



HI! WE ARE

Your future. Your rules!

WOW GENERATION

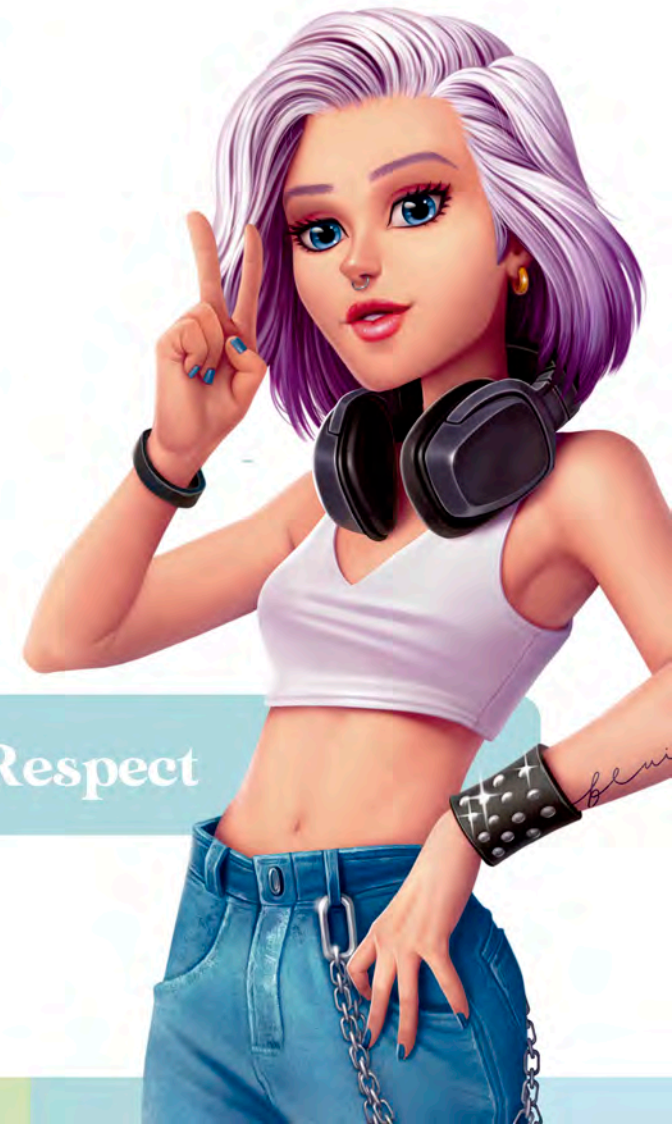


ABOUT THE BRAND

Five Girls, Five Passions and One Common Mindset: To be **GROUNDBREAKING**. The **WOW Generation** girls shy away from traditional career paths to truly follow their own creative dreams, representing the fresh and fearless nature of today's generation.

Annie, Alana, Megan, Valentina and Emma aspire to become Fashion Designer, DJ, Dancer, Gamer and Singer. Beyond their friendship, their bond represents the social movement to become the best version of one-self. Get to know them!

Friendship . Trust . Honesty . Groundbreaking . Respect





Characters



WOW
GENERATION

Name: Annie

Profession: Fashion Designer/ Personal Stylist

Likes: Work, work, work... A perfectionist!

Dislikes: Silly Jokes

Favourite Social Platform: Tik Tok. She loves to show her unique fashion designs through videos. She has a YouTube Channel where she comments on the latest Fashion Weeks.



“It’s not about brand
it’s about style”

Annie



WOW
GENERATION

Name: Alana

Profession: Music Producer/ DJ

Likes: Parties, Festivals and anything music related.

Dislikes: Spending time alone.

Favourite Social Platform: Youtube. Every Thursday at 5pm she streams her sets for her followers.

“Where words fail,
music speaks”

ALANA





WOW
GENERATION

Name: Megan
Profession: Choreographer/ Dancer
Likes: Being Outdoors. Nature is her best friend
Dislikes: Crammed places with a lot of people.
Favourite Social Platform: Tik Tok. Her latest choreographies are always trending!



