

Naartjie Kids Announces the Arrival of Summer Two Fashions

naartjieKids®...unique fashions sizes 0-10

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New summer clothing collections for girls, boys and newborns evoke breezy West coast and tropical beach vibes

Salt Lake City, Utah, April, 2010 -- Naartjie, the original name in fashionable kid-friendly [childrens clothes](#), has announced the arrival today of its new Summer Two line for children and infants of ages 0-10. The latest collection features the company's usual comfortable, high quality fashions in a fresh new palette of colors and original print patterns that evokes summertime at the beach.

"The latest Summer Two collection arrives with a distinctly retro beach vibe, with an exotic tropical feel for girls and a classic California surf style for boys," said Joe Norwood, director of marketing, Naartjie USA. "As is our goal with each new collection, our designers have brought cool, fashionable styles to infants' and [children's clothes](#)."



Naartjie's Summer Two line for girls sports an easy, care-free style and takes its inspiration from exotic destinations around the world, from India to Indonesia. Naartjie's large scale "village floral" print evokes images of a lush tropical Balinese village, and coordinates with crisp "indo" spot and "global" stripe prints to create unique, beach-style color combinations. Sequins, embroidery, bronze glitter prints and dip dyes add to the global style of the collection, which is completed by colorful mix and match shorts and tank tops.

Naartjie's boys Summer Two collection draws inspiration from 1960's Southern California surf culture, copping its retro look and feel from vintage iconography, featuring "woodie" surfboards, long boards, beach shacks and old movie posters. The collection's color palette, which includes shades of turquoise, island, banana and reddish mars was created to evoke fiery summer sunsets, crystal clear water and long, hot summer days spent at the beach.

Summer Two for newborn girls mixes whimsical "b-bird" and "indo" spot prints to create fun, quirky styles. Soft shades of dew and ballet combine with bright summer "budgie" and "parrot" colors feature in a variety of rompers, one-pieces, shorts, tunics, long shorts, harem pants, tunic, dresses, and bodysuits.

The newborn boys' collection also gets the old-school California surf treatment, with surfboard and palm tree graphics in a palette of dark brown mixed with retro orange and frosty blue and multicolored "Vegas" stripe and "vintage" stripe patterns. Denim adds to the relaxed, beach look.

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

Kids

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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