



02 My Hula doll is cooler than yours

Souvenirs with both function and design

When you think of Hawaii, the image that usually comes to mind (besides surfing...) is Hawaii's traditional form of dance-Hula. As a way of telling a story through physical movement, the performance of Hula is as distinct as speaking in ancient Hawaiian. Contrary to popular belief, while Hula does implement graceful movements in a lot of its dances, it can also be performed with vigorous movements as well. With growing recognition not only in Hawaii, but all across the world, Hula is also becoming a popular form of exercise and relaxation as well.

With its large popularity, it's no surprise to find all sorts of hula type souvenirs scattered throughout Hawaii. Similar variations of the same hula souvenir items can be found at nearly every corner shop. Probably one of the most iconic and popular souvenir items is the "Hula girl" motif doll.

However, this hula doll is a little different. The "leaf" skirt part of the doll is used as a static electricity duster. The duster itself is of course an everyday tool, but the idea of using a hula doll "skirt" for dusting is quite unique. By adding both Hawaiian flair, and functionality as well, it really increases the value of the souvenir itself. The actual "dusting" action also simulates the "dancing" movement of the hula girl. What a great concept! A simple way to remember your relaxing trip to Hawaii, every time you clean.

Creating "smart" and appealing souvenirs are a great way to promote Hawaii's value. Even small items such as the "dusting hula doll" can turn a first time Hawaii traveler, into a lifetime Hawaii fan.