“It never gets easier,
you just get better”

Megan



WOW
GENERATION

Name: Valentina

Profession: Programmer/ Game Designer

Likes: Technology and new gadgets

Dislikes: Running out of battery...

Favourite Social Platform: Twitch. The platform where she can stream for hours her favourite videogames

“Keep calm and
game on!”

Valentina





WOW
GENERATION

Name: Emma

Profession: Singer/ Influencer

Likes: To get together at a cozy home with friends

Dislikes: Cleaning and Organising.

Favourite Social Platform: Every. Single. One. She is online ALL the time posting her music covers!!

“Passion changes
everything”

Emma





Discover the Products

- ⚡ STATIONERY
- ⚡ ARTS & CRAFTS
- ⚡ COSMETICS
- ⚡ JEWELRY
- ⚡ LIFESTYLE
- ⚡ TECH





STATIONERY



HARD COVER!

SERVED IN **DISPLAY**

PRESENTADOS EN **DISPLAY**

A5 HARDCOVER NOTEBOOK
A5 LIBRETA DE TAPA DURA

WOW00001

Display: 16,6cm x 21,1cm x 13,8cm
Inner: 6 Master:24



A5 SOFT COVER NOTEBOOK PACK
A5 PACK DE LIBRETAS DE TAPA BLANDA

WOW00002 Display: 15,1cm x 21,1cm x 10,8cm
Inner: 6 Master: 24

SERVED
IN DISPLAY
PRESENTADOS
EN DISPLAY



WITH HOLOGRAPHIC EFFECTS!
CON EFECTOS HOLOGRAFICOS!

1X
PLAIN SHEETS
NOTEBOOK

1X
SQUARED SHEETS
NOTEBOOK

1X
LINED SHEETS
NOTEBOOK

2
DIFFERENT
MODELS!
¡MODELOS
DIFERENTES!



CONTENT: 5 DECOTAPES
CONTIENE 5 DECOTAPES

WITH HOLOGRAPHIC EFFECTS!
CON EFECTOS HOLOGRAFICOS



SERVED
IN DISPLAY
PRESENTADOS
EN DISPLAY



DECO TAPES / CINTAS ADHESIVAS DECORATIVAS

WOW0050 Display: 16cm x 17,8cm x 23cm
Inner: TBC Master: TBC



48 COLORS INSIDE

METALLIC

NEON

CLASSIC

PASTEL



COLORING SET
SET PARA COLOREAR

WOW00044

Product: 9,3cm x 18,2cm x 5,3cm
Inner: TBC Master: TBC



ARTS & CRAFT

WOW
GENERATION

Oh My NAILS! NAIL SALON

6 in 1
WOW

LIKE A REAL NAILS SALON! ¡COMO UN SALÓN DE UÑAS DE VERDAD!



NAIL ART STUDIO / DISEÑA TUS UÑAS

WOW00028 - Product: 22cm x 37,5cm x 20cm
Inner: 4 Master: 4

MAKE YOUR OWN STYLE!
¡CREA TU PROPIO ESTILO!



- Decorate your nails with Glitter, stampers and fun colours.
- Kit Includes: Electric Pen for Glitter, Electric Drying Station, Stamper and Stickers, 3 Nail Polishes. Remover and Glitter.
- Decora tus uñas con Colores divertidos, purpurina y estampas.
- Kit Incluye: Bolígrafo Eléctrico para la Purpurina. Estación Eléctrica para Secar Uñas. Estampas y Pegatinas. 3 Esmaltes de Uñas Removedor y Glitter

ARTS & CRAFTS



MAKE YOUR
OWN STYLE!
¡CREA
TU PROPIO
ESTILO!



DIY RESIN JEWELRY MAKER / KITS PARA HACER BISUTERÍA

WOW00031 - Product: 26cm x 22cm x 6,5cm

Inner: 4 Master: 4



• **Includes:**

- 4 Forms · 1 x 10 ml Crystal Glue · 1 x 10 ml Crystal Glue
- 100 ml Measuring Cup · Stirring Rod · Flash Powder
- Color Cup · Waterproof Mat · Waterproof Gloves · Crafting Tools.

