

GIFTBEAT

Tracking the product pulse of the gift industry

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PRODUCTBEAT

Trend: Girls' Jewelry...Mag-tagz™ (866) 919-9451 is a line of interchangeable magnetic jewelry. Each necklace has a magnetic base, and the charms (or tagz) can be switched out easily. At the company's website, girls can play the game "Tag, You're It!" Players enter unique codes found on the back of any tag to receive a clue; the online game encourages girls to trade tagz with friends to learn more clues. Those who solve the answer are entered into a drawing to win prizes. Cost range: \$2-\$5 (mag-tagz.com).

