

# FAIRY OAK



*A fable about life, friendship and love  
and the all-important equilibrium that rules them all*



## FAIRY OAK IS NOT A FANTASY

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*Fairy Oak lacks some elements typical of fantasy:  
the gloomy and grotesque atmosphere, the journey, the ferocious battles.*

*Instead, readers get a lot of laughs!*

*This is another aspect that differentiates this series from fantasy fiction,  
which tends to take itself very seriously.*

*In this series of stories what prevails over everything and lingers in the memory  
are the little things, the atmosphere of the streets and the houses,  
the cries of the seagulls, the sound of the wind and the waves against the rocks,  
the children's voices, the tinkle of glasses in the pub, the fabrics of the clothes, the smell of warm  
bread and washing hung out to dry in the sun, the pebbles polished by the sea,  
the toads in the streams...*

**FAIRY OAK ISN'T A GLOOMY SERIES**

**THE READER LAUGHS A LOT!**

**IN FAIRY OAK PEOPLE DON'T TAKE THEMSELVES TOO SERIOUSLY**





## THE SETTING

*Fairy Oak is the name of a village that grew up in the shade of a talking oak tree, an imaginary place, lost in the mists of time immemorial, overlooking a stormy sea, next to uplands covered in snow in winter, surrounded by enchanted woods, vast meadows, crystal clear rivers and lakes. A healthy and uncontaminated nature, which dominates and envelops the worlds in which the stories unfold. It's a place where the climate has a powerful influence over events and contributes a lot to the creation of atmosphere.*



**A DAZZLING WORLD OF FANTASY AND ADVENTURE**

AN IMAGINARY PLACE WHERE TIME AND SPACE ARE EXTENDED  
AND NATURE IS AMAZINGLY ALIVE



## THE CHARACTERS

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*Within the walls of the old village there lives an equally old community, a mixed bag of funny characters, with the rituals, customs, habits and familiarity of a serene, cheerful, lively people who lack for nothing. The sounds most frequently heard in the village are the cries of its numerous youngsters. Accustomed to roaming free since early childhood, the kids run around along the paths overhanging the cliffs and through the woods; they know every ford, cave, tree, nook and cranny of their valley. But there's always something new to discover and so any excuse will do to embark on new adventures.*



### A “MULTI-ETHNIC” POPULATION

A PEOPLE OF FAIRIES, WITCHES, WIZARDS AND COMMON PEOPLE  
THAT ACCEPTS ITS DIVERSITIES SERENELY



## THE STORY

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*The 7 books chronicle the adventures of the adolescent twins Vanilla and Lavender. To save their people, menaced by a cruel enemy, they go on a long journey deep into the labyrinths of their powers. Since the girls are very young, at first lots of things go wrong. Some are frightening. In short, it's not going to be easy at all! But someone and something will help them.*



**A VILLAGE - A PEOPLE - A JOURNEY**  
THE EXTRAORDINARY ADVENTURE OF TWO LITTLE GIRLS  
WHOSE LOVE IS STRONGER THAN ANY POWER



## THE FABLE

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*A classical definition would number the series among fables, stories with a marvellous content; a fairy tale, since it deals with fairies, witches and wizards. Yet magic does not play the starring role. This is reserved for the inhabitants of Fairy Oak and the nature that surrounds it. So Fairy Oak is a fable about life, one that tells the story of a people, of a wild and lush Valley inhabited by extraordinary creatures. And since it also includes mice that foresee the future and talking trees, it's a fable in the complete sense.*



### A FABLE ABOUT LIFE

ONE THAT TELLS THE STORY OF A PEOPLE  
SO CLASSICAL AND TRADITIONAL THAT ADULTS LIKE IT TOO



## THE VALUES

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**Trust:** In “Fairy Oak” people trust one another, almost always. Vanilla and Lavender share a deep trust in each other, even when they have thousands of reasons for doubt. Trust is also the fruit of the experience and wisdom of the adults of the village, who have faith in the youngsters.

**Love:** The love that binds the twins is ancestral, profound and invincible. The love between the village youngsters is romantic, decorous and discreet. The love between Dahlia and Cicero, the twins’ parents, is solid and reassuring.

