



For Immediate Release:

Sophia's® Maintains Leadership in Doll Industry with New Exciting Activity Sets

Malvern, PA (December 2015) - Sophia's, established leaders of the doll clothing & accessories marketplace, has released two new activity sets that will be showcased at the 2016 Toy Fair in New York City. Fashionable, functional and downright adorable, these two new sets demonstrate that Sophia's has their finger on the pulse of the 18-inch doll industry.

Sophia's® Medical Kit for Dolls & Plush Ages 3+ (MSRP \$27.95)

Sophia's Medical Kit for Dolls & Plush provides a fresh spin on the time-honored tradition of childhood doctor roleplay. Sized for kids, the Medical Kit can be used by children to check the vitals of their favorite doll or stuffed animal. This beautifully crafted 10-piece set includes a stethoscope, otoscope, thermometer, syringe, blood pressure cuff, elastic bandage, medical record chart, clipboard and pencil. The stethoscope, otoscope and thermometer all light up (batteries included), and the entire set fits neatly into a sturdy medical bag for when your little doctor needs to make a house call.



Sophia's® Sports Equipment Set Ages 3+ (MSRP \$18.95)

Sophia's Sports Equipment Set is just the thing to turn any 18-inch doll into a three sport athlete overnight. This 6-piece set comes with a field hockey stick and ball, a lacrosse stick and ball, a set of shin guards and a basketball. Entirely unique to the 18-inch doll market, the Sports Equipment Set helps to introduce the concept of team athletics to children and will provide hours of interactive and interpretive roleplaying. The set couples perfectly with Sophia's 3-piece Sports Uniform Set (also pictured), consisting of a tank-top uniform, matching shorts, and an argyle patterned skirt.



In recent years, the toy industry has seen a rapid expansion in the 18-inch doll market, particularly with larger and less seasoned retailers becoming involved. Despite the changes in the market and players new to the scene, Sophia's remains a destination for gift boutiques and specialty toy retailers. In the words of Sophia's Owner and President Cynthia Sherbin, "Our goal as a company is to always produce items that are viewed as a gift worth both giving and receiving."

Sophia's encourages retailers to visit Booth #1167 at the 2016 Toy Fair to take a closer look at the Medical Kit, Sports Equipment Set, and the rest of Sophia's lines of 18-inch dolls, doll clothes, furniture and accessories.

About Sophia's®

Founded in 1994, Sophia's has remained America's premier supplier of 18-inch and 15-inch dolls, clothing & accessories to Doll & Gift Boutiques and Specialty Toy Retailers for over 20 years. A vast selection of 18-inch doll clothes, shoes, and accessories highlights Sophia's focus on fashion-forward trends with great attention to detail and value. The company mantra of Sophia's remains the same - Superior quality, superb detailing & stylish designs, all at an affordable price.