

## **Naartjie Kids Announces Storewide Clearance Sale on Children's Clothes**

*Avoid the last minute rush and get a head start on holiday shopping with pre-Black Friday sales*

November 13, 2009 (FPRC) -- Naartjie Kids, the original name in fun clothing sizes 0 - 10, announced today, it's storewide clearance sale featuring up to 60% off selected fall fashions for boys, girls and infants. The clearance sale begins today, and is good on items purchased in-store and online. Choose from a variety of styles from Naartjie Kids' Fall collections. In addition, shoppers will receive an additional 30% off girls' velour fashions including dresses, pants and coats, from November 19-25.

"Little ones are constantly growing and outgrowing their clothes, so kids clothing is always a natural for holiday shopping lists and gift giving," said Joe Norwood, director of marketing, Naartjie USA. "This year, Naartjie Kids helps holiday shoppers with find great fashions at unbeatable prices, during our storewide clearance sale. Our promotion on girls' velour fashions make great holiday ensembles that are stylish without the spendy price tag."

The Naartjie Kids fall styles are on clearance during the pre-Thanksgiving shopping season and feature easy-to-wear and maintain styles in kids, baby girl and baby boy clothes. The girls' velour collection features girls' dresses and optional matching Mommy Tunics that make wonderful ensembles for holiday parties and photo shoots. (Mommy Tunics are not discounted during the Velour promotion.)

Naartjie Kids' designs, colors, prints, and styles represent a truly unique synthesis of European fashion trends with western casual lifestyle. Featuring a dominant focus on natural fabrics that are garment-dyed, pre-washed and pre-shrunk for easy wear, low maintenance and comfort, Naartjie Kids uses a garment dye process that results in a more vibrant color and softer clothing and accessories for precious little ones.

The ultimate in mix and match, Naartjie Kids introduces new colors, prints and styles within a grouping to allow customers to mix and match across the entire assortment. In addition, shoppers can mix and match between Naartjie Kids seasonal collections, which showcase the freshest and broadest color assortment in the industry, distinctive detailing, mixing of fabrics, appliqués and embroidery details. Always "Kid-Friendly" design concepts made primarily of natural fabrics that feature weight-right fabrications for maximum comfort and easy care. Each item is designed and constructed for easy-wear comfort, whether the garment is dressed up or dressed down.

### **About Naartjie Kids**

Naartjie Kids was founded in 1989 in Cape Town, South Africa when designer Anne Eales sought an alternative to the limited selection of children's clothes available as she shopped for her three young boys. From its very conception, Naartjie was about KIDS... playful, vibrant, active, colorful, natural, always changing. We offer great kid's clothes and baby clothes, basics and accessories for girls, boys, and newborns to 10 years of age -- all at surprisingly affordable prices. Naartjie Kids' corporate headquarters are located in Salt Lake City, Utah. Naartjie Kids owns and operates stores

in both the United States and South Africa, with new stores opening regularly. For more information, please visit us at <http://naartjie.com>.

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