**Friendship:** plays a major role in the story, since it is thanks to this emotion that the most interesting, exciting, exhilarating, touching and important situations develop in all the stories.



**TRUST, LOVE AND FRIENDSHIP**

PROFOUND, SINCERE UNIVERSAL VALUES  
THAT TOUCH THE HEARTS OF READERS YOUNG AND OLD



## THE PLOT

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*The plot is light-hearted and pleasing and is interpreted in a lively, modern style. The morphology of the village, its appearance, the personalities and relationships linking the characters, their life style, rituals and customs seem to engender a feeling of familiarity and affection in readers, and the desire to be a part of the story.*

*An amazingly frequent question posed by readers on the publication of the last novel was: "Now that the series is over, where shall I go?"*



**AN ADVENTURE AS BIG AS LIFE ITSELF**

READERS FEEL WELCOME AND HAPPY  
IN THE PLACES AND SETTINGS DESCRIBED IN THE BOOKS



## PLUS POINTS

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*The success of Fairy Oak is largely due to the fact that girl readers identify with the principal characters of the story, the twins Vanilla and Lavender, who are identical in appearance, both positive, but with diametrically opposed personalities.*

*Two different personalities, two different ways of coping with adolescence, so that each reader has a model she can identify with. However some readers also identify with the twins' friends: Flox Pollimon and Shirley Poppy.*



## IDENTIFICATION

MOST READERS IDENTIFY WITH ONE OF THE TWO PRINCIPAL CHARACTERS  
AND PLAY AT BEING VANILLA OR LAVENDER



## PLUS POINTS

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*Fairy Oak represents a response to an unexpressed, latent desire, felt especially in childhood and early adolescence: the need for security.*

*And when the books are read, emotions grow even stronger and are transformed into devotion.*

*Fairy Oak contains all the classic elements and mechanisms that children love, because, while it's true that children differ from country to country, and are stimulated by different things, it's also true that they all share laughter, affinities, sorrows and fears: feelings such as anxiety, stress and disorientation.*

### A SHELTERED, SAFE PLACE

WHERE READERS CAN HOLE UP, A PLACE THAT IS PURE,  
GENUINE, RESPECTFUL AND TOTALLY THEIR





## WHO READS FAIRY OAK

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*The series is aimed at girls aged 8 to 13, who say they love the detailed descriptions that characterize the stories while they take a particular interest in the characters and the network of bonds that link them - ties of family, friendship, and love.*

*Although the project is aimed at girls a small % of readers are boys. In fact, once they get over the feminine look of the graphics, boys are enthusiastic about the exploits of the young characters and appreciate the adventurous aspect of the series.*

*The books have also aroused interest among adult female readers.*



## ENCHANTING ENTERTAINMENT FOR EVERYONE

ALMOST ALL OF OUR READERS FIND SIMILARITIES BETWEEN THE ADULT CHARACTERS DESCRIBED IN FAIRY OAK AND THEIR OWN PARENTS OR FRIENDS



## WHAT READERS AND THEIR PARENTS TELL US

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- *For many readers this series was **their introduction to the world of books** and it **prompted them to keep on reading**.*
- *Many thought **it is the best series** they had ever read.*
- *Many read the books as children and **read them again as adults**.*
- *Many **shared the childhood reading experience with their parents**.*
- *The series had **a profound influence on their childhood**.*
- *The books made them **feel at home and in a safe place**.*
- *It **helped them in times of difficulty**.*
- *They **appreciated the themes and the values** of the books.*
- *They loved **the graphics and the illustrations**.*
- *After reading the first book, **girl readers ask for the entire series**.*
- *Very much appreciated by parents **as the right kind of books to give to their children**.*



## AWARDS

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May 2006

PREMIO SELEZIONE BANCARELLINO

*Fairy Oak Il Segreto delle Gemelle*

April 2008

SPECIAL AWARD OF THE VALENCIA PUBLISHER COMMUNITY

*Fairy Oak Il Segreto delle Gemelle*

May 2008

PREMIO SELEZIONE BANCARELLINO

*Fairy Oak Il Potere della Luce*

“THE WORLD OF FAIRY OAK IMMEDIATELY ENCHANTS THE READER,  
AS IF ITS TREES AND CHARACTERS REALLY BREATHED IN THE PAGES.”

