

## **Naartjie Kids Opens Three New Stores**

*New stores in Minnesota, Maryland, and Texas show the expansion of Naartjie Kids*

April 18, 2011 (FPRC) -- Salt Lake City, Utah, April 2011- Naartjie Kids, the original name in clothing sizes 0-10 years and premier retailer specializing in childrens clothes, announce the opening of three locations across the country. On April 14th Naartjie Kids stores opened for the first time in Minnesota, Maryland, and Texas.

Naartjie Kids, known for their superior quality in fabric, is expanding its services across the country with the addition of new stores. In Minnesota, Naartjie Kids is the latest addition to the Mall of America in Bloomington. This store will be exclusive to the Mall of America in the five-state drive market, thus being the first store to open in the Midwest. In Maryland the Naartjie Kids store will be located in the Towson Town Center in Towson. The third location of a new store opening is in Frisco, Texas at the Stonebriar Centre. The store is on the lower level near the ICE.

Naartjie Kids in celebration of the new store openings, these locations will be offering 25% off the entire stock until the 17th of April. For those who do not live near these locations, or who prefer to shop on the website can take advantage of the special promotion running through the 20th of April. Currently Naartjie Kids is offering Buy One Get One 50% off girls dresses and skirts, as well as boys' fashion shorts. The offer runs through midnight, and one can visit the website for more details and information.

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://naartjiekids.com>.

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