, floral, wall décor and seasonal merchandise for the hobbyist and do-it-yourself home decorator. The company currently owns and operates more than 1,060 Michaels stores in 49 states and Canada, and 136 Aaron Brothers stores, and produces 10 exclusive private brands including Recollections®, Studio Decor™, Bead Landing®, Creatology®, Ashland™, Celebrate It®, Art Minds®, Artist's Loft®, Craft Smart® and Loops & Threads™.

### **About LittleMissMatched**

LittleMissMatched started with a very simple mission: build a brand that is fun, inspires creativity, embraces individual style and celebrates self-expression. In our world, socks don't match -- matching is mundane -- mixing is monumental and color is cool. While we started with socks sold in odd numbers, we recognized that there's an entire universe out there who shares our passion for creativity and self-expression -- socks were just the beginning. From books to bedding, PJ's to pencil pouches and flip flops to furniture, we say, think "outside the socks" -- you can be a kid forever. Be bold, fashion is fun. You be YOU!

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