

Naartjie Kids Announces Two Year-End Sales on Children's Clothes

Pick up great deals on winter and holiday fashions starting December 17 and save up to 60 percent beginning December 24

December 18, 2009 (FPRC) -- Naartjie Kids, the original name in fun clothing sizes 0 - 10, today announced its kids' holiday fashions are on sale, and all remaining kids winter styles are reduced, in-store and online. Later this month, shoppers can save up to 60% off during Naartjie Kids' giant, semi-annual storewide clearance sale beginning December 24, for additional savings.

"During the holiday season, customers can find great deals on last minute holiday fashions or stock up on some great winter clothes and seasonal fashions for their own little ones during our two year-end sales," said Joe Norwood, director of marketing, Naartjie USA. "Stylish cold-weather layering pieces, accessories and outerwear at these low, low prices, guarantees that the selection won't last, so get them early."

Some of the selections include girls' velour dresses from the Naartjie Kids Holiday Collection as well as from the Winter Collections. Baby boy clothes and baby girl clothes feature fun and mixable pieces that coordinate well with existing Naartjie pieces. Savings of up to 60% off during the semi-annual children's clothing sale can add up to great new year's wardrobes for little ones this season. Sale does not apply to winter and holiday essentials. Not all items are guaranteed in stock and all clearance sales are final.

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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