



## **DCK GROUP LAUNCHES CHILDREN'S ACCESSORIES BRAND FLITZY**

*Leading global fashion jewellery business launches  
new brand with children's wellness at the core*

**LONDON – 10 November 2021** - [DCK Group](#), the leading independent fashion jewellery business, is pleased to announce the launch of Flitzy, its new children's accessories brand. Embracing all things 'fun' and 'glitzy', Flitzy offers an innovative new range of fashion, hair and jewellery accessories to inspire mini trendsetters globally. The brand seeks to empower its young customers to express their own unique personalities and has a core message of wellness at its heart.

The full collection is now live to buy direct from the [Flitzy](#) website, and will soon be available internationally, launching with partners [Hudson's Bay](#), the Canadian luxury goods department store, and [Coin](#), the upmarket Italian department store chain, in the coming weeks.

Flitzy is invested in the wellbeing of children. Working alongside a child mindfulness coach, the brand aims to encourage children to experience the joy, creativity and beauty of the product alongside a deeper consideration of the feelings of others and themselves. The Flitzy brand ethos espouses friendship and self-expression, with inspiring messages of individuality and positivity woven throughout the collection. The range comprises collectible charms, pendant necklaces, headbands and statement rings, and appeals to young, fashion-conscious customers through subtle nods to key seasonal trends including stacking, beading, and pearl-drop elements.

Capitalising on DCK's years of industry experience and informed by extensive market research, Flitzy breathes new life into the children's accessories space with a product range and online community built around inclusivity and kindness. Every purchase of Flitzy's animal charms includes a donation to WWF, a cause close to Flitzy's customers' hearts, highlighting the brand's underlying commitment to wellness and compassion.

Alongside the core collection, Flitzy has partnered with youth entertainment star, Anastasia and her '[Like Nastya](#)' platform – which boasts 77.2 million subscribers on YouTube – as its first official licensee. The exclusive Like Nastya collection is already trading in store via Flitzy's first concession partner, Matalan, across all of its 226 UK outlets. In addition to online and in-store sales, both ranges are also available via a subscription box service. Filled with exclusive designs and fun activities, the boxes bring regular on-trend jewellery and accessories updates to Flitzy customers all year round.



*“The launch of Flitzzy presents an exciting new growth avenue for DCK, and we are delighted to channel on our existing expertise in the children’s accessories space to deliver a direct-to-consumer offering that as ever reflects DCK’s signature high-quality finish and eye for detail. By drawing on our own experiences as parents, and listening carefully to our young customers, we are proud to have developed an innovative brand that embraces individuality whilst championing core values of compassion and friendship” said Lorraine Bottomley, DCK’s CEO. “Flitzzy’s subscription box service, along with the partnerships we have already secured with leading retailers and Like Nastya, represent promising opportunities for the brand, and we look forward to further building on this to create the leading destination for children’s accessories globally,” added Lorraine.*

In Spring 2022, Flitzzy will launch its piercing service exclusively at Hudson’s Bay in Canada, bringing a safe and responsible piercing service to children with exclusive designs and a premium experience.

**-ENDS-**

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**About DCK Group**

DCK is the UK’s leading independent fashion jewellery business with a track record of over 27 years in designing, developing and selling accessories. Manufacturing over 22 million products a year, across 19 unique brands and with over 1,400 employees, the group has annual sales of more than £80 million. DCK is the only UK-headquartered company that can offer retail partners a truly insight-led end-to-end service from concept through to mass production, developing bespoke, on-trend lines and products aligned with the retailer’s brands and customers. DCK provides access for its blue-chip retail partners to an unrivalled trend and market knowledge base, component buying power, manufacturing process, sourcing and compliance expertise and volume buying at a scale that could not be efficiently matched in-house. DCK’s omnichannel operating model includes concessions, wholesale, stores, e-commerce and franchise.