

Necessary Design Launches Line of Hair Accessories, Bowpop®

FOR IMMEDIATE RELEASE

CONTACT:

Maria Necessary, Owner

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

[info@thebowpop.com](mailto:info@thebowpop.com)

DALLAS, GA (May 16, 2011) – In early 2010 Maria Necessary of owner of Necessary Design a graphic design firm, launched Bowpop®; a line of signature high-quality hair bows packaged in a unique lollipop style display stand, to give girls great hair accessories with a fun and unique way to store and display them.

Each Bowpop® includes the container, display stand and up to 4 grosgrain hair bows in yummy flavors of coordinating colors, such as pink Summer Taffy, orange, green and yellow Rainbow Sherbet and pink and white Cotton Candy.

“When I was a child, I loved to ask my parents for quarters to get bracelets and toys in plastic balls, because of the cool package and great stuff inside. I wanted to create a product that lights up a girl’s face when she gets it, my hope is that Bowpop® gives her a thrill from the playful packaging and the quality hair accessory inside,” said owner, Maria Necessary.

Bowpop® is available online and in select boutiques, for wholesale information visit the wholesale page on the Bowpop® Web site. Catch up on Bowpop® news, events and new flavor launches by checking the blog or subscribing to the e-newsletter.

Inspired by childhood memories of gumball machines that churned out trinkets in clear plastic balls, Maria Necessary created Bowpop® to thrill little girls and moms alike with adorable hair accessories in creative and reusable packaging. All Bowpop® hair accessories are hand made in the U.S.A. with premium ribbons and clips. Each Bowpop® is filled with delicious “flavor” coordinated hair accessories to be stored and displayed in its signature patented lollipop package.

###