

ADORA EXPANDS ITS AWARD-WINNING COLLECTION WITH 27 NEW PRODUCTS AND 6 LINE INTRODUCTIONS FOR 2017

Current collection of dolls is joined by new play sets, plush, activity books, and gender neutral accessories for ages 0-6+...all loaded with ADORAbility!

LAGUNA HILLS, CA, UNITED STATES, February 14, 2017 /EINPresswire.com/ -- Adora, a private California-based toy maker of award-winning toy products for kids age 0-6+ announces several new and unique styles of dolls, plush and toys all debuting at Toy Fair Booth #2539 this week.

"We are very proud of our 2017 product offering," explains Peggy Vicioso, VP of Marketing and Product Development. " We've added brand new lines of soft dolls, plush creatures, play and gift sets, as well as expanded our award-winning lines of must-have doll accessories, Mixxie Mopsie and play dolls. Most of our new products are BPA-free, hypoallergenic, and 100% machine washable...key features for parents peace of mind. It is our goal to exceed consumer expectations on quality, and lifetime value, all the while delivering adorable, engaging, and fun products that kids love."

New products will be available March 1, 2017 at specialty retailers, Amazon, and www.adoraplay.com:

For Ages 0+

Baby Activity Book • \$14.99

Delights and stimulates the senses of infants with appealing colors, shapes, sounds, and textures!

“

We are very proud of our 2017 product offering. We've added brand new lines of soft dolls, plush creatures, play and gift sets."

Peggy Vicioso

Adora Softies (Sunny, Fawn, and Blossom) • \$12.99

This sweet, caring, and cheerful group of do-gooding girls loves to spread smiles and kindness everywhere they go. They are petite 11.5" soft dolls with big hearts and are as soft as can be!

Cuddle Babies (2 styles) • \$24.99

Perfect first baby doll! Adorably sweet-faced blue-eyed 13" doll dressed in snuggly soft onesie pajamas. Features include

baby-powder scent, open mouth for bottle or thumb, and weighs just 8oz.

Baby Tots (4 styles) • \$14.99



Perfect for pint-sized mummies to be, these 8.5" cuddly vinyl babies have flexible limbs, removable clothes, and a baby powder scent. They are available in 4 different styles/outfits.

For Ages 2/3+

Zig Zag Accessories (Stroller, Diaper Bag, and Feeding Seat) • \$14.99-\$29.99

Designed in a contemporary aqua and gray zig zag pattern, these must-have accessories appeal to both pretend mummies and daddies alike. Encourages hours of nurturing, interactive and creative play.

Zippity Hug N Hide (Giselle, Celeste, and Whispurr) • \$24.99

These large, whimsical creatures include magnetic hands for holding and secret side zipper pockets for a child's most prized possessions. Kids will want all 3!: Giraffe, Cat, and Unicorn.

TravelTime Fairy Play Set • \$24.99

Adventures await with this whimsical retro style trailer which zips open to reveal an interior room. Removable wheels become ottomans and the handle lets kids take it with them. Includes 5.5" plush doll.

For Ages 4+

Mixxie Mopsie (Kitty and Mermaid) • \$39.99

These two new line additions include a Kitty with 14 interchangeable parts and a Mermaid/Girl doll with 9 parts. Easy button on and off legging and sleeves with decorative accessories encourage hours of creative fun!

For Ages 6+

ToddlerTime 20" Dolls (5 new styles) • \$119.99

Made of baby-powder scented, high quality vinyl, these realistic 20" weighted dolls have delighted kids for years. Five new styles join the collection, and all fit perfectly into the outfits & accessories also available.

Samples of all new and current products will be available in Adora's Toy Fair Booth #2539 this week in New York. Join the Adora team for Happy Hour 3pm daily and take advantage of the VIP Lounge with couches, phone chargers and refreshments. Adora also invites press and Mommy Bloggers to pick up their free gift! Catalog, product, and Toy Fair appointment requests may be sent to erosenthal@charismabrand.com.

ABOUT ADORA

Adora is a division of Charisma Brands, LLC. Adora has been producing award-winning toys and accessories for kids age 0-6+, for 25 years. Adora toys are thoughtfully crafted to give parents peace



Zippity Hug N Hide



Zig Zag Gender Neutral Accessories

of mind. Products are BPA-free, hypoallergenic, and most are 100% machine washable. Adora is known for its realistic and unique doll sculpts, sweet faces, and fun and whimsical interactive toys that both girls and boys love. Available at specialty toy retailers, Amazon and on their web site at www.adoraplay.com.

Emily Rosenthal
Adora, a division of Charisma Brands
6502551529
email us here

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

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2017 IPD Group, Inc. All Right Reserved.