

Naartjie Announces Arrival of New Holiday Collection

Collection features winter themed outerwear, sweaters, dresses, tops, bottoms and more

October 28, 2010 (FPRC) -- SALT LAKE CITY, Utah, -- Naartjie, the original name in fashionable, kid-friendly clothing, today announced the arrival of their new Holiday Collection which features brand new holiday and winter themed clothing for boys and girls 0-10 years. The collection features new fashions in outerwear, sweaters, dresses, tops, bottoms, accessories and more.

“There is a thin line that always needs to be walked when it comes to buying clothing for the holiday season,” said Joe Norwood, director of marketing, Naartjie USA. “You want the clothing that you buy to fit in with the overall holiday season, but also be wearable year round. There is nothing worse than buying holiday clothing that needs to be boxed away on December 26th for another year. With that in mind, Naartjie’s exciting new Holiday Collection is focused more on the crisp cool air that accompanies fall and winter then the holidays themselves with a variety of good looking, expertly crafted outerwear, sweaters, dresses, tops, and accessories. Not only will your boys, girls and newborns look great, and feel great, in the winter wears, but they will also be able to keep warm during the brisk winter days. Plus, since they are crafted with the durability that Naartjie customers expect, they will make great hand me downs for next winter.”

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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Contact Information

For more information contact Joe Norwood of Naartjie (<http://naartjie.com>)
801-977-7790

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