

Earnshaw's

INFANTS', GIRLS' & BOYS' WEAR REVIEW

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Wild for the West

Goods designed to express kids' dreams of ropin' and ridin'.

BY MAGDA KALATA

PHOTOGRAPHY BY DEAN POWELL

NEW LINES

• Launched last summer, **Dpoppen** of Miami (the name combines the owner's first initial and the Dutch word for "dolls") offers a beach accessory collection of bucket hats, embroidered cotton or silk/cotton sarongs, and 100-percent terry velour cotton towels (40"x70") that come in drawstring backpacks for girls ages 3 and up. Dutch artist Ditte Ederveen

incorporates her talent for painting children's portraits into all of her colorful products. Four different designs depict whimsical drawings of four girls—Angelie, Samara, Catherine and Didi—who each have a distinct look and personality. The wholesale price range is \$24 to \$37. Call (305) 877-2603 or visit www.dpoppen.com.

• Comfort, simple silhouettes, texture and color are the basis for Los Angeles-based **Kice Kice**, a modern line for sizes 3 months to 8. The clothing is manufactured in Southern California using organic cottons (voile, poplin, twill and combed jersey), low-impact dyes and water-based pigment printing. For girls, silhouettes include a pleated dress, cap-sleeve tunic dress, printed knit A-line dress, knit pocket dress and woven skirt. Unisex silhouettes include twill and knit shorts, tees and knit pants. Light brown, light gray, pink, green and white paired with contrast stitching comprise the color palette; patterns include geometric flower prints and graphic lines. The line wholesales for \$17 to \$50. Call (213) 379-0065 or visit www.kicekice.com.

• Stylish dads inspired **D Mo Baby** of Dallas, which offers 100-percent cotton, long-sleeve button-up shirts for boys sizes 6 months to 6. The colorful, mixed-print shirts are machine-washable



Joan Calabrese Collaborates With Mon Cheri

Joan Calabrese, designer of the eponymous Broomall, Penn.-based line of children's special occasion apparel, has teamed up with Trenton, N.J.-based Mon Cheri Bridals to create a co-branded line of special occasion, flower girl and First Holy Communion dresses for sizes 2 to 16 (half sizes are also available). A designer for the past 32 years, Calabrese is known for her use of exquisite fabric and detail along with pristine lines. Launching for Spring '09, the Joan Calabrese for Mon Cheri dress collection will use hand-beading, silk flowers, pearls, lace, bows, ruffles and tiers, as well as a variety of satin, lace, taffeta, organza and tulle fabrics. The color palette spans from neutral oyster, taupe, gold and ivory to bold brights in yellow, lavender, blue and pink.

"Joan knew there was a demand in the marketplace for her type of design with a moderate price point and was actively looking for a company to help her accomplish that," said Cindy Horne, marketing manager for Mon Cheri. "We were at a transitional point in our children's design and were ready for a change." Joan Calabrese for Mon Cheri will wholesale from \$70 to \$130. Call (609) 530-9400.



Lipstik Girls Unveils Lower-Priced Collection

"It's all about me" is the tagline for Me Me Me, Los Angeles-based Lipstik Girls' newest division for sizes 2 to 12. Vice president and designer Lisa Barretta-Lloyd noted the collection developed after numerous requests from retailers for a less expensive line. Wholesaling for \$19 to \$28 (compared to Lipstik's \$22 to \$70 range), Me Me Me is comprised of dresses and sets to make buying easier for retailers. The 50-piece collection will have a younger look than Lipstik but will still be aimed at the same customer, according to Barretta-Lloyd, who added that special care was taken to select quality cotton and Lyrca/jersey. Brightly colored groupings include a cherry theme, stars and stripes, rainbows and daisies. The line comprises silhouettes such as tiered dresses, leggings with ruffle trim, ruffled skirts with shorts, tees, ruffled tops with appliques and rhinestone embellishments, and more. Call (323) 263-5953 or visit www.lipstikclothing.com.

Agoo Apparel Enters U.S. Market

Functional, fashionable and preventative are the tenets of Vancouver, British Columbia-based Agoo Apparel. Made from the company's signature Activo Stretch fabric (a nylon and spandex blend), bamboo and fleece made of recycled materials, the playwear features UV protection, wicking properties and stain resistance.

