

Wynnie ♡ Bynnie

Brand Introduction





History

Wynnie Bynnie, a trailblazing brand with a rich heritage spanning three generations of Black ownership. Founded and created by the visionary Hailee Chapman, Wynnie Bynnie stands as a beacon of diversity and inclusion in the world of children's retail.

At its helm, is the dynamic and visionary Wynnie, the youngest CEO in major retail at just 4 years old, whose passion for empowerment and representation drives the brand forward.

At the heart of Wynnie Bynnie's mission is the commitment to celebrating the beauty of every child, regardless of their color or hair type. Specializing in hair products tailored for kids with curly, wavy, and kinky hair textures, Wynnie Bynnie not only provides essential care solutions but also fosters a sense of pride and confidence in children's individuality.

Central to our brand narrative is the lovable cast of characters from "Wynnie & The Bynnie Bounce Crew," each with their unique hairstyles, who inspire children to embrace their natural selves and express their authenticity boldly. Through our products and characters, we promote the values of uniqueness, individuality, and self-expression, empowering children to rock their hair with pride.



Mission

Wynnie Bynnie seeks to inspire young minds to dream big and pursue their passions fearlessly, creating a world where every child feels seen, valued, and encouraged to thrive.



Wynnie♡Bynnie

A Message From The CEO!

Hi! I'm
Wynnie
Bynnie!

I'm the CEO...

of my own hair care brand,

Wynnie♡Bynnie



I did it all
With the help
of my Mommy!

My products are in

800+ Walmart * stores

Nationwide!



I was recently on

FOX KTLA for
Black History Month!



FOX  yahoo! 

* Recently signed
with THE B® AND LIAISON
as my brand rep's!

* Recently signed
my 1st manufacturing
deal!

* Upcoming licensed
product collabs already
in the works with
iconic brands!

Oh yeah! And...
I'm only 4!



Wynnie & Bynnie

Demographics



Gender neutral brand!



For kids OF ALL ages!

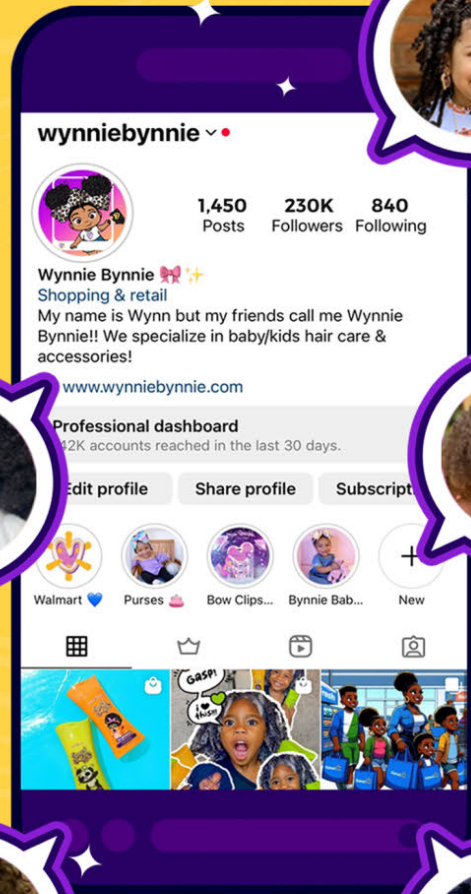


Products the entire family can use!



Wynnie Bynnie

Online & Social Media Presence



@wynniebynnie

Over **230K+** Followers!

Over **56+** Million
in Social Reach
Combined With Wynnie's
Kiddie Influencer Friends!



Wynnie Bynnie

Products & Packaging

At Wynnie Bynnie, our mission is to thrill kids with amazing products! We're all about the little things - from crafting to creating. Packaging is key in our design journey. We hunt for top-notch materials and blend them with playful, practical packaging for a truly unique and innovative product experience.

We're all in for making every brand, deal, and retailer we partner with stand out!





Enthusiastic & carefree, spreading joy with his catchy songs



Interacts through spontaneous dance parties and uplifting tunes



Helps ease tense moments and promotes a positive atmosphere.



