

Heartlets, Junior Entrepreneur

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/EINPresswire.com/ -- It all started when Brian Escobar asked his daughter Brianna to make suggestions for a t-shirt website he was building. She sketched out some t-shirt designs that completely rearranged her dad's plans. He knew right away that she had a winning idea: Heartlets.

Heartlets are [five cute designs](#) that are suitable for girls of any age. They include pink for girly girls, dark for girls who like

witches and vampires, green for young entrepreneurs, cool blue for those who march to a different drummer, and yellow for royal because every little girl is a princess. Each heart is decorated with a cute, sassy face. Brian Escobar notes that his little art director loves dolls and cuddly toys, so he thought a line of plush dolls based on the faces would be wonderful. The doll idea evolved into heart-shaped throw pillows embroidered with the faces. The pillows can be used as toys, throw pillows or storage for precious objects. On the back of each pillow is a zippered pocket that is large enough for an iPad or similar item. They could also be used to store a diary or special keepsake items. Furthermore, they do not require batteries, plug-ins or other electrical support.



Like most modern families, the Escobars are very busy people. Brian has a full-time day job handling payroll for a well-known art school. His wife is the Heartlets CFO, and his daughter is the Art Director and a student. Brian's vision is to have the Heartlets pillows created, and then sold through existing outlets – more exposure for the designs, less work for the family. As he puts it, best not to reinvent the wheel when perfectly good sales avenues are available. He hopes to develop a full line of products, all based on the Heartlets product design.

The Escobars have started a [Kickstarter crowdfunding campaign](#) to finance the initial manufacturing of the Heartlets pillows. The design has been patented, and the initial prototypes are complete. (His daughter wanted to sleep with all of them the night after they arrived.) Designed by a ten-year-old who knows what girls her age enjoy, these cute pillows are sure to be a hit. You can support this young entrepreneur by contributing \$2, and you will receive a sticker; t-shirts are \$10; one pillow is \$25.00 – your choice of design. For \$100 or more you can grab all five of these cute pillows – which would make a fantastic gift for someone on your gift giving list. The download for the coloring pages is available for every character.

If you order t-shirts from the Heartlets.com website, every purchase is accompanied by a sticker. Young shoppers can also download a “Pink” Heartlet coloring page. Shoppers can also sign up for the Heartlets newsletter to stay up-to-date on new Heartlet products as they are developed. Brian is confident that his family business team can develop a Heartlet theme for almost anything, from business cards to plastic action figures. He says that he would be happy to discuss business ideas –

just use the contact information on the Heartlets website to make suggestions.

Brian Escobar holds a Bachelor in Management. He and his family are building a sustainable small business, and encouraging the youngest member to develop her considerable talents. You can “meet” her by watching the Heartlets Kickstarter video. Although based on her sketches, the final product designs marketed by the Escobars are created by a talented graphic artist, and they continue to work with other talented artists. With such a great team, it is easy to see why the Heartlets design is a success.

If the Kickstarter event is a success, Heartlets pillows will be available in February -- perfect timing for Valentine’s Day. The project plan has allowed 60 days after the end of the [crowdfunding campaign](#), leaving one week for delivery to customers. You can use the plush pillows as a gift on their own, or use them as extra special gift wrap for an extremely special gift. The sassy embroidered faces are suitable for young girls, the features are embroidered on with no loose parts, but they are also sufficiently sophisticated to appeal to older girls, as well. Your orders will support a growing small business, foster talent, and provide lovely gifts for family and friends.

About: Brian Escobar holds a Bachelor in Management. He is using his business connections to build a family entrepreneurial enterprise centered around original sketches from his daughter. The Heartlets (www.myheartlets.com) designs are light-hearted and sassy, suitable as gifts for any age group.

Brian Escobar
The Heartlets
www.myheartlets.com
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

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