

# For Keeps™

THINK POSITIVE!

RADIATE LOVE!

INSPIRE OTHERS!



YES, YOU CAN!

YOU'RE BEAUTIFUL!

YOU ARE UNIQUE!

YOU ARE LOVED!





"Uplifting, and empowering affirmations scrolling across the header of the packaging are the first reads, impossible to not be pulled in by the incredible, uplifting spirit!"



## For Keeps™ is a Difference Maker!

- For Keeps™ reflects Core Values and ideals- Empowerment, Aspiration, Affirmation, Kindness, Compassion, Acceptance, Positivity, and FUN!
- For Keeps™ Inspires! Encourages positive communication- passing positive affirmations back and forth using the Cupcake Keepsake™ to ferry messages of Love and Acceptance.
- "Hey, this looks like me!"
- 5.5" Tall; 9 pts of articulation, a For Keeps™ insignia stand is included in every gift box, threaded hair with great hair designs, cut n' sew clothing, changeable outfits, and loaded with accessories!
- Packed with VALUE! **\$12.99srp!**

# INCLUDED AFFIRMATIONS

Each For Keeps™ fashion doll includes the Cupcake Keepsake™, the ultimate note passing stash box! Who doesn't like to pass notes? Why a cupcake? It's a great disguise for a secret note passer, and a cupcake can represent a gift, a reward, a symbol of trust, and a sign of friendship. What better way to ferry a positive message to a friend or family member than inside the Cupcake Keepsake™ for them to keep, For Keeps! Each doll comes with 20 affirmations that double as stickers, just peel and stick! Stick them to your iPad, notebook, cellphone or bedroom door to remind everyone that "YOU ARE LOVE™" and "YOU ARE BEAUTIFUL" and "I AM LOYAL TO YOU". Gently twist the icing top off the cupcake base, place an affirmation inside, twist the top back on to secure your message, hand the Cupcake Keepsake™ to your friend, loved one or family member, and watch their eyes light up with joy after receiving your affirmation! The POWER of For Keeps™ is in the MESSAGE!



# For Keeps Items!



**Packaged** in a clear window box to show off your For Keeps role model!

Packaging dimensions: 8.7" H x 6.7" W x 2.56" D. Weight: 0.5 Lbs



What is a Cupcake Keepsake™?  
A gift, a reward, an act of love, a sign of friendship.



Each For Keeps™ role model comes with a polaroid photo- a fun snapshot of the girls doing what they love the most!



Clothes, Shoes, and Accessories!



Pets and more secret surprises!



Interchangeable MYSTERY T-Shirt with positive message!

# MEET THE CAST!

# CHARACTER SELECTION

## SPRING 21 ASSORTMENT

5" ASPIRATIONAL  
FASHION DOLL  
WITH ACCESSORIES  
SRP: \$12.99



**MIA**  
GALAXY  
JOB: VETERINARIAN  
ACCESSORIES: CUP, ROXY  
SKU: FKMIAWB01  
UPC: 850018355032



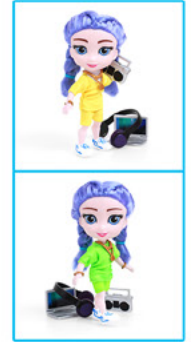
**BELLA**  
CHOCOLATE CHIP  
JOB: JOURNALIST  
ACCESSORIES: CAMERA BAG, SUNGLASSES  
SKU: FKBELWB01  
UPC: 850018355001



**EMMA**  
UNICORN  
JOB: FILMMAKER  
ACCESSORIES: HEADBAND, PURSE  
SKU: FKEMMWB01  
UPC: 850018355025



**ELLA**  
LEMON LIME  
JOB: FAMOUS MUSICIAN  
ACCESSORIES: HEADPHONES LAPTOP  
SKU: FKELLWB01  
UPC: 850018355018



EXTRA COLOR OPTIONS!