*Gabriella Lotto - Il Corriere della Sera*





## ITALIAN CHART RESULTS

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### *“Fairy Oak: The Twins’ Secret”*

Only 3 weeks after its release, this novel made second place in the children’s book best-sellers list.

It was among the Top Ten best-sellers in 2005/2006  
and held on to a leading position in the national children’s book charts for over 18 months

### *“Fairy Oak - The Dark Enchantment”*

Within a single week it became number one in the children’s book best-sellers list  
and kept that position for 6 weeks in a row,  
while also reaching second place in the best-selling fiction charts.

### *“Fairy Oak - The Power of the Light”*

Within a single week it became number one in the children’s book best-sellers charts,  
and also made first place in the fiction best-sellers list.

## A COMMERCIAL SUCCESS

THE POPULARITY OF THE FAIRY OAK SERIES HAS TRANSLATED INTO  
SUBSTANTIAL FINANCIAL SUCCESS FOR THE PUBLISHERS





## CHART RESULTS IN SPAIN

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- 1 - *“Travesuras de la niña mala”* – Mario Vargas Llosa
- 2 - *“La Catedral del mar”* - Ildefonso Falcones de Sierra
- 3 - *“La sombra del viento”* - Carlos Ruiz Zafon
- 4 - *“Fairy Oak: El Secreto de las Gemelas”* - Elisabetta Gnone
- 5 - *“El pintor de batallas”* - Arturo Perez-Reverte
- 6 - *“Brooklyn Follies”* - Paul Auster
- 7 - *“Seda”* - Alessandro Baricco
- 8 - *“Un lugar llamado nada”* - Amy Tan
- 9 - *“Crepusculo”* - Stephenie Meyer
- 10 - *“El profesor”* - Frank McCourt



## FAIRY OAK IN SPAIN

NUMBER 1 IN THE CHILDREN'S BOOK BEST-SELLER LIST  
AND NUMBER 4 IN THE FICTION LIST





## CHART RESULTS IN MEXICO

- 1 - *"El Esclavo"* - Francisco Javier Angel Real
- 2 - *"Las batallas en el desierto"* - José Emilio Pacheco
- 3 - *"El caballero de la armadura oxidada"* - Robert Fischer
- 4 - *"Cien años de soledad"* - Gabriel García Márquez
- 5 - *"Fairy Oak: El Secreto de las Gemelas"* - Elisabetta Gnone
- 6 - *"El secreto"* - Rhonda Byrne
- 7 - *"Visión de los vencidos"* - Miguel León Portilla
- 8 - *"Juan Salvador Gaviota"* - Richard Bach
- 9 - *"El llano en llamas"* - Juan Rulfo
- 10 - *"Siete hábitos de los adolescentes altamente efectivos"* - Sean Covey

