

## **Naartjie Kids Introduces Spring 2010 Collection of Children's and Baby Clothes**

*Kids clothing features and abundance of fun florals, soft colors and wild adventures in easy-to-wear and easy-to-care for fabrics*

January 26, 2010 (FPRC) -- Naartjie Kids, the original name in fun children's clothing sizes 0 - 10, announces the arrival of its Spring 1 collection. Emerging from the winter frost, Naartjie Kids' newest collection prepares precious little ones for the first signs of springtime.

"At Naartjie Kids, the anticipation of spring is palpable in our Spring 1 collection, which is bursting with rosy floral prints for baby girl clothes and girls clothing," said Joe Norwood, director of marketing, Naartjie USA. "For boys, the Spring collection takes 'Adventures of the Wild' to new heights, with fantasy animals whose curious activities adorn and embellish the line's vibrant seasonal color palette."

Inspiring the girls' Spring collection are large scale rosy floral prints combined with bold Jelly Spot and Gingle Check, creating a very modern and romantic line. Soft overdyes of crystal pink and Josephine are combined with bold print creating fresh and vibrant color combinations. Neon pink labels add an unexpected pop of color and fun. Soft, feminine silhouettes with ruffles and netting contrast perfectly with denim pieces – great for layering. The newborn girls' Spring One collection also centers around the large scale Ring-A-Rosy and Gingle Check prints mixed with smaller-scale fusion rose print for delicate baby girl clothes.

"Adventures of the Wild" is the theme for Naartjie Kids' boys' Spring One collection, where rhinos, monkeys, giraffes and zebras star alongside fantasy animals: Zebra-dile-saurus and the versatile Chame-lee-hog. These creatures make headlines on Naartjie newsprint tees. The color palette combines traditional shades of Billy red and metal blue with bright tones of apple green and vibrant yellow to create a bold, energetic line of boys clothes. The newborn baby boy clothes are inspired by rock-n-roll, starring "Rock Dog," on soft, baby friendly silhouettes that include knit pants cleverly embroidered with a faux zipper and a one piece printed with mock suspenders. A denim vest and pants ensemble makes every baby boy a rock star.

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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