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Adventuretown Toy Emporium
Los Angeles, California

Annamarie von Firley is the President and CEO of the Los Angeles-based online toy store, Adventuretown Toy Emporium. Adventuretown, a beloved source of unique educational toys, was founded in 2016 with a successful Indigogo campaign. Adventuretown boasts over 3000 toys from 32 countries selected for their innovation and educational value to help cultivate children's curiosity through hands-on learning.

Annamarie von Firley, 52, is a serial entrepreneur, having found her first company, reVamp, in 1998 when she was 27 years old. While she had no formal education in the fashion industry, she built a fashion company that, in its 20 years of operation, is well respected within the vintage community as well as a treasured resource for costume designers for both stage and screen. reVamp garments have been seen on TV shows such as "Glee," "CSI NY," "True Blood," "Saturday Night Live," and "Big Love." reVamp also can be seen in major motion pictures such as "Baby Driver," "Hateful Eight," and "Django Unchained." In addition, reVamp garments are in the Smithsonian, Henry Ford Museum, as well as other living history museums and national parks. Also, reVamp garments have been on Broadway, as well as on international stages and opera houses. She has been featured on CNN twice and Fortune Small Business in 2007.

She holds a B.A. in Wooden Toy Design and Construction from Hampshire College and a B.F.A. in Furniture Design from California College of the Arts. Her expertise in child development and the importance of play led her to develop a one-of-a-kind app and customized subscription box for parents of children 0-3 years old to optimize their child's development called Fledglings Flight which launched in July of 2022.

Annamarie resides in Los Angeles with her husband and 14-year-old son. She is an accomplished flying trapeze artist and former professional dancer. She is also the Vice President Emeritus of the Art Deco Society of Los Angeles and Chair of Events Committee.