

Naartjie Announces Arrival of Fall One Collection

Store-wide clearance on spring and summer merchandise can save customers up to 60 percent

July 16, 2010 (FPRC) -- SALT LAKE CITY -- Naartjie, the original name in fashionable, kid-friendly clothing, today announced that to mark the arrival of its new Fall One Collection customers can save up to 50% on select dresses and pants for the fall, and up to 60% on spring and summer merchandise both in store and online.

“As a parent, time moves quickly, especially when it comes to seasonal clothing,” said Joe Norwood, director of marketing, Naartjie USA. “Because of this, with it being the dog days of summer, it’s already time to begin looking towards the crisp, cool days of fall with the arrival Naartjie’s new Fall One Collection. These fall designs are sure to not only delight the picky fashion tastes of your little man or woman, but are also durable enough to stand up to anything and everything an active child can throw at it.”

To help stock up for back to school and other fall occasions, from July 15th through the 21st, customers will be able to purchase one girls dress or boys fashion pants at market price and receive another one at 50% off. In addition, from July 22nd through the 28th, Naartjie will be offering savings up to 60% on all spring and summer merchandise during a storewide clearance sale on boys’, girls’ and baby wear.

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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