

Kellogg's 1950's Kitsch Kitchen

# Happy Hostess



## Modern Interpretation



Inspired by **Kellogg's** 50's advertising material of the day, this collection revisits a time when women were confined to the kitchen and spent all day cooking and cleaning! But how times have changed! These giftables in all their 50's inspired splendor reflect a humorous approach and add an element of fun to what many women still consider a chore; cooking and cleaning. Having something a bit silly like a Happy Hostess apron or oven mit puts a laugh into it.

## SKU Opportunities

### Pop Product



Breakfast Bowls  
 Deluxe Serving Tray  
 Salt + Pepper Shakers  
 Boxed Cup + Saucer Set  
 Tumbler Set  
 Fridge Magnets  
 Novelty Pins + Badges  
 Hand Cream  
 Calendar  
 Vinyl Coaster Sets  
 Vinyl Placemat Sets  
 Recipe Holder  
 Novelty Flash Cards  
 Greeting Cards  
 Novelty Books  
 Kitchen Clock  
 Kitchen Radio  
 Ketchup Bottles  
 Tin Postcards  
 Rubber Gloves  
 Paper Kitchen Towel

### Kitchen Equipment



Flour Sifter  
 Ceramic Pie Plate  
 Rolling Pin  
 Cake Cover  
 Cooking Timer  
 Table Pitcher  
 Cooking Utensils  
 Nest of Bowls  
 Storage Canisters  
 Tin Kitchen Tray  
 Drawer Liners

### Kitchen Textiles



Teatowels  
 Skirt Aprons  
 Bib Aprons  
 Oven Mitts  
 Hand Towels  
 Iron Board Covers  
 Dish Cloths

### Fashion + Accessories



Fashion Tees  
 Fashion bags  
 Shopping Totes  
 Coin Purse  
 Utility Bag



## Kellogg's Archive Images



HappyHostess01.jpg



HappyHostess02.jpg



HappyHostess03.jpg



HappyHostess04.jpg



HappyHostess05.jpg

## Kellogg's Supporting Archive Images



HappyHostess06.jpg



HappyHostess07.jpg



HappyHostess08.jpg



HappyHostess09.jpg

## Kitsch Kitchen Color Palette

whipped cream  
**C3 M2 Y8 K0**

marshmallow pink  
**C0 M40 Y0 K0**

spearmint  
**C40 M0 Y20 K0**

frosting blue  
**C30 M3 Y0 K0**

custard yellow  
**C0 M20 Y65 K0**

cherry red  
**C0 M100 Y80 K3**

# Kellogg's Archive Graphics



HappyHostesssGraphi01.eps



HappyHostessGraphic02.eps



HappyHostessGraphic03.eps



HappyHostessGraphic04.eps



HappyHostessGraphic05.eps



HappyHostesssGraphi06.eps



HappyHostessGraphic07.eps



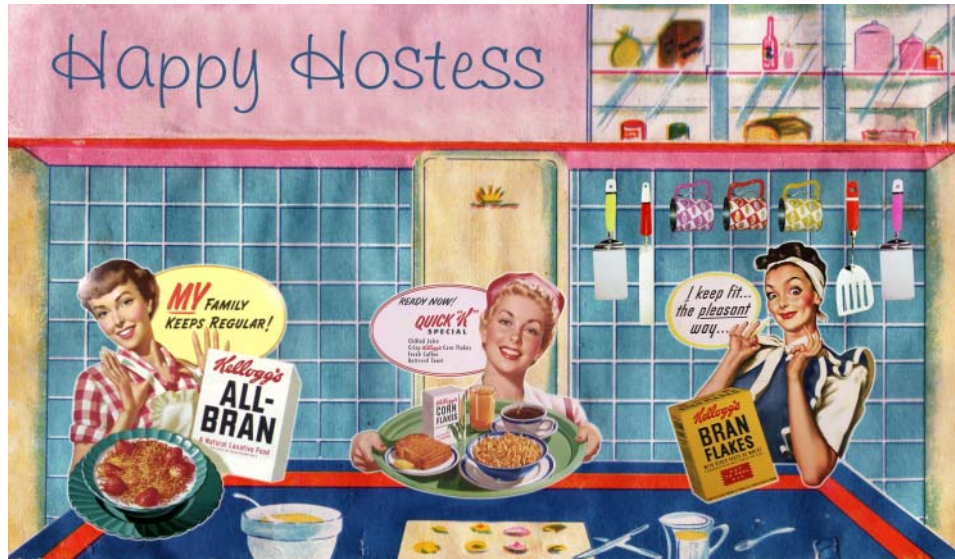
HappyHostessGraphic08.eps



HappyHostessGraphic09.eps

## Supporting Graphic Elements

The three Happy Hostesses are applied in a 1950's kitchen montage



ArchiveMontage.tif



## Supporting Graphic Elements

Supporting graphics include a range of retro inspired dot patterns combined with Happy Hostess imagery.



