

Virtual Worlds News

June 11, 2009

Quick Stat: Million-member Pixie Hollow Mints \$\$ for Disney

While the [Licensing Expo International](#) in Las Vegas wrapped earlier this month, one factoid has trickled in since the show ended: The success of Disney's Disney Fairies brand extension into virtual worlds, the million-member [Pixie Hollow](#). According to Jessi Dunne, Disney executive VP, global consumer products, the entire Disney Fairies brand, virtual world included, generates over \$2 billion in global annual retail sales. That's twice the company's forecast and already half the level of the well-established Disney Princess brand. "It may be the tiniest in stature, but it is on its way to becoming our fastest-growing business in 2009." [via [Publishers Weekly](#)]



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