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Infinity Licensing LLC. to Rep Home Furnishings Brand HAPPYWORLD™

Launched by Heidi Kenney, Pop Artist Builds on Success of Yummy™ Brand

New York, May 1, 2014 – Following the success of YUMMY™, the popular brand that started a nationwide collectible craze for breakfast and dessert-themed key chains and plush, Heidi Kenney launches “HAPPYWORLD by Heidi Kenney™”. The new home furnishings brand features Ms. Kenney’s imaginative world of smiling, anthropomorphized snacks, desserts and household items.

Ms. Kenney previously designed exclusive lines for Urban Outfitters and Land of Nod, and her distinctly playful plush pillows, key chains, and bath accessories have been featured at Barnes & Noble, specialty gift stores, and independent toy stores across the country.

First covered in *The New York Times Magazine* in 2006, Ms. Kenney’s designs have since been featured in *LA Weekly*, *The Boston Globe*, *Print magazine*, and numerous other major national and international publications. Heidi’s own *MyPaperCrane* blog has become the destination of choice for devotees of the D.I.Y. craft movement. The paparazzi have photographed Katy Perry, Seth Rogen, and others wearing Heidi Kenney-designed products and in a recent *PEOPLE* magazine article Heidi Klum listed Ms. Kenney’s key chains as “Must Have For Kids”.

“Heidi Kenney’s whimsical designs have struck a chord with kids, teens, and adults” says David Imhoff, Partner at Infinity Licensing. “With her proven track record of designing popular products for major retailers, Peter Van Raalte and I are extremely excited for the opportunity to work with Heidi on her new brand.”

“I’m thrilled to have Infinity Licensing working with me to develop my HAPPYWORLD brand into a full line of products that my fans will be excited to have in their homes” says Ms. Kenney.

Infinity plans to launch the “HAPPYWORLD by Heidi Kenney” brand in the home, kitchen, and bath areas. They will be announcing the first licensed partners for the brand in the coming weeks.

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