Smart and upbeat
but sometimes
indecisive and ditzy



Interacts by
seeking advice and
engaging in
humorous
shopping
adventures



Unique
combination of
intelligence and
whimsy adds a
layer of comedic
charm





Sassy and confident with a flair for rap and self-expression



Interacts through entertaining raps, sharing thoughts in a musical manner



Assertiveness helps the group embrace their differences and celebrate individuality





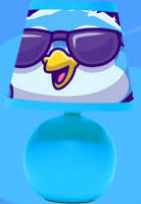
Laid back and cool with underlying insecurities



Interacts through casual conversations, revealing vulnerability



struggles with confidence provide opportunities for the crew to offer support and understanding



Wynnie & Bynnie

Hair Care

COMING TO Walmart  2024



BACK TO SCHOOL

- Backpacks
- Crayons
- Lunch Boxes
- Tumblers
- Water Bottles

STATIONERY

- Notebooks
- Greeting Cards
- Coloring Books
- Calendars
- Stickers

CONSUMABLES

- Cereal
- Fruit Snacks
- Juice Boxes
- Oatmeal
- Animal Crackers

OUTDOOR PLAY

- Bouncy Houses
- Floaties
- Inflatable Pools
- Playset
- Campset

JEWELRY

- Necklaces
- Bracelets
- Earrings
- Rings
- Anklets

ARTS & CRAFTS

- DIY
- Drawing Books
- Paints
- Crayons
- Activity Books

SEASONAL GIFTS

- Wrapping Paper
- Holiday Cards
- Holiday Decor
- Bows
- Ornaments

TRAVEL

- Luggage
- Backpacks
- Brief Cases
- Duffle Bags
- Suitcases

ACCESSORIES

- Keychains
- Watches
- Sunglasses
- Bows & Headbands
- Hats

TABLETOP

- Tumblers
- Plates
- Suction Bowls
- Suction Plates
- Shaped Silicone Plates

PUBLISHING

- Cartoon
- Books
- Magazines
- Calendars
- Learning Apps

TOYS

- Dolls
- Playsets
- Plush
