

Interactive Lia

COROLLE DOLLS



Age: 3 and up
MSRP: \$ 90.00
Wholesale: \$ n/a
SKU: n/a
Launch date: July 2007

Corolle's 17" multilingual baby doll communicates in French, English, Spanish or Italian. Through a simple, well-hidden and secure battery system, little girls can activate Lia's language skills using different Corolle charm bracelets. Specific, gentle touches and tickles to Lia result in endearing, realistic responses. She is dressed in velour pajamas and a cap. Accessories include a bib, bottle, pacifier, teddy bear and charm bracelets.

AWARDS TDmonthly Top Toy 2007; 2007 Platinum Seal Award, The Oppenheim Toy Portfolio; 2007 Honors Award (Toys Category), National Parenting Publications Awards (NAPPA)

REVIEWS Interactive Lia is precious baby doll from a company that's popular with specialty retailers. She earned a TDmonthly Top Toy 2007 award for educational value, as she speaks pertinent baby phrases, such as "I'm hungry!" in four languages. Her little baby voice is as pleasant as her pretty pink outfit and accessories. She's much more than the average baby doll, and vanilla-scented at that.

RETAILER COMMENTS "I like working with ... Corolle as I can order only what I can use for the time period," Owner Patti Tepper-Rasmussen of Learning Tree Toys in Oklahoma City, Okla., told TDmonthly in spring 2007. "I think people want more interactive dolls ... rather than something basic," said Nellie Fais, owner of Toy Magic in Bethlehem, Pa., speaking of Baby Lia.

COMPANY PROFILE **Year established:** 1979

Mission statement:

Corolle's philosophy is that a doll is more than a toy; it is a cherished part of a child's growing up, a link between the child and the world of adults. A doll encourages the child to explore different roles through caring for and sharing hopes, dreams and experiences with an always-understanding friend and playmate.

Business devoted to specialty market: 100%

Retailer contact:

COROLLE USA; One Corporate Drive; Grantsville, MD 21536; (301) 895-3792

SAFETY PROFILE **How often are products tested?**

Corolle attaches the utmost importance to quality and safety at every stage in the production process. Corolle products meet or exceed all voluntary and regulated safety standards in the countries where they are sold.

In which countries are the toys produced?

France, China