• **Include:**

- 4 Formas · 1 x 10 ml Pegamento Crystal · 1 x 10 ml Pegamento Crystal
- 100 ml Vaso Medidor · Varilla Mezcladora · Polvo Brillante
- Bowl para el Color · Salvamanteles Impermeable · Guantes Impermeables · Elementos Decorativos.

MAGIC DIP STUDIO / SET CREATIVO DE PINTURA

WOW00027 - Product: 28cm x 39.05cm x 9cm

Inner: 4 Master: 4

WOW
GENERATION



- **Includes customizable elements.** Pencil, Eraser, Sharpener, Coloured Pencils with Toppers, Greeting Cards and Pencil Case. **Includes Crafting Tools:** Setting Spray, Glitter, Bowl, Tweezers, Gloves. Dip contents in paint to create a unique design.
- **Incluye material customizable.** Material para customizar: Lápiz, Goma, Afilador, Lápices de Colores con Toppers, Tarjetas y Estuche. Sumerge el contenido en pintura para crear un diseño único. **Incluye herramientas necesarias:** Spray Fijador, Glitter, Cuenco, Pinzas, Guantes



5
DIFFERENT
TOPPERS!
¡TOPPERS
DIFERENTES!



ARTS & CRAFTS

DIY DELUXE BRACELET KIT
KIT DE LUJO PARA HACER PULSERAS

WOW00005

Display: 25cm x 20cm x 4cm

Inner: 4 Master: 4



CREATE YOUR OWN STYLE!



ALL YOU NEED TO MAKE YOUR OWN DESIGNS.
TODO LO QUE NECESITAS PARA HACER TUS PROPIOS DISEÑOS



content **+125** pcs



5 Special Charms

70+ Letter Beads

100+ Assorted Beads

4 Different Cords



COSMETICS

FLAVOR LIP BALMS
BÁLSAMOS LABIALES CON SABORES

WOW0011 - Display: 19,2cm x18,5cm x 11,3cm
Inner: 20 Master: 40

SERVED
IN DISPLAY
PRESENTADOS
EN DISPLAY



WITH
FLAVORS!
CON
SABORES!



5 SPECIAL CHARMS
5
SPECIAL CHARMS
5 CHARMS ESPECIALES



LIP GLOSS WITH CHARM
BRILLO LABIAL CON CHARM

WOW0012 - Display: 19,2cm x18,5cm x 11,3cm
Inner: 20 Master: 40



SERVED
IN DISPLAY
PRESENTADOS
EN DISPLAY



NAIL POLISH GLITTER & COLOR
PINTAÑAS COLOR Y PURPURINA

WOW00013 - Display: 28,5cm x 17,3cm x 24,4cm
Inner: 12 Master: 24



DOUBLE EFFECT!



