

# ELVES BEHAVIN' BADLY

**CHAKS presents “Elves Behavin’ Badly”:** *where mischief meets holiday magic!*

**Munster, February 2026** – CHAKS, a leading expert in seasonal décor, is thrilled to unveil its latest gem: “Elves Behavin’ Badly”, an original licensed concept that tells a story and creates a captivating universe around the spirit of Christmas.

The Elves Behavin’ Badly aren’t just characters, they’re playful companions who love to pull pranks, hide surprises, and transform every space into a magical, interactive world. From window displays to in-store corners, they invite both children and adults to dive into their universe: an immersive storytelling experience that sparks creativity and playful fun during the holiday season. And the results? Smiles, engagement... and sales!

## **A license that inspires and connects**

With this new license, CHAKS offers retailers a turnkey universe: characters, accessories, themed displays, and activity ideas. Consumers aren’t just discovering a product, they’re stepping into a full experience designed to generate excitement, fun, and holiday joy.

## **Catch them at JdC Garden Trends 2026**

Retailers and industry players won’t want to miss the CHAKS booth, where you can explore:

- Elves Behavin’ Badly as collectible figures and decorative accessories
- Creative merchandising and playful display ideas
- The complete licensed universe, featuring a star product perfect for creating a holiday highlight

“We wanted to create a character that tells a story and can appear everywhere: in windows, on social media, and in the hearts of consumers. Elves Behavin’ Badly are true generators of smiles and holiday magic.” – CHAKS

## **Event Details:**

- **Show:** JdC Garden Trends 2026
- **Location:** Marseille, Parc Chanot
- **Dates:** Tuesday, March 24 – Thursday, March 26, 2026
- **Booth:** C16

Discover Elves Behavin’ Badly and the world of CHAKS at [www.chaks.eu](http://www.chaks.eu) or contact us at [thomas.carteni@chaks.fr](mailto:thomas.carteni@chaks.fr).

Together, let’s make it different!