

## **Naartjie Announces Arrival of New Winter Collection**

*To celebrate new collection parents can buy one and get 50% off girls' dresses and boys' fashion tops*

September 23, 2010 (FPRC) -- SALT LAKE CITY, Utah, -- Naartjie, the original name in fashionable, kid-friendly clothing, today announced the arrival of their new Winter Collection, featuring brand new clothing options and styles for boys and girls alike. In celebration of this arrival, customers can buy one girls' dress or boys' fashion top and get the next one for 50% off. This special deal is good on all fashion pants, with the exception of those in the Essentials line, both in store and online.

"When it comes to children's clothing, each season brings new clothing needs, not just because of the change in weather, but also because of how fast your little one's grow," said Joe Norwood, director of marketing, Naartjie USA. "With that in mind, to celebrate the release of Naartjie's new Winter Collection, we are helping to relieve the stress a bit on our customer's pocketbooks by offering a buy one get 50% off deal on girls' dresses and boys' fashion tops. These tops and dresses are perfect for both special occasions and everyday school wear, and because they are from Naartjie, they will not only delight a child's picky fashion tastes, but also stand up to everything that they can throw at them."

To help celebrate the arrival of the Winter Collection, from September 21rd through the 29th, Naartjie customers can purchase one girls' dress or boys' fashion top at market price and receive another one of equal or lesser value at 50% off. The deal is good on all girls' dresses and boys' fashion tops with the exception of those in the Naartjie Essential line.

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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**Keywords**

[childrens clothes](#)

[kids clothes](#)

[baby clothes](#)

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