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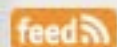
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**+** Kids party in a box

June 05, 2006

Lifestyle & Leisure 



**Favouritz** sells boxes filled with everything needed for an original and entertaining children's party.

Founded by Danish-Swiss Jeannette Domeisen, Favouritz targets the niche market of children's' birthday parties. A mother herself, Domeisen believes that children "deserve lots of smiles and happy memories from their childhood - especially on their birthdays."

To keep birthday parties fun for both children and their parents, Favouritz offers Party in a Box. The birthday child picks a theme, and parents order a box that comes with everything needed for a party, including outfits, decoration, games and a shopping list for themed food. Instructional photos are included to guide hosts through the day.

There are ten different themes to choose from, including Upside Down, Asian, Detective and Wild Animal, and the parties are suitable for children aged 5-12. A box for eight children is priced at CHF 299 (USD 249 / EUR 189).

The concept isn't entirely new - similar initiatives include [Birthday in a Box](#) in the US. But Favouritz has a non-mass, handmade appeal. Adding to its charm, Favouritz actively involves children in product development. The company established a children's council that meets up twice a year, and its twelve young members give their opinions on everything from recipes and games to design and colours.

Making parents' lives easier by providing a fun theme and taking care of the details, this could be a great opportunity for creative [minipreneurs](#) everywhere.