PASTEL
COLORS
COLORES
PASTEL

4 DIFFERENT COLORS
4 DIFFERENT
COLORES



SHIMMERING BODY SPRAY
SPRAY CORPORAL BRILLANTE

WOW00014 - Display: 29,3cm x 18,6cm x 16,7cm
Inner: 16 Master: 32

SERVED
IN
DISPLAY
PRESENTADOS
EN
DISPLAY



EYELINER & STAMP

DELINEADOR DE OJOS Y SELLO FACIAL

WOW00015 - Display: 23,1cm x 20cm x 15,4cm

Inner: 12 Master: 24

WOW
GENERATION



WOW COSMETICS

SERVED
IN DISPLAY
PRESENTADOS
EN DISPLAY

TATTOO SET
SET DE TATUAJES

WOW00016 - Display: 18,7cm x 17,3cm x 24,4cm
Inner: 24 Master: 48



BLACK
AND COLOR
TATTOOS
TATUAJES
NEGROS Y
A COLOR



DIY NAIL KIT / SET DE MANICURA

WOW00017

Product: 18,5cm x 16cm x 8,5cm

Inner: 6 Master: 6



**INCLUDES
SCENTED
NAILS**
INCLUYE UÑAS
PERFUMADAS

**MORE THAN
150
PIECES!**



SCENTED PRESS ON NAILS
SCENTED PRESS ON NAILS

NAIL PATCHES · NAIL PATCHES
NAIL PATCHES · NAIL PATCHES

FOIL NAIL STICKERS · FOIL NAIL STICKERS
FOIL NAIL STICKERS · FOIL NAIL STICKERS

SERVED
IN **DISPLAY**
PRESENTADOS
EN **DISPLAY**

NAIL POLISHES
ESMALTES DE UÑAS

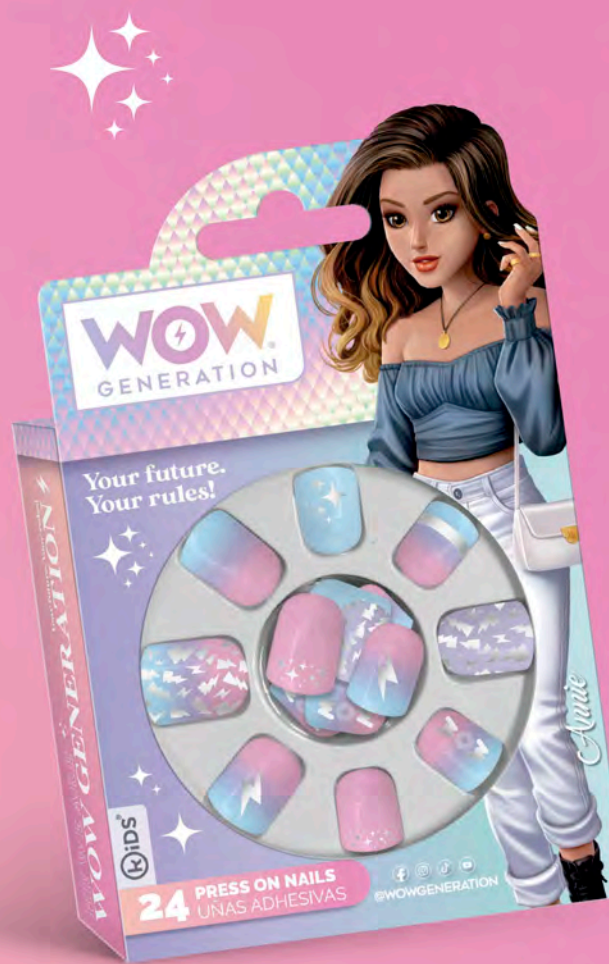
WOW00018

Display: 18,8cm x18cm x16,2cm
Inner: 6 Master: 6

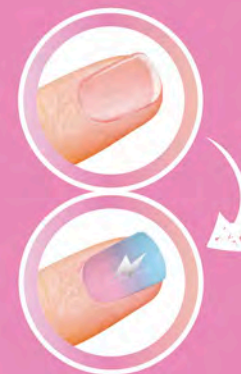
PASTEL COLORS! • 5 COLORES PASTEL • 5 PASTEL COLORS!
5
NAIL POLISH



PASTEL
COLORS
COLORES
PASTEL



24
PRESS ON
NAILS



SERVED
IN **DISPLAY**
PRESENTADOS
EN **DISPLAY**

PRESS ON NAILS / UÑAS ADHESIVAS

WOW00019

Display: 24,9cm x 15,5cm x 23,7cm
Inner: 12 Master: 24



JEWELRY

Display: 10cm x 20,4cm x 17cm **WOW00007**

Inner: 12 Master: 24

SERVED
IN DISPLAY
PRESENTADOS
EN DISPLAY



TRENDING
MESSAGES
**GIRL
POWER**

**METALLIC
STYLE!**



SERVED
IN DISPLAY
PRESENTADOS
EN DISPLAY



COLOURED MESSAGES BRACELETS
PULSERAS DE COLORES CON MENSAJES

WOW00008 Display: 11cm x 20,4cm x 17cm
Inner: 12 Master: 24



BEST FRIENDS NECKLACES
COLLARES MEJORES AMIGAS

WOW00009 Display: 23cm x 16cm x 7cm
Inner: 12 Master: 24





ORGANIZE
ALL YOUR
JEWELRY!

