

New Summer One Collection at Naartjie

Summer season brings new additions in clothing choices

March 25, 2011 (FPRC) -- Salt Lake City, Utah -- Naartjie Kids, the original name in clothing sizes 0-10 years and premier retailer specializing in kids clothes, announce the arrival of a new Summer One collection just in time for the upcoming season. By providing fresh and vibrant colored clothing, one can adequately reflect the season through attire selections.

Naartjie Kids, known for their superior quality in fabrics, provide comfortable yet fashionable styled clothing for children. The new line features tops and bottoms that accurately reflect the meaning and feeling behind the summer season. Winter is known for its drab and gloomy days. Thus, this premier retailer showcases fun and chic clothing styles that both parents and children can agree upon.

The clothing selection greatly influenced by the tropical island of Bali, brings about the underlying and summer-type vibe. Denim shorts and adorable mix-and-match tops make the shopping experience simplified as well as enjoyable. Summer is a cherished time for children where outdoor play is in full swing, and summer beach vacations are considered a must. Naartjie accurately captures these moments in their colorful styled clothing.

Naartjie Kids' 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 Kids 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 Kids introduces new colors, prints and styles within each collection to allow customers to mix and match across the entire assortment. In addition, shoppers can mix and match between Naartjie Kids seasonal 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 Kids

Naartjie Kids 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 Kids' corporate headquarters are located in Salt Lake City, Utah. Naartjie Kids 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://www.naartjiekids.com>.

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