

The following article is an excerpt from the Spring 2008 issue of Faerie Magazine™ and may not be republished without express permission of Faerie Magazine, Inc. All rights reserved.



# Faerie Magazine

Where wonder finds a home...

Spring 2008

*Spiderwick Author*  
**Holly Black**

**Faeries  
& Harps**  
*in  
Victorian England*

**Kirks Folly**  
*A Family Affair*

**David  
Delamare**  
*5 Questions*

*Ari Berk*  
**The Battle of the Trees**

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



# *The Kirks Folly Fairy Phenomenon*



## A Family Affair

**K**irks Folly has been dazzling QVC audiences with magic and sparkle since 1992, and their jewelry and accessories have been prized and collected for more than a quarter century. A team of four siblings—Jenniefer, Elizabeth, George Peter and Helen Jane—head this enormously successful family business. All took inspiration from the creativity of their mother and grandmother. “As small children my mother and grandmother taught us to make anything we could imagine. Consequently we imagined anything and everything that sparkled—we decorated everything we had with crystals, sequins and magic dust. The fairies and angels have been coming to us for a very long time. They seem to guide our way thru the mystery, magic and joy of fairyland. We are blessed and we know it, we are very proud of our accomplishments. Just the fact that we have worked together as a family for so many years is a major accomplishment!”





*“Don't ever give up on  
your Dreams.”*

The path to success for Kirks Folly began in 1979 when Helen created a gorgeous, glittering set of hair sticks out of an ordinary pair of chopsticks. Jenniefer was deeply impressed with their sparkling, colorful beauty and embarked on a mission to make them available through one of New York's most prestigious department stores. With her combination of savvy and persistence, she was successful and the first Kirks Folly product line was launched. In April 1992, after two years of planning, Kirks Folly launched their first QVC show, with lavishly decorated sets and an abundance of sparkle—thus beginning an enormously popular run now well into its second decade. The excitement and joy in Jenniefer's smile when she's 'on the air' is visible and catching. "The shows are absolutely a dream come true for me. They are more than fun. Each and every show is a culmination of all the things I love from designing and building the sets, fabricating costumes, filming video footage to presenting the products I love. Of course, my favorite part is talking to the customers, meeting them and getting to know them whenever possible."





*“Remember to  
Live the Moments”* ★



Customers who call into QVC shows clearly experience a very deep connection with Jennifer. “I think that people respond to me because I have a love of life and magic. I am totally open and available. I love to share and I am a kid at heart.” Jennifer stays in touch with many of her customers—she calls them her ‘lifeline.’

“It’s very meaningful when customers let me know how we’ve touched their lives. It’s particularly rewarding when they share that we’ve made them smile and given them hope after months of grieving. Many of my customers have lost children, pets and/or other loved ones. Some have lost their homes, lives totally destroyed in hurricanes and other disasters. I don’t pretend to understand why we make them feel better, but somehow we have touched their lives. People tell me that our spirit has given them courage to start over or try again, just to take the next step. The fact that we have a positive impact on these customers has touched me personally. It’s not just fun and games, it’s a mission and I’m very aware of that.

I get letters, e-mail and messages with wonderful stories, ideas and requests. People don’t realize how creative they are, I smile every time I open a letter. I think they appreciate the meaning behind everything that we do. We try to create a world of fun and fantasy, a place to escape and dream. Our world gives them permission to revisit the innocence of childhood where all things are possible, if we only believe. I think we all seek the magic—it’s the fountain of youth.”

If you catch Jennifer in her most relaxed moments, you might find her under a sunny Caribbean sky with a great book, feet buried in the sand. At home you’d most likely find her curled up on the couch in front of a fire, watching a movie with her Yorkie ‘babies’, Stella and Luna. Depending on her mood—she is a Gemini—she might be working some needlepoint, gardening, reading or, what she loves most, putting crystals and glitter on just about anything. She loves to see things sparkle!

A life-long collector of antique costume jewelry, Jennifer has also collected numerous other sparkly, twinkly items, including crystals, scarves and old fabrics. “I have a house full of things that inspire and enchant me.”



### *On Motherhood-*

Motherhood has been a glorious adventure for me. I have been blessed with an Angel for a daughter. We have a very special relationship and bond. I would not be the woman I am today without her beautiful spirit. And now she has brought Fairyland a little prince: York. He makes me laugh every day! I predict he will test all the boundaries; there's a little "pixie" in that boy.

### *Advice for Women-*

I would like to make a suggestion to my women friends: Start a "Women's Group." I have been a member of a Women's Group for over 25 years. There are 8 of us - we get together once a month. It started as a business group, kind of an executive round table for entrepreneur business women, but it has evolved into "The Group." We come from all walks of life and backgrounds, we live totally different lives but we are there for each other on every level. We have supported each other through our successes, tragedies, loves, divorces, bankruptcies, deaths and every human condition. If one of us needs help or support, the Group is there. It's not family, it's not best friends, it's a very powerful group of smart, amazing women who are there for each other 100%. It has added an irreplaceable dimension to my life. Try it, girls!

### *And a message from the Fairy Godmother to Readers-*

Don't ever give up on your Dreams and remember to Live the Moments. ★

For more on Kirks Folly, visit [www.KIRKSFOLLY.COM](http://www.KIRKSFOLLY.COM)