¡ORGANIZA
TODAS TUS
JOYAS!



JEWELRY TRAVEL CASE / JOYERO DE VIAJE

WOW00010 Product: 10cm x 5cm x 10cm
Inner: 6 Master: 6



CHARM NECKLACE / COLLAR CON CHARM

WOW00006 Display: 23cm x 16cm x 7cm
Inner: 12 Master: 48

TRENDING
CHARMS
GIRL
POWER

SERVED
IN **DISPLAY**
PRESENTADOS
EN **DISPLAY**



5 NECKLACE
TO USE AND COLLECT
5 COLLARES
PARA USAR Y
COLECCIONAR



LIFESTYLE

SCHOOL BACKPACK 40 CM WITH GLITTER AND COMPARTMENTS

MOCHILA ESCOLAR 40 CM CON PURPURINA Y COMPARTIMENTOS

WOW00046 - Product: 30cm x 40cm x 13cm
Inner: 4 Master: 4

ERGONOMIC BACK



REFLECTIVE STRIPES

TIRAS RELECTIVAS



STROLL HANDBAG 15 CM WITH GLITTER
BOLSO DE PASEO 15 CM CON PURPURINA

WOW00049
Product: 23cm x 17cm x 8cm
Inner: 8 Master: 8

WOW
GENERATION

SCHOOL BACKPACK 40 CM WITH CHARMS
MOCHILA ESCOLAR 40 CM CON CHARMS

WOW00022 - Product: 30cm x 40cm x 13cm
Inner: 4 Master: 4

PERFECT
FOR
EVERYDAY!
¡PERFECTA
PARA TODOS
LOS DÍAS!



STROLL HANDBAG
15 CM WITH CHARMS
BOLSO DE PASEO
15CM CON CHARMS

WOW00023
Product: 23cm x 17cm x 8cm
Inner: 8 Master: 8

LIFE STYLE

STROLL BACKPACK 32 CM PVC
MOCHILA DE PASEO 32 CM PVC

WOW00047

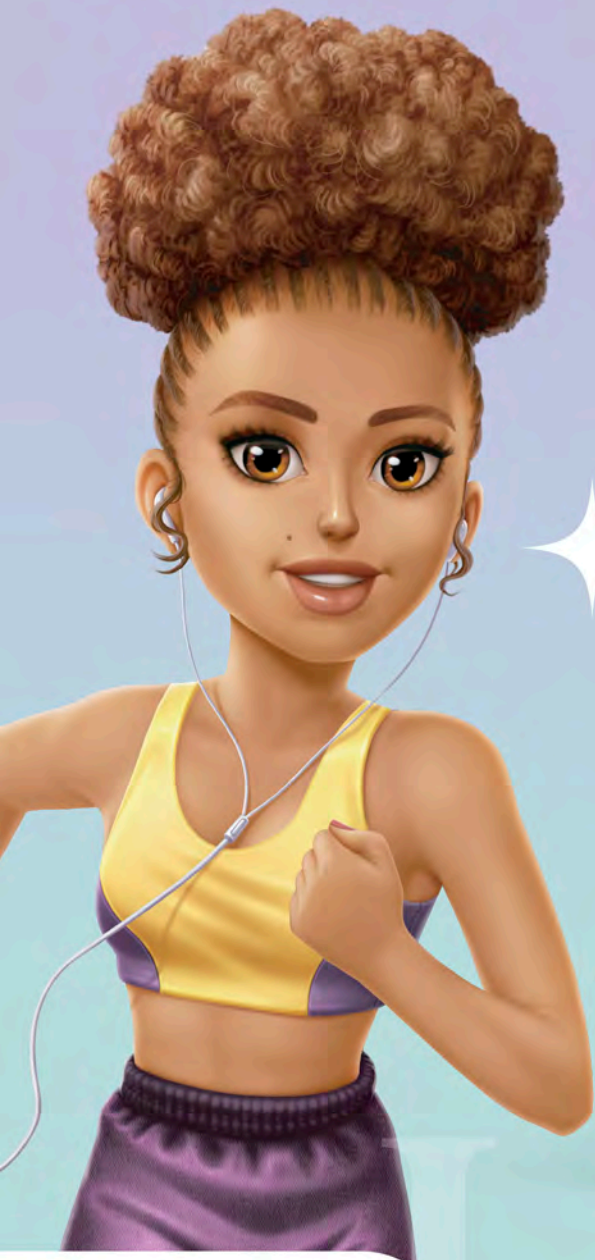
Product: 24,1cm x 32cm x 15cm
Inner: 4 Master: 4



