

Trendwerk77 secures Disney license

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J-Straps soon to feature Mickey Mouse, Donald, Goofy & Co.

J-Straps will soon be ready to launch its first Disney collection. After the great success of the company's mobile phone straps, bags and socks as well as Lanyards featuring familiar figures from Looney Tunes, Peanuts, Simpsons, SpongeBob, Shrek and Ice Age; Mickey Mouse, Donald, Goofy and other beloved characters will finally be available in the form of lucky charms for mobile phones this summer. "A Disney license is the greatest reward we could ever hope to receive for our work," comments managing director Holger Weißner, who is in charge of license agreements. Industry insiders know that Disney's license granting policies are very stringent.

J-Straps has an in-house ivory carving master on staff, who is developing the prototypes for what will soon be mass produced as mobile phone straps. The designs for Mickey, Mini, Donald, Dogbert, Goofy and Pluto have just been completed. The figures are about three centimeters high and, as of summer 2007, they will be available in retail stores in combination with a flasher, which alerts mobile phone owners to incoming calls and SMS messages. Also planned is the launch of a mobile phone fashion bundle commemorating the movie "Pirates of the Caribbean – At the End of the World" (featuring Johnny Depp and Orlando Bloom in the leading roles).

"This business is almost like the fashion industry," says general manager Julia Derndinger, who is responsible for all production related issues at J-Straps manufacturer Trendwerk77. "In the area of color, shape and design new trends are emerging all the time, and we integrate them into our drafts. As a result, we are able to add a touch of glamour to the world of mobile radio."

J-Straps – individual style for mobile phones! J-Straps is a successful brand from Trendwerk77 GmbH which offers trendy mobile phone products. J-Straps straps, mobile phone bags, socks and lanyards are distinguished by their attractive design, high-quality workmanship and, above all, their exclusiveness. Trendwerk77 GmbH, which was founded by managing directors Julia Derndinger and Holger Weißner in January 2004, holds a range of marketing licences for films, comics, sport, art and music, and is a market leader in its field. With twelve employees at its headquarters in Mülheim, Trendwerk77 is constantly developing and marketing new highlights and cult objects for fans of unusual and individual mobile phone accessories. Customers include well-known retail companies, chain stores and distributors in 14 European countries. J-Straps are sold at more than 10,000 points of sale.

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