

Naartjie Announces Arrival of Fall Transition Collection

Collection offers new styles in boy, girl and baby wear

June 25, 2010 (FPRC) -- SALT LAKE CITY, Utah -- Naartjie, the original name in fashionable, kid-friendly clothing, today announced the arrival of their Fall Transition collection both online and in stores. Whether buying for boys or girls, kids or babies, or for the summer or autumn, the Fall Transition collect features a variety of different styles and prints that can be matched and layered for both warm and chilly weather.

“Every parent is keenly aware of how their child’s clothing need’s change from season to season,” said Joe Norwood, director of marketing, Naartjie USA. “Because of this, Naartjie is proud to offer our Fall Transition collection featuring boys and girls clothing that can be mixed, matched, layered and combined to fit both the sunny days of summer and cool, crisp fall evenings. Whether you are buying to ‘wear now’ or ‘wear later,’ these fashions are sure to delight children and parents alike.”

For the girls, the Naartjie Fall Transitional collection features whimsical wonky hearts and fast stripe prints which are inspired by the European clean geometric movement. These prints mix opposite colors and can be layered with different patterns and silhouettes for endless wardrobe possibilities for the cooler months ahead.

Boys are sure to rock out in Naartjie super cool Rock Revolution inspired Fall Transitional collection. Focusing on the new geometrics, this hip line mixes bold and realistic rock memorabilia graphics with dazzling new fall colors in short sleeve and long sleeve tees, hoodies, pants and shorts.

For the little ones, Baby Naartjie features an eco-conscious Fall Transition clothing line which stresses the environment and the importance of a continued dedication to it. Parent and baby alike will love the slub knits, bold silhouettes, stripe prints, buzzing bees and adorable graphics in the girls’ line while whimsical eco-alligator graphic fashions are great for both boys and girls. Add layering pieces and a hat for cute outfits that work for both summer and fall and make a great baby shower gift.

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

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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