STROLL BACKPACK 32 CM PU
MOCHILA DE PASEO 32 CM PU

WOW00048

Product: 24,1cm x 32cm x 15cm
Inner: 4 Master: 4



MOTIVATIONAL BOTTLE 500 ML
BOTELLA MOTIVADORA 500 ML

WOW00021

Product: 7,5cm x 23cm x 7,5cm
Inner: 6 Master: 6



THERMAL CANTEEN 500 ML
CANTIMPLORA TÉRMICA 500 ML

WOW00020

Display: 7,4cm x 25cm x 7,4cm
Inner: 6 Master: 6







• Includes:

- 1 Ring of light with clip
- 1 Micro USB cable
- 4 Sheets of accessories
- 8 Paper Straws
- 1 Green Screen
- 1 Sheet of adhesive dots
- 1 Instruction sheet

• Incluye:

- 1 Aro de luz con pinza
- 1 Cable micro USB
- 4 Hojas de accesorios
- 8 Pajitas de papel
- 1 Croma verde
- 1 Hoja de puntos adhesivos
- 1 Hoja de instrucciones

MEDIA CREATOR KIT

KIT CREACION DE CONTENIDO



GREAT FOR



♦ TUTORIALS

CLIP ON
& GO!

**GREEN SCREEN AND
PROPS INCLUDED!**



WIRELESS HEADPHONES / AURICULARES INALÁMBRICOS

WOW00026 - Product: 26cm x 22cm x 6,5cm - Inner: 4 Master: 4

WOW
GENERATION

SAFE FREQUENCY
FRECUENCIA SEGURA



⚡ TECH



- Karaoke Microphone**
 Bluetooth range of 15 Meters.
 Battery life between 6-8 horas.
 Includes interchangeable charms.
- Micrófono Karaoke**
 Rango Bluetooth the 15 Metros.
 Duración de Batería entre 6-8 horas.
 Incluye abalorios intercambiables.





WOWXPB1

Lifestyle y Cosmética
Lifestyle and Cosmetics
1/4 Palet - Pallet



WOWXPB2

Papelería y Cosmética
Stationery and Cosmetics
1/4 Palet - Pallet



WOWXPA

Gama Completa
Complete Range
1/2 Palet - Pallet



*as seen
in stores!*





COMING 2023

WOW00057

MY SECRET WORLD! LETTER SET

SET CREA TUS CARTAS MY SECRET WORLD

Size 30x22x6 cm

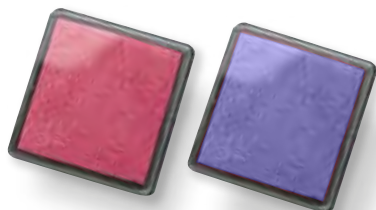
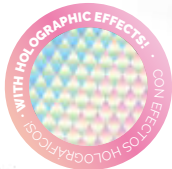


PVPR
€21,99

MY CRAFTY LETTER SET!

40
SPECIAL
PIECES

- 1 Bolígrafo Mágico
- 4 Sheets
- 4 Letter sheet
- 4 Envelopes
- 1 Troquel
- 5 Stamps
- 3 Decotapes
- 2 Stickers
- 1 Bolígrafo Mágico
- 4 hojas
- 4 Cartas
- 4 Sobres
- 1 Troquel
- 5 Sellos
- 3 Decotapes
- 2 Pegatinas



Las ilustraciones de los productos son a modo de referencia
Product illustrations are for reference only.



