

Estella's Fall Arrival of Eclectic Designer Children's Clothes, Baby Clothes & Unique Kids Clothes



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Press Release Summary: Sales of Back to School Clothes, Fall & Winter Designer Children's Clothes & Baby Clothes Help Fight Hunger in Starving Children from Over 40 Countries Worldwide

Press Release Body: New York, NY – September 8, 2008 – **Estella**, a leading retailer of [Baby clothes](#), [Designer children's clothes](#) & Unique [Kids clothes](#), today announced the arrival of an eclectic collection of back-to-school fall designer children's clothes including baby sweaters, baby onesies, kids coats, girls dresses, unisex baby clothes, baby boy and baby girl clothes. Lines now available at its baby boutique and online include French line **Bon Bon**, Belgian designer **Anne Kurris** and American designers **Kit+Lili** and **One Kid**.



Known as Bon Ton in Paris, **Bon Bon** modernizes classic children's clothing. Owned and designed by members of the family that founded Parisian children's fashion-house, Bonpoint, Bon Bon uses classic French cuts and modern details to create beautiful pieces. Baby dresses, blouses, boys shirts, pants and knits made with the finest fabrics. Yet nothing is too precious to be

worn, everything can be dressed up for parties or dressed down for the playground.



Also available at Estella is Belgian **Anne Kurris'** fall line of designer children's clothes. A mother and former designer for adult lines like Jean Paul Gautier and Dries Van Notten, Ann Kurris' line is always edgy and this fall's line is no different. Her girl's dresses and boys pants are made with unusual fabrics and interesting combinations demonstrating the designer's adult design background, but as a mother she makes everything practical for kids. Thus her collection is trend setting and fashionable, but wearable.



Also wearable is **Kit + Lili**. Designed in New York City by Teresa Ok and Meg Hoberman, this line of modern kids clothing is always a big hit and this season is no different. Their heart and flower print dresses and their hand-printed tee shirts are bold, attractive and fun. All their clothing is pre-shrunk and pre-washed, while the fabric is hand silk-screened with a water-based ink. Parents and kids love this fun, happy children's line.



One Kid, another fun collection is now making its Estella debut. This American designed line of baby coats and kid's coats is modern, sophisticated

and practical. Usually reversible, these children's coats have bold patterns or colors on one side and a soothing color on the other. So your kid can keep warm all winter and change their outerwear to match their mood, all without breaking the bank.

"With fun and bold lines like One Kid, edgy European designer children's clothes from Anne Kurriss and Bon Bon, our Fall collection has something for everyone looking for well designed, but practical children's clothes," said **Estella founder, Chike Chukwulozie.** *"We will add to this eclectic collection in the coming weeks with the arrival of Italian outerwear by ADD, children's dresses, trousers and tops by Belgian artisans Max & Lola and Simple Kids, French designer Hartford Kids, British designers Caramel Baby & Child and Nicola Levy and many other high-end [baby clothes](#)."*

With appearances in Cookie Magazine, The New York Times, Elle Magazine, Dailycandy.com, CNN.com, Vogue, InStyle, NBC's Today Show, Town & Country, US Weekly and numerous other publications, blogs and web sites, Estella is the leader in [baby clothes](#) and designer [kids clothes](#). For more information on Estella or to start shopping for unique baby clothes and kids clothes, please visit <http://www.estella-nyc.com>.

About

Estella

Renowned as the source for cutting-edge [designer children's clothes](#) & [kids clothes](#), Estella has quietly established itself as the [designer infant clothing](#) shop that celebrities, stylists, royalty and those in the know look to when they want something fresh. Featuring distinctive and [unique baby clothes](#) and kids' clothes that are brought to life with modern designs, incredible detail, unusual colors and sumptuous fabrics, Estella's innovative approach offers gorgeous items selected for beauty and character. Founded in 2002, Estella is privately held and headquartered in New York, NY. For more information about Estella, please visit the company's web site at <http://www.estella-nyc.com>.

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Web Site: <http://www.estella-nyc.com>

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