



## YTV KID TRENDS REPORT – SEPTEMBER 2002

### TOYS

**More 80s icons.** Girl toys make a comeback, including classic **Cabbage Patch Kids** and **Care Bears**. Toys 'R' Us celebrated this blast from the past with a huge release party this summer in Times Square, though it seemed mothers were the most excited about Tenderheart's comeback. Next year girls will be all over **Strawberry Shortcake** with the release of four new videos, a new toy line from Bandai, and a potential TV series.

**The latest extreme sport.** Taking its cue from the popularity of surfing and snowboarding -- the **Carveboard** is the urban kid's answer to a lack of waves and snow. It looks like a longer version of a skateboard. Objective: to carve hard turns and turn heads.

**Girls rock!** It's no wonder kids want to try the rock thing when there are so many young musicians tearing up the charts. Getting with the trend are manufacturers like **Daisy Rock Guitars, Gibson,** and **C.F. Martin & Co.** Lighter and smaller for girls' hands, some are even shaped like hearts and flowers.

**Also on our radar:**

- **Chicco Vespa** -- now Junior can putt around like his cool Daddy-o in the new plastic three-wheeled, battery-powered scooter.

### FASHION

**Fall fashion.** Here's what kids are sporting as well as some items soon to blast off big time!

- Neck ties for girls -- think Avril Lavigne -- vintage shopping with a punk flair.
- Romantic ruffles are still big; embroidery picks up where glam left off; anything that looks homemade is cool.
- Fringe is still on belts and makes an appearance on boots.
- Corduroy cool -- check it out in cowboy shirts, jean jackets, bags, and shoes.
- Faux furry fun -- shearling and fur-trim on suede, denim, and corduroy coats.
- Sporty chic -- anything sporty is in. Think track/sweat suits, yoga-inspired apparel, old skool sneaks, rugby shirts, sweatshirts, varsity t-shirts; also surfer style from Ocean Pacific.

## MUSIC

**Move over Britney, there's a new breed of pop princesses in town!** It's been dubbed the "anti-Britney" movement. Rockers like Michelle Branch, Avril Lavigne and Vanessa Carlton may be played on pop airwaves but they're not about to be classified with the likes of Britney Spears. These girls write their own music and preach individuality and uniqueness, hoping to sell records with their musical merit rather than sex appeal.

**Going solo.** Nick Lachey of 98° fame and Justin Timberlake of \*NSYNC are the latest teen heartthrobs to announce solo projects. On November 12<sup>th</sup> Timberlake will release the album, *Justified*, which includes songs he co-wrote with P. Diddy and the Neptunes. Lachey's album is reported to be more rock than pop -- he has compared his new sound to that of George Michael... we'll see about that when the album comes out by early 2003.

### Music notes:

- Finally a Canadian is featured on MTV's "Becoming," which takes an ordinary person and transforms them into their fave celeb -- this time it's Canadian popstress, Avril Lavigne.
- Will O-Town, from the original **Making The Band** series, prove they are band-worthy when they release their new album "O2" November 5<sup>th</sup> for which they wrote the songs and play their own instruments?
- Watch for a new sing-along book series called "Hip Kid Hop." Written for 4-10-year-olds, these storybooks are set to rap and give positive messages to kids -- written by authentic hip-hop artists like LL Cool J and Doug E. Fresh.

## TELEVISION

**Bringing life back to reality.** Remember when you thought nothing would compare to the popularity of *Survivor*, and then along came **American Idol**? With the compelling elements of talented, good-looking artists, competition, not to mention a nasty judge, there's talk of a sequel and a movie. One contestant (Tamyra Gray) has already signed a contract with a manager and no doubt the other top acts will end up inking more music deals. Canadian **Popstars** follows suit and will select a solo star for their next series.

### Telly tidbits

- P. Diddy runs the show in the next **Making the Band II**, where the object is to create a hip-hop R&B group. The series includes ten episodes and premieres in October.
- Fans of the "Birds of Prey" DC comics are thrilled about its adaptation to TV.
- Box office success for **Lilo & Stitch** has helped to secure a video sequel next year and a TV series in development.

## VIDEO GAMES & THE NET

### Are you connected?

Connectivity -- it's the term used to describe online gaming capabilities through your good ol' gaming console -- it allows kids to play video games against competitors from around the world. **Sony PS2** is the first to offer the online service -- and it's not only free, it's available on 56k dial-up and broadband connection.

### Gaming news

- **Nintendo Card Reader** -- judging by kids' fascination with collecting cards, this is one peripheral which should make the grade, especially since Nintendo has promised compatibility with an upcoming Pokémon game and the hot new *Animal Crossing*.
- Speaking of **Animal Crossing**, this never-ending virtual life simulation game will appeal to casual gamers, including girls and maybe even parents! Available September 20.
- Six years after his last original console game, the world's richest plumber makes a highly anticipated return in the new **Super Mario Sunshine** game for Game Cube.

## MOVIES

### Surf/skate culture

Now on DVD: **Dogtown and Z-Boys** (PG-13) -- the documentary on a group of teens who popularized skateboarding in the mid-70s.

In the box office: **Blue Crush** (PG-13), this summer's girl-power surfing flick, remains in the top five box office sales for the three weeks since release.

### To watch for:

- **Pokémon 4Ever** movie -- a limited edition e-trading card will be available free with each ticket purchase for the fourth instalment of the Pokémon movies. Release date: Oct 11.
- **Tuck Everlasting** -- the second movie adaptation of the novel Natalie Babbitt. Disney PG-13. Release: Oct 11.
- Superstar Kelly Osbourne makes her big screen debut in the remake of Disney's **Freaky Friday** movie. Release: 2003.

### TOP 10 VHS Sales (Blockbuster Canada, ending week of August 25, 2002)

1. The Lord of The Rings
2. Return to Neverland
3. Scooby Doo Meets Batman
4. Harry Potter and The Philosopher's Stone
5. Red Green's Duct Tape Forever
6. Olsen Twins-So Little Time: Volume 1 School's Cool
7. Monster's Inc.
8. Shrek
9. Jimmy Neutron: Boy Genius
10. Tarzan & Jane

DISCLAIMER: Trends listed here are determined by the buzz from the street, the net, and various publications. YTV does not guarantee that all of the trend information in this report will actualize, but we have our ear to the ground and will keep you updated on what's hot.