**LONDON**  
TWINNS  
JOB: MAKEUP IMPRESARIO  
ACCESSORIES: HEADBAND, SASHA, SHOES  
SKU: FKLONWB01  
UPC: 850018355049



**PARIS**  
TWINNS  
JOB: MAKEUP IMPRESARIO  
ACCESSORIES: HEADBAND, SHADOW, SHOES  
SKU: FKPARWB01  
UPC: 850018355056



**SOPHIA**  
HOT PINK RASBERRY  
JOB: DANCER/CHOREOGRAPHER  
ACCESSORIES: PHONE, PURSE  
SKU: FKSOPWB01  
UPC: 850018355063



EXTRA COLOR OPTIONS!

# FALL 21 LINE LIST

SUBJECT TO CHANGE

- **Firefighter - female African-American.**  
Concept pictured.
- **Frontline Healthcare Worker- female Latino-American.**  
Concept pictured.
- **Scientist - female Native American.**  
Change of fashion (professional + casual), accessories, tools of the trade, accessories, and jewelry.
- **Fashion House Creatrix - female Korean American.**  
Change of fashion (professional + pret a porter), accessories, tools of the trade, accessories, and jewelry.
- **Astronaut - Transgender.**  
Change of fashion (professional + casual), accessories, tools of the trade, accessories, and jewelry.
- **Environmentalist - female Scotch-Irish (red haired).**  
Change of fashion (professional + casual), accessories, tools of the trade, accessories, and jewelry.

## SNEAK PEEK!



Each For Keeps Doll comes with a  
Surprise Positive Message Tee!



Ages 4+ and a \$12.99 SRP. Available this Holiday in select retailers, at <http://www.theloyalsubjects.com>, and on Amazon! A perfect gift for the Holidays- a POWERFUL MESSAGE with a great Fashion Doll, packed with surprises!

# THE FUTURE OF FOR KEEPS

If ever the world was in need of a product like For Keeps™, the time is now! Kids' lives are fraught with uncertainty as schooling and friendships are disrupted, and negativity abounds. Enter a positive, empowering confidence builder, doing it one affirmation at a time, and role-playing with a dynamic Fashion Doll who lets you know that YOU are the HERO you are looking for!

The For Keeps™ concept was inspired by parents' experiences with their young children, in particular the impact that technology and social media have on kids' perception of self-worth, gender stereotypes, and the imprinting of critical thought patterns by age 4. "How can a 4-year-old girl be comparing herself to social media influencers flaunting extravagance?" And "Too much screen time is pulling away from the visceral, human engagement needed for developing brains and for honing social skills."

Characters in the For Keeps™ world are relatable in contrast to the cool "Big Sister" or "Adults on the Town" from social media and TV that are reflected back in Fashion Dolls today. Rather than the "video-vixen," For Keeps™ characters are decision makers in positions of power: a Filmmaker, a Journalist, a Veterinarian, a Music Producer, a Choreographer, and Creatrix Twins™ who run a cosmetics empire! There are three call out buttons on the packaging: "Aspire," "Inspire" and "Affirm": "Aspire to Be!" "Inspire Others!" and "Build through Positive Affirmations, Acceptance and Encouragement!" The character designs are reflective of kids themselves – look into the mirror to find your hero, YOU!

# MARKETING





# SOCIAL BEATS

the **toybook**

FROM **POP** TO **PLAY**

Jonathan Cathey, founder and CEO of TLS, says this positive messaging component is especially relevant right now, and that the desire to make a positive impact is what drove his decision to create For Keeps.

