

Naartjie Kids Introduces Spring Two Collection

Latest collection of kids clothes feature floral prints, Spring pastels and fun old-school graphics

(FPRC and SALT LAKE CITY, Utah) February 18, 2010 -- Naartjie Kids, the original name in fun children's clothing for sizes 0-10, has announced the arrival of its Spring Two Collection. Heralding the upcoming season, the new collection of kids clothes features the company's trademark unique designs, vibrant colors and cool graphics along with its usual high quality and wearability.

"Springtime is a season of revival and an abundance of color, and for kids, it's an especially exciting time to liven up their wardrobes," said Joe Norwood, director of marketing, Naartjie USA. "This year's Spring Two Collection combines vibrant colors with touches of retro and bohemian flair, along with our fun and imaginative themes. As always, the styles are comfortable, practical and kid friendly."

The Boys' Spring Two collection pulls off a cool retro vibe, with old-school printed T-shirts sporting original characters like the sci-fi "Magno Dog", kitschy "Monster Loader" truck, or the eco-crusading, comic book hero "Enviro-Man". Naartjie's "Battle of The Bay" series touts showdowns between fictional heros like Doc Bolt, Zax 2000, Slick Ric and Bugg-Eye.

The Girls' Spring Two collection rocks a vintage bohemian vibe with its long-smocked dresses and peasant tops, and a color palette that joins traditional spring pastels of vanilla, crystal and dew together with deeper hues of teaberry, royal purple and pigment spring. Naartjie's own "Fusion Rose" floral print mixes with skinny Pixie stripes to create the latest original look. Large butterfly graphics and popping neon pink accents add a fun modern feel. The collection also includes a funky "dress-up" group with asymmetrical hems and netting.

Naartjie's Newborn Girls' collection is inspired by the papillon ("butterfly" in French). Prints, graphics and embroidery all feature the papillon in delicate soft shades of white, crystal pink and popsicle yellow, with neon pink added for a fresh, vibrant feel. The line also includes solid color dress-up fashions. Newborn boys' styles and unisex styles star a whimsically hand-drawn ant and his friends, printed with a soft watercolor feel.

Designed and constructed for the utmost in comfort, Naartjie Kids clothes are made from natural fabrics which are garment-dyed using a process that yields a more vibrant color and softer feel. The fabrics are also pre-washed and pre-shrunk for reliable fit, easy wear and low maintenance. The 100% cotton fabric used for most of Naartjie Kids' clothes is combed and ring-spun for softness and improved durability.

The ultimate in mix-and-match, Naartjie Kids introduces new colors, prints and styles within a grouping to allow customers to create outfits from the entire assortment. Each article of clothing has been designed to be coordinated with other patterns and colors in the collection. For instance, a small red cherry on the cuff of a pant in December becomes embroidery on a shirt in March. This continuity from line to line helps moms and their kids continually put together fresh outfits, allowing a favorite item to be worn longer than usual.

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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