PVPR
€8,99

WOW000073

NOTEBOOK WITH INTERCHANGABLE PATCHES
LIBRETA CON PARCHES INTERCAMBIABLES

Size 14.6x21.4x2.2 cm

6pcs 12pcs



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PVPR
€4,99

WOW00059
HOLOGRAPHIC STICKER BOOK
LIBRETA DE PEGATINAS HOLOGRAFICAS

Size 15x21.1x0.4 cm



12pcs



12pcs

SERVED
IN **DISPLAY**
PRESENTADOS
EN **DISPLAY**



WITH HOLOGRAPHIC EFFECTS!
CON EFECTOS HOLOGRAFICOS!

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WOW00054

FASHION BOOK! DESIGN YOUR STYLE
FASHION BOOK DISEÑA TU ESTILO

Size 31.4x24x4.5 cm



6pcs



12pcs

PVPR
€16,99

CREATE
YOUR OWN
STYLE!

¡CREA
TU PROPIO
ESTILO!

Hook system to reuse the folder and keep all your designs in one place.



Get to know us!

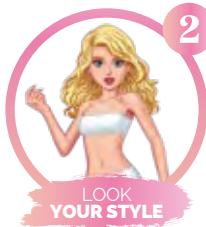
who we are, what we like and what we do best!

Inside the fashion book you will find all the stories and adventures of the most WOW girls!



FASHION PRINTS

ESTAMPADOS DE MODA



LOOK YOUR STYLE

PERSONALIZA TU LOOK



DRAW YOUR STYLE

DIBUJA TU LOOK



STENCIL TEMPLATES

STENCIL BASICOS



HOLOGRAPHIC CLOTHES

PRENDAS HOLOGRÁFICAS



HOLOGRAPHIC PRINTS

ESTAMPADOS HOLOGRÁFICOS



CRYSTAL PRINTS & TATTOO

ESTAMPADOS Y TATTOS HOLOGRÁFICOS

SERVED
IN DISPLAY

PRESENTADOS
EN DISPLAY

Las ilustraciones de los productos son a modo de referencia / Product illustrations are for reference only.

PVPR
€7,99

WOW000074
STICKY NOTEBOOK

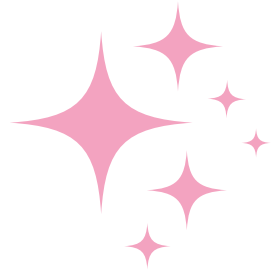
LIBRETA DE NOTAS ADHESIVAS

Size 16.4x17.1x2.2 cm

6pcs 12pcs



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WOW00061

FUN SHAPES PAPER CLIPS

CLIPS CON FORMAS DIVERTIDAS

PVPR
€2,99

Size 11.5x21 cm

12pcs 24pcs



CONTENT 9 CLIPS • CONTIENEN 9 CLIPS •

9

IDEAL FOR YOUR NOTEBOOKS

IDEAL PARA TUS CUADERNOS



REFERENCE LOOK

PVPR
€9,99

12 COLORS INSIDE
12
12 COLORS INSIDE

WOW00060

"CREATE YOUR SCENE" DUAL MARKERS

ROTULADOR DUAL CREA TU ESCENA

Size 18.6x25x1.5cm cm



6pcs



12pcs

SIDE 1



SIDE 2



SIDE 3



SIDE 4



12 DOUBLE ENDED MARKERS • 12 ROTULADORES DE DOBLE PUNTA • 12 MARQUEURS À DOUBLE POINTE
12 Marcadores de Punta Doble • 12 Pennarelli a Doppia Punta • 12 Maszyciny z Dwunocznymi Punktami • 12 Dual-Tip-Waxen • 12 Znaczkové a Podhledové Křovčáky

WEAREWOWGENERATION



with instructions for a WOW Style
Con instrucciones para un estilo WOW

WOW00058

THE MAKE UP MASTER BOOK

MASTER BOOK MAQUILLA Y COLOREA

Size 25x26x31 cm



6pcs



12pcs

PVPR
€19,99

• Includes

- 3 Nail polish
- 3 Lip balms with glitter
- 6 Eye shadows
- 4 Lip gloss
- 2 Small eye brush
- 1 Medium lip brush
- 1 Holographic nail sticker sheet
- 2 Glitter finger separators
- 1 Book 24 pages

