

Naartjie Kids Announces the Arrival of Summer Three Complementary Pieces and Essentials Sale

New accent pieces designed to add inspired color and fun to summer children's clothing collections

May 28, 2010 (FPRC) -- Naartjie, the original name in fashionable kid-friendly clothing, has announced the arrival of its Summer Three accent pieces to complement its earlier Summer One and Summer Two kids clothes collections. In addition, the company announces its Essentials are on sale for \$9/99 and under, both online and in stores.

“Long summer days can equate to more outdoor activity, which means more clothing changes for children,” said Joe Norwood, director of marketing, Naartjie USA. “The Summer 3 pieces are designed to freshen up the styles from our Summer One and Summer Two collections and inject some splashes of color for an updated look.”

Naartjie's Summer Three pieces include must-have summer staples such as colorful tunic tops and dresses for girls and t-shirts for boys and infants. Outfit pairing ideas can be found on the Naartjie Kids web site. Additional layering options are easy to find in Naartjie Kids Essentials, which are on sale for \$9.99 and under, through May 26.

Naartjie 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 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 introduces new colors, prints and styles within a monthly grouping to allow customers to mix and match across the entire assortment. In addition, shoppers can mix and match between Naartjie 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 was founded in 1989 in Cape Town, South Africa when designer Anne Eales sought an alternative to the limited selection of childrens 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 kids clothes and baby clothes, basics and accessories for girls, boys, and newborns to 10 years of age -- all at surprisingly affordable prices. Naartjie's corporate headquarters are located in Salt Lake City, Utah. Naartjie 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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