

Welcome, Leonie King

[Archive](#)

# A/W 11/12: BUBBLE, LONDON

By Leonie King, Fiona Coleman, WGSN, 11 February 2011

[Trend Analysis](#) | [Brands B-K](#) | [Brands M-Y](#) | [Show facts](#)

## Burqs



Burqs at Bubble autumn/winter 2011/12



Burqs at Bubble autumn/winter 2011/12



Burqs at Bubble autumn/winter 2011/12



*Burgs at Bubble autumn/winter 2011/12*



*Burgs at Bubble autumn/winter 2011/12*



*Burgs at Bubble autumn/winter 2011/12*

- Company history:** A nautical lifestyle brand with a sailing Regatta heritage. This season Burgs introduces its new childrenswear collection for fashion-conscious girls and boys aged 4-9 years
- Direction for the season:** Drawing inspiration from its quirky heritage, Burgs is celebrating the best of country living, with influences ranging from fishing to horse riding. It mixes old and new, combining vintage prints with classic British styling to create a fun trend-led collection
- Key colour palette:** A subdued palette of dusky pinks, sepia, olive green and earthy browns for girls, whilst boys uses a range of muted greys highlighted with neon flashes of green and orange
- WGSN loves:** The boys fishing print hoodie with neon flashes
- Average wholesale price points:** Approx £20 - £50

#### Contact

Tel: +44 (0)1279 506330  
[donna@littleshrimp.co.uk](mailto:donna@littleshrimp.co.uk)  
[www.littleshrimp.co.uk](http://www.littleshrimp.co.uk)

## Dandy Dodo



Dandy Doo at Bubble autumn/winter 2011/12



Dandy Doo at Bubble autumn/winter 2011/12



Dandy Doo at Bubble autumn/winter 2011/12



Dandy Doo at Bubble autumn/winter 2011/12



Dandy Doo at Bubble autumn/winter 2011/12



Dandy Doo at Bubble autumn/winter 2011/12

- Company info:** Showing for the first time at Bubble London, Dandy Dodo creates fun, timeless clothes for six months to eight years. Colour, practicality and affordability are key drivers for the daughter-and-mother team, with each piece part of a limited run of 30, allowing retailers exclusivity and customisation options. With manufacturing in Thailand, co-owner Catherine is relocating there in order to have more control, while her partner Rebekah runs the UK operation
- Key direction this season:** The clothes aim to be non-seasonal, with several unisex pieces. As textiles are a big influence the direction doesn't change seasonally. There isn't an overtly girly look to the collection, instead it is more of a quirky mix of pieces with a retro feel throughout and asian styling for trousers
- Seasonal colour palette:** Without many solid colours in the collection, it's an eclectic

#### Contact

Catherine Keenan or Rebekah Ceylan  
 Tel:+ 44(0)7530961686  
[info@dandydodo.com](mailto:info@dandydodo.com)  
[www.dandydodo.com](http://www.dandydodo.com)

palette where brights are key, mixed with more muted tones for interest

- **WGSN loves:** The Bambi print tee with 3D neck detail
- **Average wholesale price:** £9-£25

## Dolls & Dirt



*Dolls & Dirt at Bubble autumn/winter 2011/12*



*Dolls & Dirt at Bubble autumn/winter 2011/12*



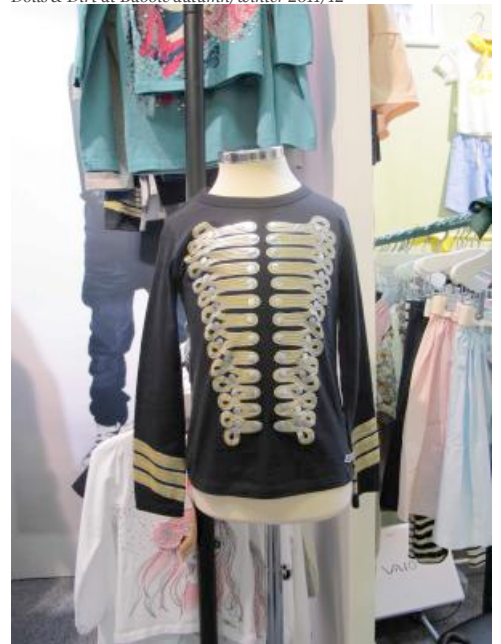
*Dolls & Dirt at Bubble autumn/winter 2011/12*



