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Marie Moss : Hello Kitty Sweet, Happy, Fun Book!: A Sneak Peek Into Her Supercute World before purchasing it in order to gage whether or not it would be worth my time, and all praised Hello Kitty Sweet, Happy, Fun Book!: A Sneak Peek Into Her Supercute World:

0 of 0 people found the following review helpful. Hello Kitty Sweet, Happy Fun Book!By UK MumI borrowed this from the library to begin with and decided to buy it. My 2 year old loves it! It keeps her occupied for hours as she goes through and tells me what she wants. I really haven't been able to read much of it though as she just looks at the picturesThe only negative thing I do have to say is that the binding of the book isn't that great and have had to tape a few of the pages which isn't a big deal.It is a fantastic book as you get to see all the HK merchandise that is out there, which is crazyGreat buy, especially for Hello Kitty addicts!0 of 0 people found the following review helpful. Every Hello Kitty fan should own this book!By KarenThis book is adorable and also gives the history of the Hello Kitty brand. I first checked it out from my local library to have a look, and after renewing it twice, I decided to look here on to purchase it. It tells the story of how the phenomenon has blossomed, especially in Asia, but also here in the U.S. A fun, happy book for children and adults alike who adore Hello Kitty.0 of 0 people found the following review helpful. For All Hello Kitty FansBy JJFThis bright and colorful book is full of vivid photos of various Hello Kitty items that you probably never knew existed! It is a must-have for any fan of the iconic kitty. The pages are filled with such cute and adorable items!

From modest beginnings as a simple character sketch adorning t-shirts and schoolbags, Hello Kitty has become one of the worlds most recognizable It Girls. As a never-static status symbol, she has interpreted lifestyle trends for her vast audience of admirers in the form of irresistible clothing, accessories, stationery, candy, home furnishingseven jet

airplanes. The Hello Kitty Sweet, Happy, Fun Book! features a collection of irresistible ephemera and art, allowing readers to learn the behind-the-scenes story of Hello Kitty and her vast, fanciful world. Alongside hundreds of images and seven interactive treasures, the lively text sees Hello Kitty from her early development to the worldwide phenomenon that she has become over the past 36 years. A steadfast symbol of fun, friendship, and happiness, Hello Kitty gives fans a reason to smile, and even to celebrate, especially on the 50th anniversary of the Sanrio brand.

From School Library Journal Gr 3 Up-For serious fans of Sanrio's ubiquitous white cat, this gorgeous volume will warm hearts and bring a smile to many faces. Those uninitiated into the cult of Kitty may find themselves shuffling off to the nearest mall in search of their first Hello Kitty item after viewing. Started more than 35 years ago in Japan as a simple sketch on a vinyl coin purse, the character's charm has created a billion-dollar industry. Hello Kitty and her friends appear on items as varied as stationery, jewelry, surfboards, Macy's parade balloons, and jet airliners. Moss has carefully researched this compendium of all things Hello Kitty; it is filled with photo after photo of design items from around the world. Though the brand is aimed at children and tween collectors, many among the legions of fans are fully post-adolescent. A beautifully designed book to be sure, but one perhaps better suited as a gift rather than a circulating item.-Elaine Baran Black, Georgia Public Library Service, Atlanta (c) Copyright 2010. Library Journals LLC, a wholly owned subsidiary of Media Source, Inc. No redistribution permitted. About the Author Marie Moss is author of Hello Kitty, Hello Everything: 25 Years of Fun! and Hello Kittys Little Book of Big Ideas. She is the owner of MB Vintage, a vintage accessories collection. Moss is also contributing editor and producer for Country Living magazine and is the former Fashion Director for Seventeen magazine. She has appeared as a style expert on national television shows, including Oprah and The View. She lives in Westchester County, New York.