

Naartjie Announces Arrival of Winter Collection

Collection perfect for traditional holiday gatherings and pictures

November 24, 2010 (FPRC) -- SALT LAKE CITY, Utah -- Naartjie, the original name in fashionable, kid-friendly clothing, is proud to offer their Winter Collection just in time for the Holiday picture taking season. The Winter Collection features brand new winter themed clothing for boys and girls 0-10 years. The collection features new fashions in outerwear, sweaters, dresses, tops, bottoms, accessories and more.

“Like school pictures, holiday pictures are one of those things that you know you are going to keep your hands on for quite a long time,” said Joe Norwood, director of marketing, Naartjie USA. “They are the type of pictures that you are not just going to stick away in your picture albums, but also display in pictures frames around the house and send out to friends and relatives. With that in mind, you need to make sure that your kids are dressed appropriately for the pictures. This is where the Naartjie Winter Collection comes into the conversation. Naartjie’s Winter Collection of expertly crafted outerwear, sweaters, tops, dresses, accessories and more,, will not only keep your kids warm during the cool and crisp fall and winter months, but will also keep them looking good for school, family outings, holiday gatherings and, of course, holiday pictures. 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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