

## **Naartjie Kids Introduces Children's Clothes that Transition from Winter to Spring**

*Choose from fresh, new styles and earn Kids Kash coupons to spend later*

December 9, 2009 (FPRC and SALT LAKE CITY) -- Naartjie Kids, the original name in fun clothing sizes 0 - 10, announced the arrival of its Spring Transition Collection of kids clothing for boys, girls and infants. In addition, Naartjie has marked down its entire stock of winter fashions for savings of up to 40% off regular prices. The sale excludes essentials, with no adjustments on previous purchases.

"Naartjie Kids' 2010 Spring Transition Collection is inspired by Western plaids and Mother Nature," said Joe Norwood, director of marketing, Naartjie USA. "Girls' and infant girls' Spring Transition pieces combine soft, pretty plaids and denim for a modern cowgirl, prairie look. The infant boys' clothing gets an updated Wild West look, while our boys clothing is inspired by nature elements: earth, wind, fire and water."

Combining traditional western fabrications like plaids and denim and interpreting them into pretty, feminine silhouettes, the Girls' Spring Transition pieces offer longer length prairie skirts and girls dresses, perfect for welcoming sunnier, yet still cool days. Pretty shades of pink and purple are reminiscent of the spring wild flowers that pop up after the ground thaws.

Earth, wind, fire, and water — four elements that are interpreted into bold and abstract graphic shapes in Naartjie Kids' Boys Spring Transition pieces. Lightning strikes twice with two lightening bolt tees, a wind storm stirs things up on one bold graphic and the use of color in the line reflects the traditional shades associated with the elements; thunder grey, energy blue, earthy neutrals and fiery hues of red and orange. Baby boy clothes are derived from the Wild West, with denim, plaid fabrics and appliquéd badges in pale blue, beige and orange, for many mix and match options, for the cutest cowboys in town.

Between December 10, 2009 - December 16, 2009, Naartjie is offering a Kids Kash coupon for \$20 off a future \$50 purchase, with every \$50 purchase. Coupons may be redeemed December 26, 2009 - January 14, 2010.

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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#### Keywords

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