84 THE TOYBOOK | OCTOBER 2020 | toybook.com



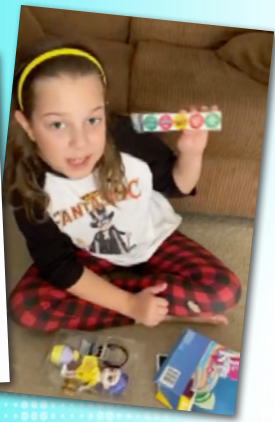
kyles\_haven We are all for dolls that promote healthy self-esteem 🥰🥰🥰  
 ❗️ Can't wait to see your videos showing off your new doll 🥰🥰  
 5h · 1 like · Reply

View 2 previous replies

kyles\_haven @i\_am\_rimya YES!! Kyle loves Mia and the price so so reasonable 🥰!!  
 15h · 1 like · Reply

i\_am\_rimya @kyles\_haven it absolutely isn't I'm going to get Rimya the others. She loves the one she received first and wants her twin sister as well as the others. 🥰🥰🥰 the whole set actually 🥰  
 5h · 1 like · Reply

kyles\_haven @i\_am\_rimya 🥰🥰 That's exactly what happened when I showed Kyle! That is so funny LOL! I was like... I set myself up with this one 🥰🥰🥰🥰  
 12h · 1 like · Reply



zoemariahkhoo I love this beautiful!! Its so important to have dolls that make kids feel like they are enough! Girl power all day! 🥰🥰🥰

Crystal Cobbs  
 Working at an @animalhospital makes me love this toy by @theloyalsubjects even more. Meet Mia the Veterinarian! She's a part of the For Keeps Dolls collection of dolls that are aspirational, inspirational, and affirmational! We love their message: Think Positive. Radiate Love. Inspire others. Each For Keeps doll comes with a positive message inside the toy cupcake, on the doll's shirt, and even on the packaging. It's amazing to have a toy like this spreading love and positivity to the world!

tubeaboutfun These dolls are amazing!  
 3h · 1 like · Reply

i\_am\_rimya @tubeaboutfun they absolutely are!!! Thank you friends 🥰🥰🥰🥰  
 3h · 1 like · Reply

naomicastelo Omg they so cuteeeeeee  
 2h · 1 like · Reply

i\_am\_rimya @naomicastelo aren't they?!! So cute and adorable!!!! 🥰🥰🥰🥰  
 2h · 1 like · Reply

naomicastelo @i\_am\_rimya so cuteeeeeee 🥰  
 2h · 1 like · Reply

siennas\_space Their occupations are awesome 🥰  
 1h · 1 like · Reply



Replies to Mary's comment on For Keeps Doll's post

Mary Yowell  
 Look how cute! Tiffany Moon Steward  
 Latrice Scott  
 52m · Like · Reply · Message

Tiffany Moon Steward  
 Mary Yowell these are adorable 🥰  
 Just now · Like · Reply · Message

Latrice Scott  
 Mary Yowell they are adorable! 🥰  
 42m · Like · Reply · Message

The new fashion dolls are 🔥🔥🔥



# SIZE OF THE PRIZE!

- Grand Prize - \$100K in cash prizes to be awarded prior 2021
- \$100K cash
- 1000 Prizes - \$10,000 each
- Prizes - \$1,000 each





# For Keeps™



For Keeps™:

[www.ForKeepsDolls.com](http://www.ForKeepsDolls.com)

Instagram – [ForKeepsDolls](https://www.instagram.com/ForKeepsDolls)

Facebook – [Facebook.com/ForKeepsDolls](https://www.facebook.com/ForKeepsDolls)

Twitter – For Keeps Dolls @DollsKeeps

Tik Tok – For Keeps @forkeepsdolls

The Loyal Subjects™

[www.TheLoyalSubjects.com](http://www.TheLoyalSubjects.com)

Instagram – [THELOYALSUBJECTS](https://www.instagram.com/THELOYALSUBJECTS)

Facebook – [www.facebook.com/TheLoyalSubjectsCo](https://www.facebook.com/TheLoyalSubjectsCo)

Twitter – The Loyal Subjects @loyalsubjects

Tik Tok – The Loyal Subjects @theloyalsubjects