## FAIRY OAK IN LATIN AMERICA

NUMBER 1 IN THE CHILDREN'S BOOK BEST-SELLER LIST  
AND NUMBER 5 IN THE FICTION LIST





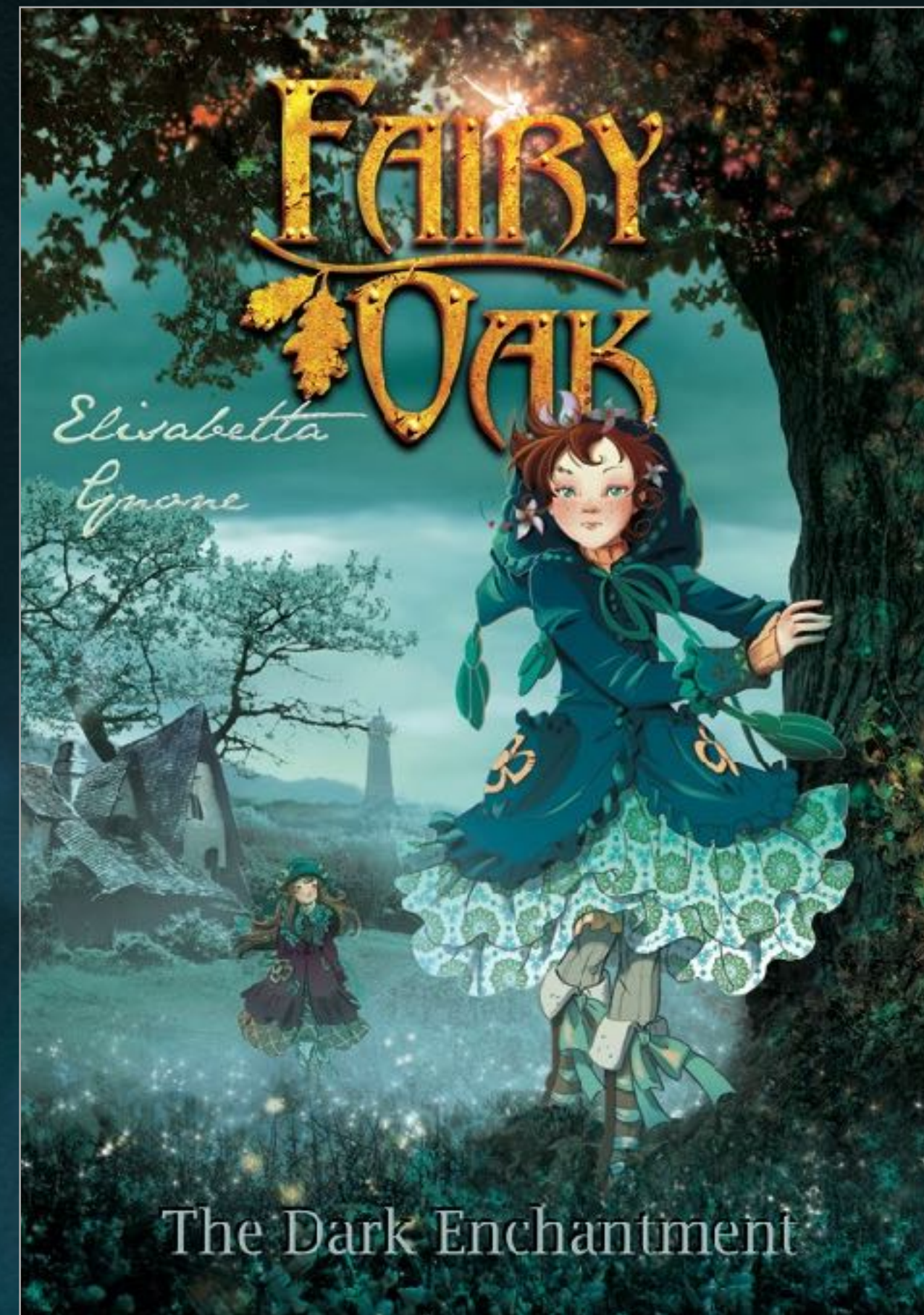
## THE TRILOGY



### ***The first chapter of the Trilogy***

*Genre: Fantasy Novel*

