

Candy Shop Kids Unveils Its New Line of Cool Baby Boy Clothes

Candy Shop Kids fills a void in the marketplace by offering cool clothes for baby boys. Many moms are buying cool baby clothes as opposed to the traditional style of baby boy clothing.

June 22, 2010 (FPRC) -- Candy Shop Kids, which had primarily designed funky girls clothing and accessories, has branched out into the boy's market. They have found that many moms want to dress their little boys in cool and funky styles rather than traditional boys clothes with ducks and trucks. They now offer a new line of cool boy's clothes, sizes newborn through 4T, that appeals to moms who are looking for cool boys clothes.

One of their most requested items has been their cool baby boys take home outfit. It comes in several color options with a matching cap and has cool themes such as Rock Star, King, Royalty and more. There is also a line of pants outfits that fit babies up to size 2T. "Many moms find a traditional blue take home outfit to be boring and just not their style", says Ricciardi, the head designer of the clothing line, "I wanted to give these moms an alternative that better fit their sense of style."

About Candy Shop Kids:

Candy Shop Kids is a funky line of clothing and accessories for both boys and girls. They are a boutique clothing line with a trendy twist. Their products are available for purchase through many baby boutique stores across the country as well as online baby boutique stores. Customers can shop any of the retailers for the Candy Shop line. Boutique owners interested in carrying the Candy Shop line should contact them directly for wholesale details.

Contact Information

For more information contact Ashley Ricciardi of Candy Shop (<http://www.CandyShopKids.com>)
856-803-7579

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