

THE NEW STORK TIMES

The Parenting Source for Switzerland



Avoiding Stress in Children

How parents can help

Crystal Creations

Young scientists at work

Let's Have a Party!

Making children smile

She makes smiles her business

Favouritz



What could be better than following your heart and creating a business out of making children smile?

After many years of retail work and event planning for a large international design company, Jeanette Domeisen dreamt of doing something completely different. After becoming a mother herself, it became clear that she wanted

to work with children, create something together with children – for children – to make children smile. Having always arranged birthday parties for her little sister at home in Denmark, and being of an ‘inventive’ nature she decided to start her own business, *Favouritz*, hosting themed children’s parties, as well as selling a ready-to-go ‘party in a box’.

To a child the birthday can be the most important day of the whole year, filled with hopes and dreams – a day to remember for a very long time. At the same time this can be a very stressful time for parents who feel as if they must conceive of and organize everything to fulfil these dreams. It is the goal of *Favouritz* to make the child’s wishes come true with a fun and original party – making it an enjoyable event for the parents as well.

Circle of support

With the help of her creative husband, several girlfriends answering questionnaires and testing decorations, and most importantly from a dedicated panel of ten children who gave their honest opinion on games, colour schemes, cakes, candy bags, names and figures – within a short period of time, ten themes were available and ready to party.

The very positive responses from children, customers and friends made it clear to Jeanette to also use her theme figures for product design, building a brand out of the little ‘Nikoniko’ figures that she and her Japanese friend have created. It is now the plan to open a web shop selling the *Nikoniko* products in Spring 2006. An English-language book telling the story of the *Nikonikos* will also be available within the coming months.

Exciting themes

Favouritz parties are suitable for eight to 14 children, between five and 12-years old. Ten different and exciting themes to choose from.

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Party in a box -

Inspiration and materials for hosting the party yourself, including decorations, costumes, food recipes and a matching shopping list

Party with a host -

You can book Jeanette to come and host the entire party for you at your own home.

Almost everything is possible -

Favouritz also arranges photography, popcorn machines, sushi lessons or astrology readings for your child's party

Children's products with the *Nikoniko* figures will be available Spring 2006. ■

For additional information, prices or to book a party, please contact Jeanette Domeisen on:

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Photos by marco@mixer.ch



Party pleasures