

SHELLS BELLES KIDZ DEBUTS THEIR SUMMER 2015 PEACOCK COLLECTION



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West Chester, PA, April 16, 2015 -- /[EPR NETWORK](#)/ -- Shells Belles Kidz (SBKidz) is pleased to announce the release of their 2015 summer dresses: the Peacock Collection for girls. SBKidz is an online retail children clothing company that has found its niche by using exotic African ankara inspired bold and vibrant prints on luxuriant silk, chiffon and organza fabrics to tailor eccentric and eye-catching dresses for girls (2 to 8 years old) with an occasion and preppy appeal. The custom vibrant African ankara-inspired print and elegant girly designs is inspired by the beauty, boldness and confidence of the peacock bird.



"We are thrilled to be introducing these 5 elegant and beautiful dresses to our 2015 summer collection", said Shells Naija, Founder

and Designer for Shells Belles Kidz. "In the past year since we launched, we've had a lot of moms asking for more unique, eclectic and special occasion dresses for their little ones, and we listened. The vibrant hot pink and green dresses in this collection are intricately and tastefully designed with that 'poof poof' skirt appeal every little girl likes to twirl and strut in. Statement organza bows and rose buds are used as accents to embellish and give the dresses a soft and perfect finish. "The inspiration and interpretation of the peacock collection is to create a line that is unique, different, and channels the vibrancy, beauty, pride and confidence the peacock bird exudes", says owner and designer, Shells Naija. (View the summer Peacock 2015 look book <http://cld.bz/9WHQoje>)



Beyond the obvious pomp and style on the outside, Shells Naija a mother to two little girls aged 6 and 8 years, envisioned with this collection a range of beautiful dresses that will channel that inner girl power and energy for little girls to draw the confidence to magnify the many colorful layers within them, to expose and express themselves boldly by strutting and spreading their inner feathers freely and proudly. An attribute she desires and hopes for her little girls and girls all over the world.

The mission at SBKidz since its June 2014 opening is to launch and elevate the vibrant African Ankara print into the main fashion discourse in the U.S. through the childrens' apparel industry. SBKidz is sharing one new perspective- that girls can be in very fashionable and luxuriant clothing that are child appropriate, comfortable, unique (vivid & never-seen-before African ankara inspired prints) and still be affordable; dresses averaging \$USD 59.99 - \$USD 69.99, and skirts averaging \$USD 39.99 - \$USD 49.99.

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