

Designers at Debenhams launch Baker by Ted Baker Childrenswear

DEBENHAMS

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Industry: [Apparel & Fashion](#)

Press Release Summary: Designers at Debenhams launch new Baker by Ted Baker Autumn/Winter 2007 childrenswear collection to offer the best of British design at affordable prices



Press Release Body: Inspired by Ted's irreverence and quirky attention-to-detail, the new childrenswear collection from Designers at **Debenhams** offers the best of British design at affordable prices.

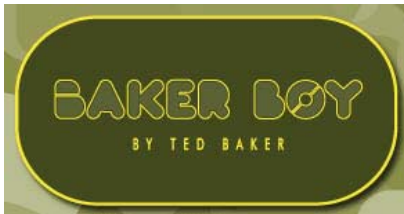
[The Baker by Ted Baker](#) collection has been created for children aged 9 months to 16 years. Stripes, retro prints and graphics on knitwear and jersey pieces, give the collection a strong signature style.

Available in 68 **Debenhams stores** nationwide and online at www.debenhams.com from September, the collections will comprise: **Baker Boy and Baker Girl** – for ages 9 months to 8 years, and **Baker** – for boys and girls aged 7 to 16 years.



Baker Girl

For little girls aged 9 months to 8 years. Rich dark colours – bitter chocolate, purple, burgundy, grape and mocha – are contrasted with unexpected brights – red, magenta and hot pink. Knitted dresses and jersey tops can be worn casually with denim or the belted mac for a smarter look.



Baker Boy

For boys aged 9 months to 8 years. Graphic t-shirts and hooded sweat tops create a perfect casual look. While shirts with collar and cuff detailing can be dressed up or down. Base colours of navy, brown, mushroom and khaki, are accented with purple, red, slate blue, burnt orange and moss green.

Baker

A more mature collection for boys and girls aged 7 to 16 years. Beautiful prints and subtle detailing feature throughout. Knitwear is key and all styles are available in the softest 100% machine washable merino wool.

Denim underpins the range, the key leg shapes being straight leg, flare and boot cut for girls, and anti-fit and regular for boys. Outerwear features a stylish belted mac for girls, a smart moleskin jacket for boys and hooded parkas that are available for boys and girls.

About Debenhams (<http://www.debenhams.com/>)

Debenhams has 126 stores across the UK and Ireland and a fully

transactional website, reflecting **Debenhams'** commitment to offering customers greater value, a wider choice and excellent service across every area in which the company trades

Stockist enquiry number: 08445 616161

Notes to editors:

To download free high resolution images visit:

www.prshots.com/debenhams

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