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THE TOP TOYS FOR CHRISTMAS - WILL THEY STILL LOVE THEM TOMORROW?

- **As the predicted most-wanted toys for Christmas 2007 are revealed, how did last year's fare once the festivities were over?**
- **Online reviews show some on the 2006 dream list didn't quite live up to expectations.**

The official Top Toys for Christmas are announced today by the Toy Retailers' Association, and will no doubt feature on many children's wish lists. But will they prove popular long after the decorations have been put away, or will they be five-minute wonders? If parents' verdicts on the 2006 list are anything to go by, some might soon be gathering dust at the back of a cupboard.

According to online comments collated by Reevo, the independent customer review service, some of the most sought-after toys of 2006 were big hits with the kids, but others were quickly broken, forgotten about or were of limited appeal.

The Bratz Forever Diamondz collection was a top-seller last year, but parents were not necessarily appreciative of all the products. The truck looks good but, says one reviewer, "it is very flimsy, easily broken, not worth the money you pay for it." Meanwhile the Bratz Fashion Design Kit gave one little girl hours of fun, but another parent claims: "The beads/ glitter did not stick well and once put on the dolls fell off completely." Kids loved the Tour Bus, but according to one mum: "They keep filling up the bus's jacuzzi in the bathroom and flooding the place."

Among other Christmas hits last year, Baby Born With Magic Eyes disappointed numerous reviewers, one of whom says: "There's no magic eyes with tears. Water simply pours from the eyes and from the bottom with regards to peeing," adding: "No good points at all, a complete waste of money." The Twelve Dancing Princesses Barbie doll rates highly overall, but one buyer admits: "It did not get a lot of attention after the novelty wore off." And the Paper FX Dreamer Weaver, which transforms used newspapers and magazines into bags and purses, strikes one owner as "A waste of paper!" Another, though, praises it for giving "hours of fun and creativity."

Other toys on the 2006 list proved universally popular with shoppers. The Deal Or No Deal Electronic Board Game rates as "fabulous," and the Pixel Chix Mall caused one granddaughter "much enjoyment," the only problem being that the other granddaughter also demanded one.



Reevoo asks shoppers who have already bought goods from leading internet stores, including Woolworths, Currys, Dixons and the Carphone Warehouse, to rate their purchases. All comments, whether full of praise or highly critical, are then published on both the e-tailers' websites and on reevoo.com.

Reevoo CEO Richard Anson said: "We all want to get the best toys for our children at Christmas, so it's well worth spending some time reading other shoppers' views before deciding what to buy.

"Customer reviews give shoppers the kind of insight that it is hard to get anywhere else. This is especially true if they are genuine and impartial - because there is no 'bias' or 'expert opinion,' just real life reviews from other people whose children have actually played with the toys."

THE 2006 TOP TOYS FOR CHRISTMAS

BABY BORN WITH MAGIC EYES

Good point: "My daughter really loves this doll."

Bad point: "There is no magic eyes with tears, water simply pours from the eyes and from the bottom with regards to peeing."

BRATZ FOREVER DIAMONDZ

Truck

Good point: "Looks good."

Bad point: "It is very flimsy, easily broken, not worth the money you pay for it."

Tour Bus

Good point: "Keeps my daughter and her friends entertained for hours."

Bad point: "Kids keep filling up the bus's jacuzzi in the bathroom and flooding the place."

Fashion Design Kit

Good point: "My daughter's had hours of fun."

Bad point: "Beads/ glitter did not stick well and once put on the dolls fell off completely. When using on children's clothes they came off in the wash."

CARS FAST TALKIN' LIGHTNING McQUEEN

Good point: "Very like Lightning McQueen in the film."

Bad point: "He doesn't have many phrases."

DEAL OR NO DEAL ELECTRONIC BOARD GAME

Good point: "Fabulous game."

Bad point: "Bit of work setting up the boxes."

12 DANCING PRINCESSES BARBIE DOLL

Good point: "The flashing lights are great."

Bad point: "Did not get a lot of attention once the novelty wore off."

PAPER FX DREAMER WEAVER

Good point: "Hours of fun."

Bad point: "Waste of paper!"

PIXEL CHIX MALL

Good point: "Bought for my granddaughter. Much enjoyment."

Bad point: "Other granddaughter wants one!"

THOMAS AQUADRAW

Good point: "Not just a five-minute wonder."

Bad point: "Causes arguments as there is only one track pen."

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About Reevo

Reevo is an independent company which collects and publishes genuine reviews, to help online shoppers decide what - and what not - to buy. Its retail partners include Currys, Dixons, Woolworths, the Carphone Warehouse, Jessops and fashion website Koodos.