

MADE IN L.A.

The Southland Offers a Bumper Crop of Homegrown Products for the Holidays

By Jennifer Frehn

Girl Power Chords

When a girl wants to rock, nothing should get in the way of her having both style and an ability to hit the right notes. With Daisy Rock guitars, she can have both. Developed by L.A. rocker mom Tish Ciravolo, these lightweight guitars feature a slimmer neck than standard guitars and a contoured body design that is suited for hip rocker girls.

"We wanted to make sure a little girl could pick up a guitar and play, and it not be heavy and cumbersome," Ciravolo says. "Learning a guitar is not an easy thing to do, so anything we can do to help, we do."

Made from quality parts, Daisy Rock guitars have caught the attention of such jammers as Lindsay Lohan, Miley Cyrus (Hannah Montana) and Susanna Hoffs (the Bangles).

The fact that so many tween rockers exist may be due in

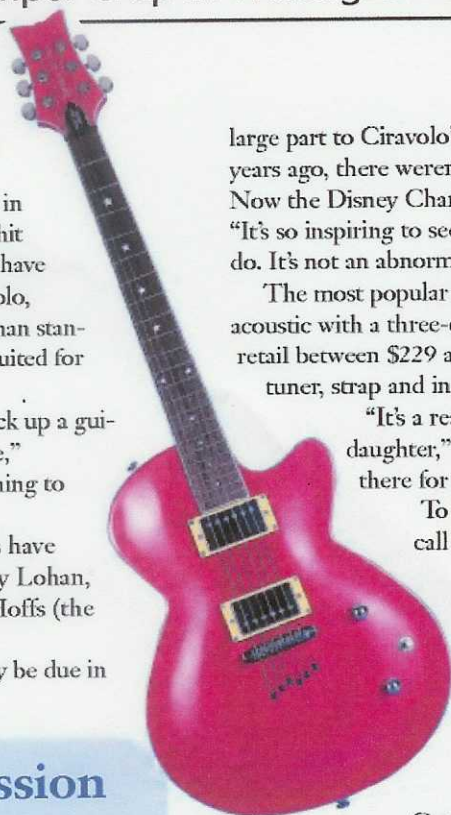
large part to Ciravolo's creation. When she started her company six years ago, there weren't any TV shows portraying girls as musicians. Now the Disney Channel features girls playing guitars regularly. "It's so inspiring to see," Ciravolo says. "Like it's a normal thing to do. It's not an abnormal thing to achieve."

The most popular guitar for girls ages 6-12 is the Wildwood acoustic with a three-quarter scale, retailing at \$159. Starter packs retail between \$229 and \$299 and include an acoustic guitar, strings, tuner, strap and instruction book.

"It's a really wonderfully empowering thing for your daughter," Ciravolo says. "And finally, there's a guitar out there for them. So girls actually can rock the world."

To find a local dealer, visit www.daisyrock.com or call 877-MY-DAISY (877-693-2479).

Daisy Rock guitars, invented by local rocker mom Tish Ciravolo, are hitting the right note with young female musicians.



Making an Impression

Some jewelry is so unique that even a woman who has never worn earrings will wish her lobes were pierced.

Such is the case with the jewelry of Tina

Steinberg, who specializes in vintage-style pieces with soul. Among her most popular items (especially for moms) is her customized Silver Fingerprints line (starting at \$40), which feature a fingerprint of a loved one stamped into the silver with an inscription on the back.

"It's a little rustic and unrefined, but it's elegant and organic," the Temecula artist says. "It's not the kind of thing where someone's looking for bling or run-of-the-mill Tiffany's style."

Steinberg says the fingerprints were an evolution of her other customized designs. "My focus has been on making jewelry that is very personal and endearing to people," she says.

Steinberg works with clients to create pieces unique to them. Previously a psychotherapist, the artist is no stranger to delving into the emotions of her clients.

"Customers tell me personal info they wouldn't normally tell someone when buying jewelry," Steinberg says.

For more information, visit www.tinasteinberg.com.



Artist Tina Steinberg makes a mark with her fingerprint charms.

Table Matters

Getting kids to set the table can seem like a chore for parents. But all kids really need is to be free to eat, make a mess, clean up – and imagine. That is the motto behind the line by Emily Green, whose imagination mats and make a mess kits bring color and fun to the table.

"It makes kids involved in mealtime," the L.A. mom says. "My daughter has been setting the table since she was 2 and likes deciding which person gets which mat."

The mats, made from recycled vintage fabric, feature a bright design on one side and an easy-to-wash white canvas on the other. Green says this has inspired kids to come up with new uses for the mats, from practicing spelling to creating works of their own. "They can fall in love with things that aren't just commercial," Green says.

The Make a Mess kits feature a spoon, fork and Green's designs (such as Monkey Daisy and Wacky Pachy) on a durable melamine 10-inch plate and six-inch bowl. The kit comes in a reusable tote that can double as an art kit. "The best gifts are things that you are going to use in everyday life," Green says.

All products can be found online at www.emily-green.com. Imagination mats are \$13, and Make a Mess kits are \$40. ♦



Kids can dine on the bronto-stripus design.

PHOTO BY TERRESA BURGESS