*Pages: 277 + 2 sixteenmo in colour*



### ***The second chapter of the Trilogy***

*Genre: Fantasy Novel*

*Pages: 344 + 2 sixteenmo in colour*



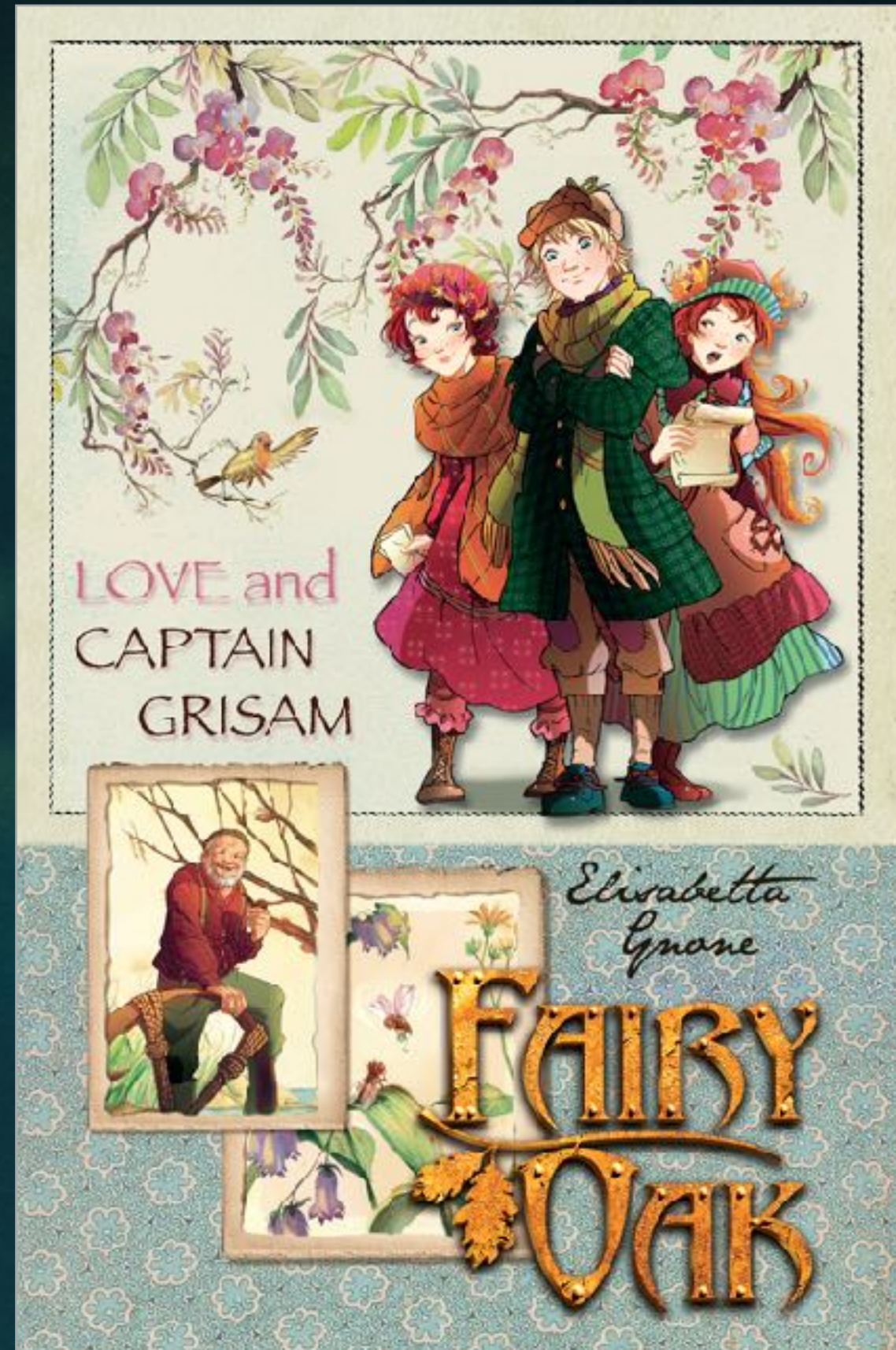
### ***The third chapter of the Trilogy***