• Incluye

- 3 Esmalte de uñas
- 3 Bálsamos labiales con purpurina
- 6 Sombras de ojos
- 4 Brillos de labios
- 2 Pinceles pequeños para ojos
- 1 Pincel de labios mediano
- 1 Hoja de pegatinas holográficas para uñas
- 2 Separadores de dedos
- 1 Libro de portada 24 páginas



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Incluye: 23 piezas - Includes: 23 pieces
23
PIECES
Includes: 23 pieces - Incluye: 23 piezas

VARIETY
OF BEAUTIFUL
COLORS!

VARIEDAD
DE BONITOS
COLORES!



PVPR
€24.99

WOW00055

**GLAM AND GO! MAKE UP
SUIT CASE**

MALETIN MAQUILLAJE
GLAM AND GO

Size 26x25.5x6 cm



*Create your
own look!*

• Includes:

- 1 Makeup Case with Mirror
- 22 Eyeshadows
- 1 Cheek Highlight Powder
- 2 Different Lip Glosses
- 2 Lipsticks
- 2 Shadow Applicators.
- 1 Eyeliner

• Incluye:

- 1 Estuche de Maquillaje con Espejo
- 22 Sombras de Ojos
- 1 Polvo Iluminador de Mejillas
- 2 Brillos de Labios Diferentes
- 2 Pintalabios
- 2 Aplicadores de Sombras.
- 1 Delineador de Ojos

*Be Smart!
be Wow*



- Health monitoring
- Pedometer
- Calorie
- Distance recording
- Multisport modes
- Sleep tracking
- Sedentary reminder
- Message notification
- Incoming call notification
- Alarms
- Raise wrist to wake screen
- Camera control
- Find device
- Women's health
- DND mode
- Brightness setting
- Music control
- Multiple watchfaces

**SOCIAL NETWORK
CONNECTED**



with the **Smart App** of the WOW watch you can connect to your phone and all social networks.

2
DIFFERENT STRAPS SET
2 SET DE CORREAS DIFERENTES

6
DIFFERENT INTERFACES



PVPR
€44,99

WOW00025
SMARTWATCH WITH DUAL STRAPS
SMARTWATCH CON DOBLE CORREA

Size 45x30x10.3 cm | 4pcs 4pcs



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**Customize your accessories
with interchangeable patches!**

Customiza tus accesorios con
los parches intercambiables!



WOW00065
BACKPACK WITH INTERCHANGABLE PATCHES
MOCHILA 40CM CON PARCHES
INTERCAMBIABLES

Size 43x30x13 cm | 4pcs 4pcs

PVPR
€34,99

WOW00063
GYMBAG CON PARCHES INTERCAMBIABLES
GYMBAG WITH PATCHES

Size 22x22x43 cm | 4pcs 4pcs

PVPR
€29,99

WOW00064
PENCIL CASE WITH PATCHES
ESTUCHE CON PARCHES INTERCAMBIABLES

Size 22x10x6.5 cm | 4pcs 4pcs

PVPR
€14,99



capacidad · capacity · capacidad · capacity
350
ml



BPA FREE

*Glam
always with you!*



PVPR
€11,99

WOW00067
CANTIMPLORA DIAMANTE 350ML
DIAMOND BOTTLE 350ML

Size 7.3x7.3x20 cm | 6pcs 6pcs

PVPR
€8,99

WOW00066
TUMBLER BOTTLE 350ML
VASO TUMBLER 350ML

Size 8.7x8.7x20.5 cm | 6pcs 6pcs



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WOWXPB1

Lifestyle y Cosmética
Lifestyle and Cosmetics
1/4 Palet - Pallet



WOWXPB2

Papelería y Cosmética
Stationery and Cosmetics
1/4 Palet - Pallet



WOWXPA

Gama Completa
Complete Range
1/2 Palet - Pallet



*as seen
in stores!*

WOW
GENERATION



MUSIC is

MAGIC!



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