- Figurines
- Fidgets

BEDDING

- Throws
- Pillowcases
- Comforters
- Sheet Sets
- Pillows

PARTY SUPPLIES

- Paper Plates
- Balloons
- Streamers
- Bouncy House
- Party Favors

BEAUTY

- Skin Care
- Kid's Cosmetics
- Personal Care
- Lip Gloss
- Facial Wipes

BATH

- Bath Bombs
- Bath Toys
- Bath Paints
- Loofahs
- Towels

APPAREL

- Shirts/Pants
- Swimsuits
- Socks
- Pajama's
- Under Garmets

ROOM DECOR

- Lamps
- Tables
- Storage Bins
- Mini Couches
- Rocking Chairs

CLASSROOM LEARNING

- Counting Cards
- Learning Posters
- Stickers
- Journals
- Magnets

KID'S ELECTRONICS/ TECH ACCESSORIES

- Headphones
- Cameras
- Microphones
- Tablets
- Alarm Clocks



Wynnie & Bynnie

Hair Accessories CONCEPTS & IDEATIONS



Wynnie & Bynnie

Makeup & Beauty

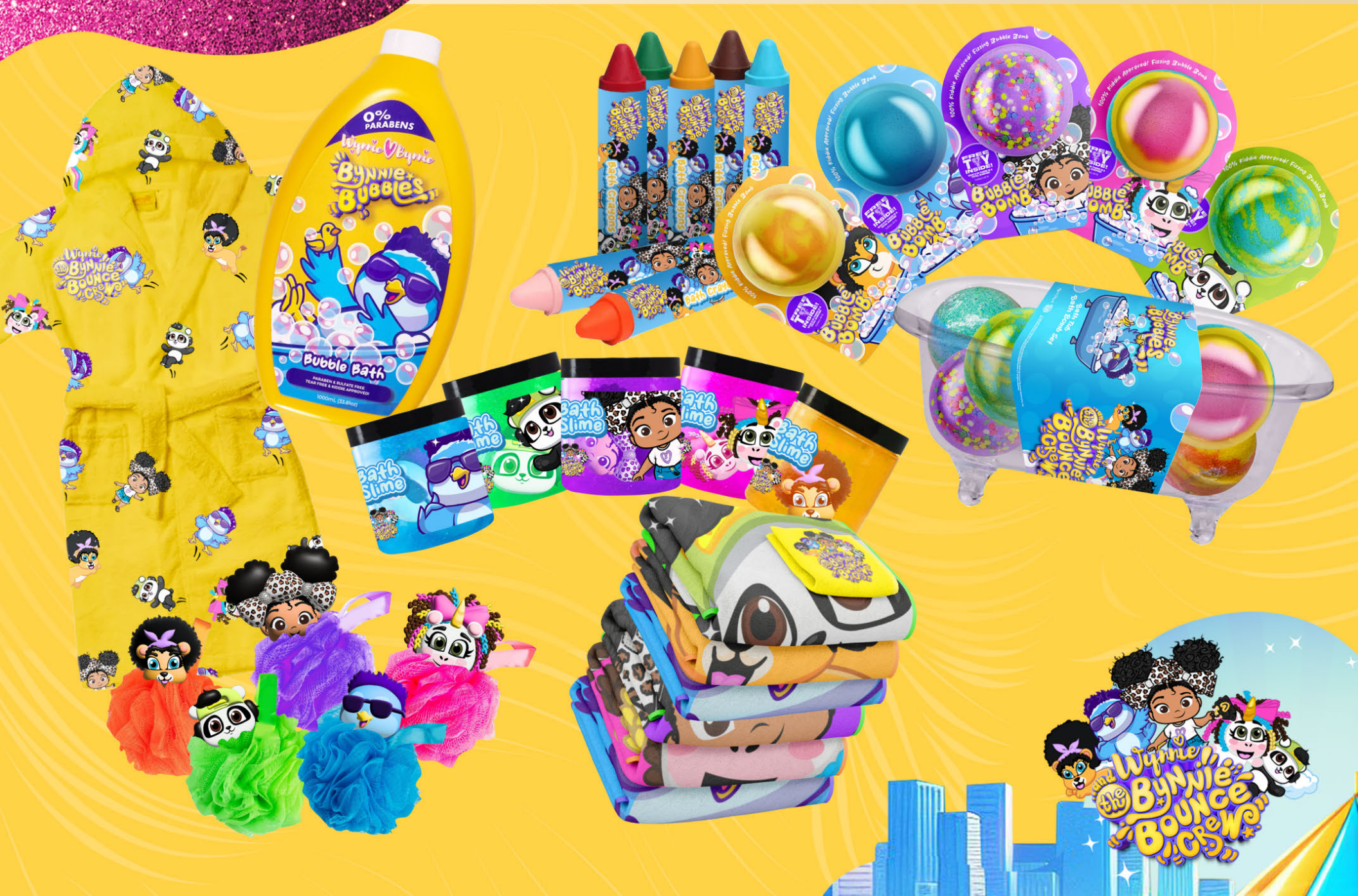
COMING TO Walmart  2024

Wynnie & Bynnie



Wynnie & Bynnie

Bath COMING TO Walmart 2024



Wynnie & Bynnie

BAGS CONCEPTS & IDEATIONS



Wynnie & Bynnie

Apparel CONCEPTS & IDEATIONS



Wynnie & Bynnie

Room Decor & Bedding CONCEPTS & IDEATIONS



Wynnie & Bynnie

Food CONCEPTS & IDEATIONS



Wynnie & Bynnie

Party Supplies CONCEPTS & IDEATIONS



Wynnie & Bynnie

Retail Distribution

target

Walmart



COSTCO

BJ's

KOHL'S

SALLY
BEAUTY

TJ-maxx

Marshalls

HomeGoods

claire's

★ macy's

NORDSTROM



SEPHORA

Michaels

HOBBY
LOBBY

JOANN

♥ CVS

meijer



WHOLE
FOODS
MARKET

Walgreens

Albertsons

Wegmans





can't wait
to work
with you!!!

Wynnie & Bynnie

Contact

THE B[®] AND LIAISON

OPENING DOORS. CLOSING DEALS.

Steven Heller

561-302-7838

steven@thebrandliaison.com

Katey Gabrielson

651-261-5002

katey@thebrandliaison.com

