

Estella Summer Sale on Baby & Kids Clothes

Unique baby clothes, charming kids apparel now available with significant savings

New York, NY – CA July 21, 2008 – Estella, a leading retailer of distinctive kids clothes and unique baby clothes, baby gear and toys, today announced huge reductions on leading children's fashions including charming summer baby clothes and designer kids clothes ideal for back to school savings.

Estella offers shoppers contemporary fashions and remarkable savings on exceptional attire for babies, toddlers and kids. Featuring adorable prints such as gingham dresses, florals, and striped designs that enhance the soft poplins, washed silks and fine cottons, shoppers can find a number of girls' clothes that are practical, yet splendid in form. In addition, Estella has a wide selection of boys clothes that are designed cool and sophisticated for mother's with discerning tastes. Sale items include kids shirts, shorts, dresses, trousers and pants for boys and girls, unisex clothes, and baby boy and baby girl clothes from top designers including Album di Famiglia, Bon Bon (known as Bon Ton in Paris and owned by the family that founded famed children's clothier Bonpoint), See Kai Run, Kingsley, Evisu Bonsai, Caramel Baby & Child and many others.

As summertime calls the need for beach outings, picnics and get togethers, the need for comfortable and stylish clothes that offer a blend of playful elegance. Estella is known as the source of charm and distinctive clothing for parents looking for classic and adorable summer clothes for babies, toddlers and children.

"Self expression is not just for adults, kids enjoy a creative wardrobe as well," stated Chike Chukwulozie, spokesperson for Estella. "We aim to offer customers cutting-edge fashions that are distinctive yet practical, comfortable and yet contemporary. Our sale items give customers exciting new choices for summer fashions with the advantage of added savings," Chukwulozie concluded.

Estella stays abreast of children's fashions and top trends for babies and children. Estella has been the source of inspiration in baby clothes and designer kids clothes to celebrities, stylists, royalty and those with the most discerning tastes since 2002. For more information on Estella or to start shopping fro unique baby clothes and kids clothes, please visit <http://www.estella-nyc.com>.

About Estella

Renowned as the source for cutting-edge kids clothes, Estella has quietly established itself as the designer infant clothing shop that celebrities, stylists, royalty and those in the know look to when they want something fresh. Featuring distinctive and unique baby clothes and kids' clothes that are brought to life with modern designs, incredible detail, unusual colors and sumptuous fabrics, Estella's innovative approach offers gorgeous items selected for beauty and character. Founded in 2002, Estella is privately held and headquartered in New York, NY. For more information about Estella, please visit the company's web site at <http://www.estella-nyc.com>.

Contact Information

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