

Naartjie Announces Naartjie Online Boys Clothing Discount

naartjieKids® ...unique fashions sizes 0-10

Released on: February 23, 2009, 12:34 am

Author: **Naartjie**

Industry: [Retail](#)

Receive 25% off entire stock of boys' fashions when shopping online and find remaining holiday fashions in-store and online for \$9.99 each

Salt Lake City, Utah, February 20, 2009 – **Naartjie**, the original name in fashionable, kid-friendly clothing, announced today that it is offering 25 percent off their entire stock of boys' fashions online at Naartjie.com. This promotion ends February 25, 2009 and is good only online. Naartjie's entire stock of holiday fashions are reduced to \$9.99 a piece both online and in-store. (All holiday sales are final).



"Children outgrow clothing faster than seasons change, and just in time for spring, we're excited to offer online specials on boys clothing," said **Joe Norwood, director of marketing, Naartjie USA.** *"In this economy, shoppers are turning to online retailers with great selections and quality merchandise at competitive prices.*

Naartjie's kid-friendly, rugged and fun to wear clothes for boys are always in fashion and our 25% off promotional discount can't be beat."

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 collections within a season. 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

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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Contact Details: Joe Norwood
Naartjie
2369 West Orton Circle
Salt Lake City, UT 84119
801-977-7790