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Fin Fun Introduces Custom Tail Creator: A Mermaid Tail

With a Girl's One-of-a-Kind Design Is Perfect For Holiday Gift Giving

November 7th, 2017- Idaho Falls, ID... For gift givers looking for a truly unique holiday gift, Fin Fun continues to revolutionize the mermaid world with its latest product innovation: the Custom Tail Creator. Mermaid dreamers now have the ability to create their own designs and have them produced as real-life swimmable mermaid tails that they can wear proudly. An easy 3-step process allows gift givers and mermaids alike to choose a size, download its corresponding design template to be colored, then upload the finished artwork to Fin Fun's site and place the order. Consumers can expect to receive their one-of-a-kind mermaid tail in 2-3 weeks by mail. For holiday delivery, orders must be received by December 6th..

Each custom tail features Fin Fun's patent-pending reinforced tail tips, and is designed to be worn with Fin Fun's patented monofin, which is sold separately.

Ultimate Imaginative Experience

"Swimming in a mermaid tail is the ultimate imaginative experience," says Steve Browning, Owner, President and CFO, Fin Fun, the leading maker of swimmable mermaid tails and other mermaid lifestyle products. "Fin Fun's Custom Tail Creator allows users to explore their mermaid identities and bring their own designs to life."

Best known for introducing high quality, high performance swimmable mermaid tail sets that deliver safety, comfort, and fun at an affordable price, the Fin Fun brand has grown to be the leader in the Mermaid lifestyle segment. The company offers a unique assortment of Mermaid tail skins, a premium patented monofin, coordinating bathing suits and many more products including Cuddle Tails and Wild Things Animal Blankets. The trademark Mermaidens line of mermaid tails and swimwear allows aspiring mermaids to become their favorite characters from Fin Fun's original Mermaidens series of stories and games found on the kid-friendly FinFriends.com site, the perfect place for girls who love mermaids.

Sizes Available: Youth 6-12; Adult XS-L

MERMAID TAIL MSRP:

Youth Size: \$80.00

Adult Sizes: \$90.00

MONOFIN MSRP:

Junior: \$60.00

Pro: \$65.00

Order Time: 2-3 weeks



About Fin Fun

Based in Idaho Falls, Idaho, Fin Fun originated the patented swimmable spandex mermaid tail and monofin in 2010. Fin Fun produces wearable mermaid tails, monofins, mermaid-themed clothing and accessories as well as its line of plush mermaid tail and animal-themed blankets. A celebrity favorite, Fin Fun sells its products primarily online and to exclusive retail outlets in over 180 countries around the globe. In 2016, the family-owned and operated company was named to the Inc. 500 list at #119. Fin Fun was also recognized as an innovative e-retailer on the 2017 Internet Retailer Hot 100 list. For more information, visit www.finfun.com

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