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## Hair Bows Aren't Just for Little Girls Anymore

*Trendy 'Tweens and Teens Can Create a New, Edgier Look by Adding a Hair Bow to Their Outfit*

**St. Peters, MO (February 23, 2009)** Want to update your outfit without spending an arm and a leg? Here's something new: 'Tweens across the country can join the latest trend in accessorizing recession-style—wearing bows in their hair.

Once thought to be just for young girls, a bow-wearing craze is sweeping the nation for 'tweens and teens and even women in their 20's.

Leading the pack is Wee Ones, the premier provider of girls' hair accessories. During their 30 year history, they have accessorized all sorts of girls for all sorts of occasions.

Now they are reaching out to girls of a wider age range to show them that bows aren't just for their little sisters anymore.

Why is this different than younger girls wearing bows? "When you're older, YOU get to choose what you wear in your hair, but when you are younger, Mom chooses, so now it's fun to pick something cute" says Jaclyn Baisley, a 14-year old high school freshman from St. Charles, Missouri.

Baisley, who owns several dozen varieties, says that her entire cheerleading team wears them. She wears bows all the time because they're "cute, comfortable, functional and do what they're supposed to do. I wear them with preppy outfits but also have neon colors to go with my more funky outfits," Baisley says.

While wearing hair bows has historically been reserved for the more conservative set, young women around the country are finding that in this economy, wearing a bow is a great way to create an edgier look without spending a lot of money.

"Bows aren't just for the preppy, young girls anymore. Wearing a bow with a cute top and a mini skirt or skinny jeans creates an edgier look for teens," says Betsy McPherson, President of Wee Ones. "It used to be that the older girls thumbed their noses at wearing a hair bow, but now they are interested in what their little sisters are wearing and taking the look in a whole new direction."

Adding a hair bow to an outfit is a great way to accessorize and create a more sophisticated look for an older girl. Just as adults are tightening their belts, so are 'tweens, as babysitting money becomes scarce. Hair bows offer a way for girls to stay trendy and fashion-forward, without spending money on a whole new outfit.

Wee Ones manufactures and sells hair bows for girls of all ages. To see their spring line, visit [www.weeOnes.com](http://www.weeOnes.com).

### **About Wee Ones**

Wee Ones is the premier provider of infant and girls' hair accessories in the nation. Since its inception 30 years ago, the company has expanded its offerings to include flip-flops, hats, tote bags, belts, pacifier clips and more. Ten years ago, it added a line designed specifically for 'Tweens called Deidra and Kiki (see [www.deidraandkiki.com](http://www.deidraandkiki.com)). More recently, Wee Ones launched a couture line for its fanciest of clients as well as an organic line for its more earthy ones. Retailers have voted to award the company Earnshaw's Magazine's Earnie Award for excellence in design in the accessories catalog 10 times. To purchase online or find a local retailer, visit [www.weeones.com](http://www.weeones.com).