



**\*\*\*PRESS RELEASE\*\*\***

## **Qbees – Giving tweens the ultimate in product personalisation**

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



London, 24th November 2014: There is no place for standardisation in the tween world today – being told what to like, wear or share simply doesn't roll – it's all about choice, creativity and being unique.

The latest craze to hit the UK is all of those things and more – it's fun, highly collectable and inexpensive to boot. Qbees are fashion accessories that snap

around headphone cables, giving tweens and teens the opportunity to decorate and accessorise their look.

Jason Palmer, Qbees Creator said: *“Young people have so much passion and creative drive so why not let them be a part of designing the accessories they choose to wear. We want to champion young artists and commend creativity and this product does exactly that. And for those who prefer to choose ready-made designs, they can choose from a fantastic selection created either by our designers or their own peers.”*

Qbees are made up of mini plastic snap-frames and interchangeable images (called Qubes) that sit inside, and they cost a mere £3 for the pair, regardless of whether you choose to upload your own photo, use the word editor or choose from the Qbees fabulous range. They allow the user to transform their boring headphone cables into works of art, message boards or personal statements. The product is so versatile it provides an ever-changing platform for young creative minds.

The concept was born during a ride on the London Underground when Jason noticed the people sitting opposite all had the same white cables hanging down around them. ‘How boring’ shifted to ‘Wouldn’t it be nice if they were more individual and colourful and interesting to look at’ and with that, the brand was born.

Not content with simply providing a variety of fun shapes, colours and images, the team behind Qbees have opened the doors to a new kind of product – offering people the chance to become Qube designers by submitting their ideas online. Winning designs will bag the artist £50 and they will get to watch as their Qube moves up the trending wall!

Move over playground trends, this craze is all about the wider world and letting tweens put their own stamp on it, literally...

**-Ends-**

## **Notes to editors:**

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## **Join the conversation**

**Twitter handle:** @LoveQbees

**Facebook:** <https://www.facebook.com/loveqbees>

**Website:** [www.loveqbees.com](http://www.loveqbees.com)

## **About**

Entrepreneur Jason Palmer lives in Barkingside, Ilford, with his wife Sue and children Max and Ellie. With a history in the travel industry, Jason has invented and developed Qbees with a creative and passionate team of people who are intent on developing an environmentally friendly, cost-effective product. They believe in hard work and producing products that make people smile! If you want to know more about the T&Cs, please [click here](#).

## **Platform Inspiration**

Platform Inspiration Limited was set up in 2014 by Jason Palmer as the parent company for the Qbees range of products, Platform Inspiration Limited is registered In England No.8589869. Trading will initially be via Platform Inspirations e-commerce website [www.loveqbees.com](http://www.loveqbees.com)