



Cameo is a new gift company formed originally in the U.S.A to market the 'Kewpie®' doll, a brand created by illustrator and author Rose O'Neill in 1913 that has now become a household name with a very strong international collector following.

Cameo's co-founders, Wilf and Paula Shorrocks have 25 years experience in the business of toy, gift and doll marketing. Together they have built an impressive array of internationally located companies in the fields of entertainment, licensing and consumer products.

It is this exciting mix of heritage with 'of the moment' brand concepts that we intend to introduce within Cameo. We pledge to maintain the highest standard of quality and service whilst creating new product ranges that will take their place along side our classics of the past.

"It is our intention for Cameo to become one of the country's leading gift companies"

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mini flora™

Mother Nature In Miniature



mini flora™ is a Truly Remarkable Reflection of
Mother Nature's Creation Captured in Miniature

mini flora™

The giving of flowers as a token of affection is as old as civilisation and flowers have been used as symbols to express our emotions for centuries.

There is no other gift more synonymous with the true reasons for giving, whether acknowledging a special occasion, a significant life milestone, or simply letting someone near and dear know just how much you care.

Through the introduction of a 'Collectors Club' on www.miniflora.co.uk the collectors of these adorable miniature flowers are able to have a sneak preview of new releases and access to the world of Mini Flora,

Extensive Trade Marketing and Consumer Awareness Campaigns are planned to support brand development including;

- Trade Press
- Trade Shows and Events
- Consumer Magazine Advertising and Cover mounts
- National Press Promotions
- FMCG Cross Product Marketing
- Retail Driven Promotions
- High Impact Display and Advertising Materials

Handcrafted In Clay

Painstaking lengths have been exhausted to find the finest materials that have then been beautifully hand-crafted to recreate some of the worlds most popular flora.

Each individual petal is made from 'special clay' that has enduring properties of elasticity allowing the flowers to be re-arranged.



Available in a variety of exquisitely packaged gift formats, each Mini Flora is presented with its own authentic mini-flowerpot or vase and is finished to the very highest of standards.

Official Stockists will be supplied to meet the following objectives:

- Timely and efficient delivery
- Consumer focused and retailer friendly displays
- Focus on maximum margin and profitability

As an official stockist of Mini flora you will have access to innovative Floor Standing Display Units, Counter Display Units, posters and stickers for window and in-store displays.

A complimentary range of accessories and display stands are available to expand the product range to nurture and promote collectibility.



Special Occasions



Whether creating your own personal collection or simply purchasing a unique and endearing gift, Mini Flora captures the true essence of collecting

Mother Nature In Miniature mini flora™