DotGraphic01.tif



DotGraphic02.tif



DotGraphic03.tif



RetroAllover01.eps



RetroAllover02.eps

## Supporting Graphic Elements

## Original Kellogg's Recipe Prints



RecipeGraphic01.tif



RecipeGraphic02.tif



RecipeGraphic03.tif



RecipeGraphic04.tif

## Kellogg's Supporting Fashion Graphics



FashionGraphic01.psd



FashionGraphic02.psd



FashionGraphic03.psd



FashionGraphic04.psd



FashionGraphic05.psd



FashionGraphic06.psd



FashionGraphic07.psd



FashionGraphic08.psd



FashionGraphic09.psd



FashionGraphic10.psd

*Kellogg's Happy Hostess*

*KELLOGG'S HAPPY HOSTESS*

Freehand 575 BT to be used in title case only

*Kellogg's Happy Hostess*

*Kellogg's Happy Hostess*

Freehand 521 BT to be used in title case only

*Kellogg's Happy Hostess*

*Kellogg's Happy Hostess*

Freehand 591 BT to be used in title case only

## Kitsch Kitchen Pop Product





## Pop Product Mood

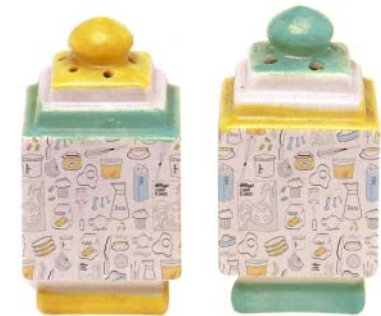


### **SKU Opportunities**

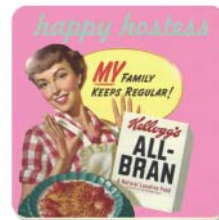
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Kitchen Clock  
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Ketchup Bottles  
Tin Postcards  
Rubber Gloves  
Kitchen Paper Towel

## Pop Product Tabletop Ceramic



## Pop Product Vinyl Coasters



## Pop Product Vinyl Placemats



## Pop Product Plastics

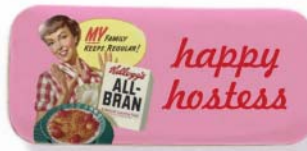




## Pop Product Fridge Magnets



## Pop Product Pins + Badges



Pop Product Stationery + Paper Goods



Shopping List

Pantry Planner



## Pop Product Timers + Clocks



## Kitsch Kitchen Equipment





## Kitchen Equipment Mood



### **Sku Opportunities**

Flour Sifter  
Ceramic Pie Plate  
Rolling Pin  
Cake Cover  
Cooking Timer  
Table Pitcher  
Cooking Utensils  
Nest of Bowls  
Storage Canisters  
Tin Kitchen Tray  
Drawer Liners

## Kitchen Equipment Sifters



## Kitchen Equipment Enamelware



## Kitchen Equipment Baking Accessories



## Kitchen Equipment Plastic Canisters





## Kitchen Equipment Plastic Jugs





## Kitsch Kitchen Textiles



Now that you have  
"Hostess" Apron-Towels

A friend would love  
versatile, it can be worn as  
smart tea apron, by slipping  
the waist and loosely  
out of sight.

**SPECIAL NOTE:** Wouldn't you like to  
keep clean, fresh ones on hand?

## Kitchen Textiles Mood



### SKU Opportunities

Teatowels  
Skirt Aprons  
Bib Aprons  
Oven Mit  
Hand Towel  
Iron Board Cover  
Dish Cloth

## Kitchen Textile Skirt Aprons



## Kitchen Textile Bib Aprons

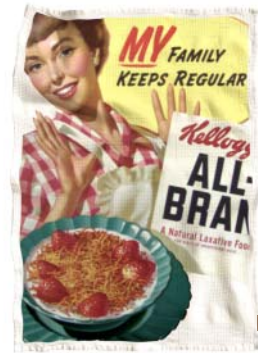




## Kitchen Textile Oven Mitts



## Kitchen Textile Teatowels



## Kitchen Textile Recipe Teatowels



## Kitchen Textile Iron Board Covers





1950's Fashion + Fashion Accessories



## Fashion Mood



### **Sku Opportunities**

Fashion Tees  
Fashion bags  
Shopping Totes  
Coin Purse  
Utility Bag



## Fashion Tees



## Fashion Recipe Tees

Retro recipe teas with original **Kellogg's** Recipes printed on stitched fabric feature



## Fashion Recipe Tees

Detail of Recipe fabric feature



## Fashion Graphic Tees



Fashion Accessories Shopping Totes



## Fashion Accessories Clip Purses