Launched three years ago, the company will be in 100 U.S. stores next spring and currently has four U.S. reps—Kara Kids, JAG Apparel Group, Duo Inc. and JB Vogue. "There's high performance gear like Under Armour for adults, but no one applies this to kids' apparel," said Bob Sacallis, company vice president. "Manufacturers might make a couple of items, but it's never a brand." Plus, added president and designer JB Sacallis, Americans want garments that are healthy for their children as well as fun.

Wholesaling for \$15 to \$42.50, Agoo clothing is for ages 0 to 9 and features longer sleeves and body length for extended wear. Comprised of unfussy silhouettes, Agoo's machine-washable spring line includes A-line dresses, elastic-waist pants, raglans, tees, skorts, tanks, bamboo boxers, raincoats and windbreakers featuring butterfly, grasshopper and peace sign graphics. Baby items include "twosies" (dresses with a built-in one-piece), pants with ruffles on the seat, bamboo leg warmers, one-pieces, sun hats and bibs. The company also offers outerwear and bamboo body liners to wear under athletic uniforms. Call (604) 761-7171 or visit www.agoo4u.com.



and all the textiles are custom-made. Styles include an aqua floral print with blue cuffs and lining with silver thread; eggplant stripes with a floral print; a green and pink floral with green stripes; a vintage cream with guitar-print lining and more. The company also offers a navy pinstripe blazer. The wholesale price range is \$24 to \$32 for the double-stitched blazer. Call (866) 821-9389 or visit www.dmobaby.com.

• Inspired by home décor and quilting fabrics, New York-based **4 the Love of Peace** offers embellished separates for girls sizes 2 to 12 (some styles go up to size 16). Wholesaling for \$14 to \$28, the line includes 100-percent cotton tanks, shorts, skorts, capris, board shorts, dresses and hoodies adorned with peace signs, appliqués, distressed graphics, hand-stitching, rhinestones and grommets. Bright turquoise, raspberry, apple green, white, brown and black mix with fun patterns like Pucci-inspired prints, polka dots

stripes and tie-dye. Call (516) 445-7973 or visit www.4theloveofpeace.com. • Following the success of its women's line, LAmade of Los Angeles bows **LAmade Kids**, a contemporary basics line for girls sizes 2T to 14. The line uses 100-percent cotton tissue jersey, cotton/modal and French terry for play-ready tanks, tees, skirts, dresses, hoodies, jackets, pants, shorts, leggings and rompers. Colors include lemon, raspberry, peach, blueberry and orange. The wholesale price range is \$8 to \$20. Call (213) 542-1152 ext. 128.



Correction: Last month's issue included incorrect contact information for diaper bag manufacturer Timi & Leslie. Call (213) 688-8804 or visit www.timilandleslie.com.

Kidz b Kidz Features Kids' Art in Textile Designs

Launching this month at ENK, Needham, Mass.-based Kidz b Kidz (KbK) is bringing children's artwork to life for a good cause. The non-profit label holds workshops in schools and hospitals, providing children with serious illnesses the chance to create images for the line, which are then used on clothing sizes 3 months to 4T (some styles are available up to 6X). Founded by textile and clothing designer Nancy Corderman and Jan Weinshanker, a printmaker and painter, KbK uses children's drawings on the apparel. Great Falls, Va.-based Cotton Kids is the licensee and will oversee KbK's manufacturing and sales while Weinshanker and Corderman design the apparel.

The Spring '09 collection features several themes: A Safari grouping features an array of lions, giraffes and zebra imagery on dresses, skirts, capris and tops for girls as well as colorfully printed camp shirts, printed knit shorts and bold, screenprinted tops for boys. The Cat and Dog grouping has all-over embroidery of animals frolicking on tiered printed dresses and skirts made of 100-percent cotton fabric. The Fiesta group combines florals and colorful prints on full skirts and playful tops.

Wholesale prices range from \$5 to \$20. All profits from the sale of the KbK label are donated to CureSearch National Cancer Foundation and Children's Hospital Boston. Call (203) 870-0980.