*Genre: Fantasy Novel*

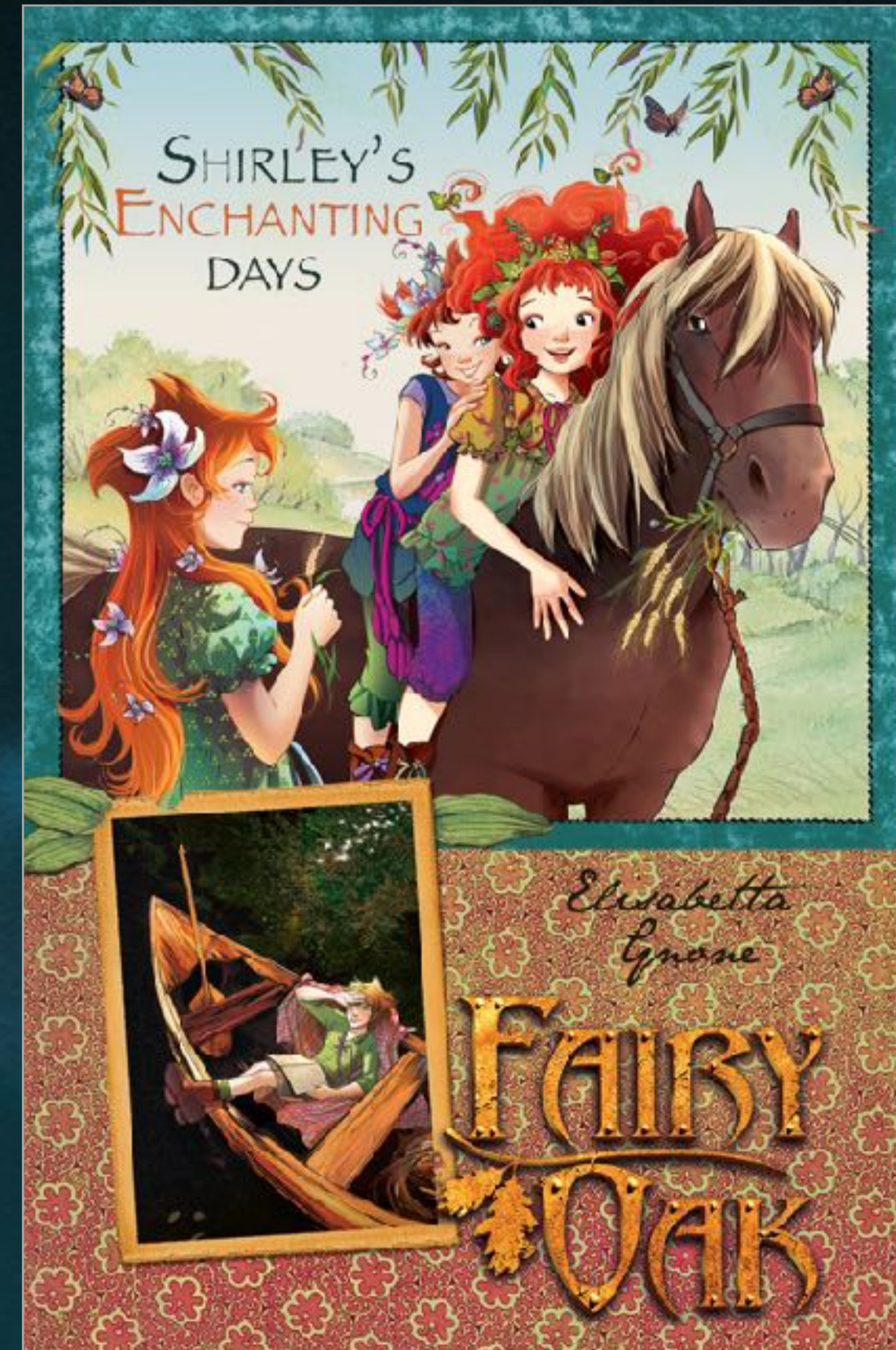
*Pages: 375 + 2 sixteenmo in colour*



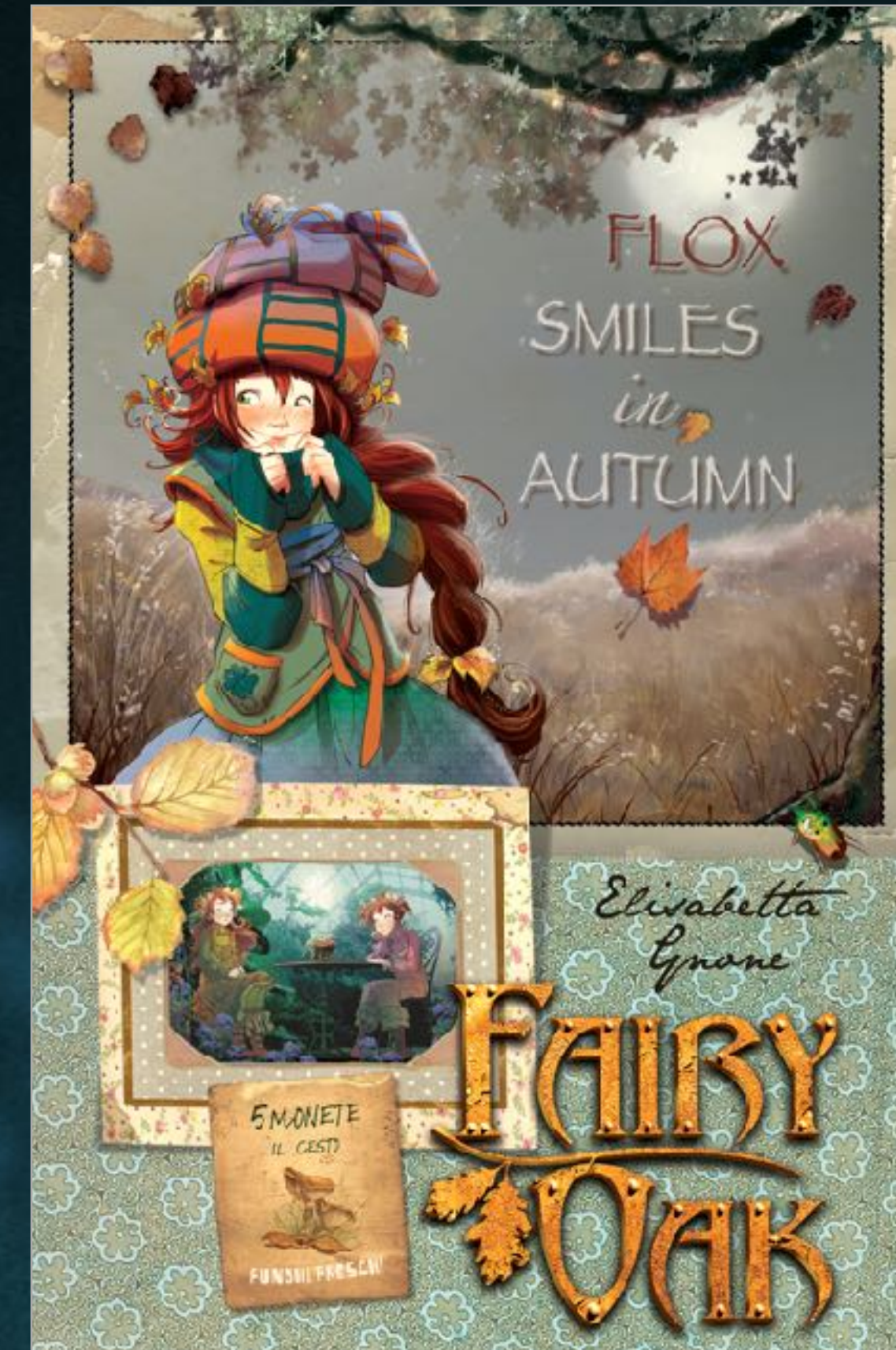
## THE FOUR MYSTERIES



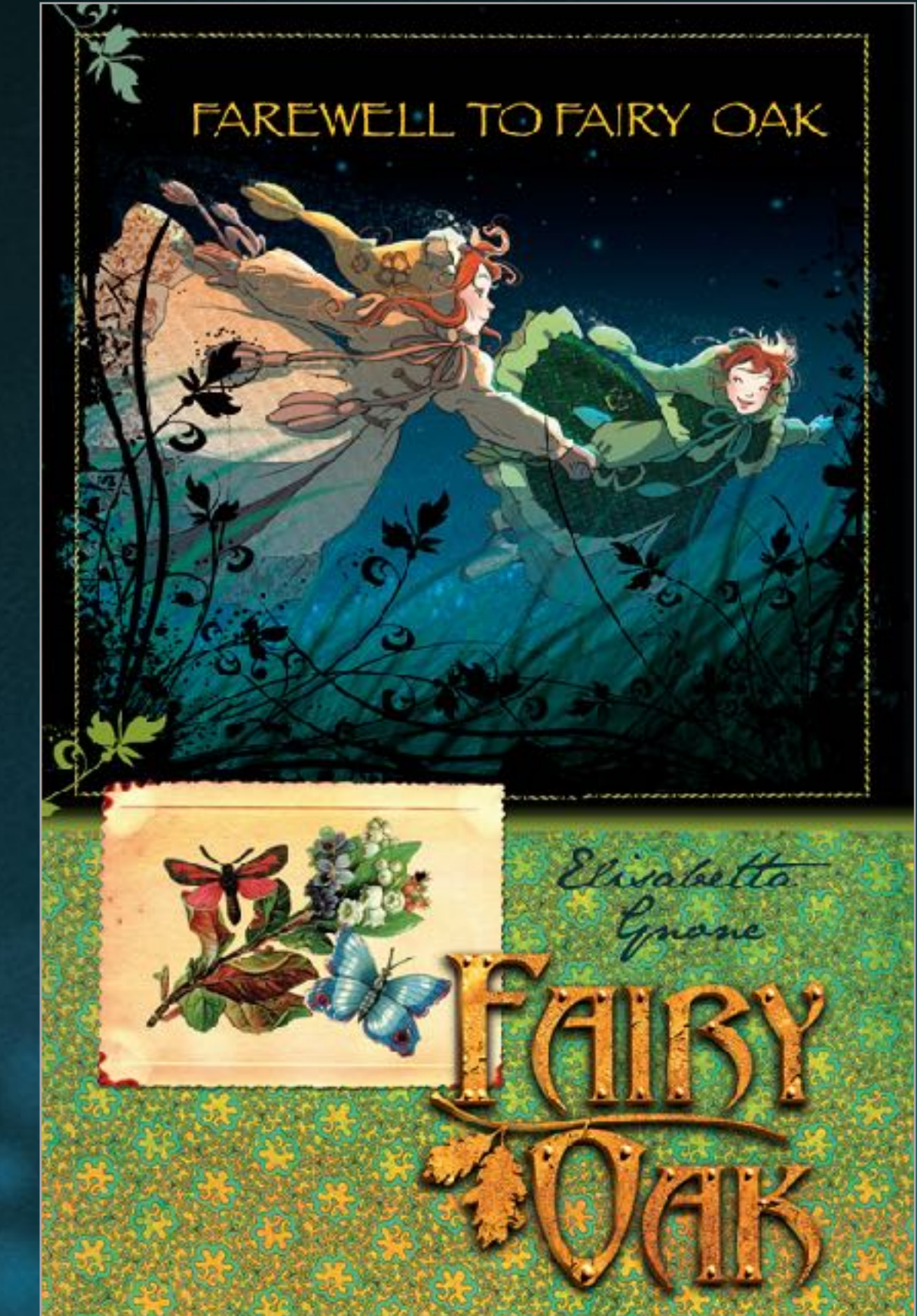
*A Tale of the Sea,  
Intrepid Youngsters and Love*  
Genre: Fantasy Novel  
Pages: 231 + 2 sixteenmo in colour



*A Tale of Sublime Spells  
and Amazing Adventures*  
Genre: Fantasy Novel  
Pages: 247 + 2 sixteenmo in colour



*A Tale of Friendship,  
Bizarre Dances and Colours*  
Genre: Fantasy Novel  
Pages: 263 + 2 sixteenmo in colour



*A Lighthearted, Moving Story  
of a Magical Encounter*  
Genre: Fantasy Novel  
Pages: 277 + 2 sixteenmo in colour



## THE AUTHOR

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*Elisabetta Gnone is one of the most popular children's authors.*

***In the nineties** she was in charge of the girls' and pre-school magazines published by the **Walt Disney Company**. In 2000 **she created for Disney** the series that became a worldwide phenomenon **W.I.T.C.H** which sparked a robust publishing programme that included comics, magazines, novels, DVD's and a television series.*

*Encouraged by this success, Elisabetta set to work once more, and **in 2005** she created the **Fairy Oak** series, which won the hearts of millions of young readers in **23 countries**, selling more than **3.8 million copies**.*

*The new series **Olga di carta**, published in Italy by Adriano Salani Editore, reached **the no. 1 position** and dominated the Children's Chart in the weeks that followed.*