*Dolls & Dirt at Bubble autumn/winter 2011/12*



*Dolls & Dirt at Bubble autumn/winter 2011/12*



*Dolls & Dirt at Bubble autumn/winter 2011/12*

- **Company info:** A new London based T-shirt company, showing for the first time at Bubble with both spring/summer for short order and autumn/winter collections. After years of working with the high street, graphic designer Kay Bridgewater decided to create her own line Dolls & Dirt so she can showcase her artwork as originally envisioned, without compromising for cost. The range of high quality tees is manufactured in Portugal, with prints embellished with diamante, flock and studs
- **Key direction this season:** The iconic Dollface design will appear each season for girls, and for autumn/winter there are the Biba and Butterfly collections. Added crystals and decoration appear for both boys' and girls' styles. There is a 70s rockstar theme for boys with an Indian motorbike motif as well as Ziggy Stardust-inspired flashes and a tee version of the classic Jimi

### Contact

Katy Bridgewater  
Tel:+ 44 (0)7941071540  
[katy@dollsanddirt.co.uk](mailto:katy@dollsanddirt.co.uk)  
[www.dollsanddirt.co.uk](http://www.dollsanddirt.co.uk)

Hendrix military jacket. Other key prints for girls are a bluebird and rabbit

- **Seasonal colour palette:** Although highly glam for both boys and girls, pink has been avoided, with coral chosen instead, along with seafoam, aubergine, petrol, grey marl, grass green and black
- **WGSN loves:** The Jimi Hendrix-inspired jacket print
- **Average wholesale price:** £11.35 (shortsleeve)-£12.70 (longsleeve)

## Fluke



Fluke at Bubble autumn/winter 2011/12



Fluke at Bubble autumn/winter 2011/12



Fluke at Bubble autumn/winter 2011/12



Fluke at Bubble autumn/winter 2011/12



Fluke at Bubble autumn/winter 2011/12



Fluke at Bubble autumn/winter 2011/12



*Fluke at Bubble autumn/winter 2011/12*



*Fluke at Bubble autumn/winter 2011/12*



*Fluke at Bubble autumn/winter 2011/12*

- **Company history:** A quintessential British brand with a twist, creating girls and boys ranges for ages 12/18 months – 7/8 years
- **Direction for the season:** The collection this season combines keen attention to detail with vintage inspiration. Key details include scalloped edges, dip-dyeing, mix-and-match buttons and colour-blocking
- **Key colour palette:** Girls includes cherry red and fushia pink, with mint green, duck egg blue and grey, whilst boys key colours include earthy browns, light grey, bus stop red and true blue
- **WGSN loves:** The dip-dyed lumberjack shirt with hood
- **Average wholesale price points:** Approx £17.50 - £60

#### Contact

Tel: +44 (0)161 428 8555  
[arobson@attireclothing.com](mailto:arobson@attireclothing.com)  
[www.flukekids.co.uk](http://www.flukekids.co.uk)

## French Connection Kidswear



*French Connection Kidswear at Bubble autumn/winter 2011/12*



*French Connection Kidswear at Bubble autumn/winter 2011/12*



*French Connection Kidswear at Bubble autumn/winter 2011/12*



*French Connection Kidswear at Bubble autumn/winter 2011/12*



*French Connection Kidswear at Bubble autumn/winter 2011/12*



*French Connection Kidswear at Bubble autumn/winter 2011/12*



*French Connection Kidswear at Bubble autumn/winter 2011/12*



*French Connection Kidswear at Bubble autumn/winter 2011/12*



*French Connection Kidswear at Bubble autumn/winter 2011/12*

- **Company history:** Founded in 1972, French Connection expanded with the addition of a kidswear collection 15 years ago. Stocked in UK standalone stores and independent boutiques internationally, it offers girls and boyswear ranges from ages 2-14 years
- **Direction for the season:** The 'FC: Kids' collection is filled with pieces that aim to recapture the fun and light-heartedness of childrenswear with a focus on youth and frivolity. For boys, vintage-style graphic tees, classic check shirts and chunky knitwear are paired with washed out denim. While the girls' collection features knitted capes and oversized batwing cardigans, playful cartoon graphic tees and gorgeous sequined party dresses
- **Key colour palette:** A mainly neutral colour palette of subtle greys, pale browns and creams, with the boys collection receiving bold injections of colour from autumnal classics such as burnt orange, deep purple and ink blue, while for girls antique shades of pink and lavender provide elegant highlights
- **WGSN loves:** The sequined party dress, a scaled-down version of what French Connection does best for grown-ups
- **Average wholesale price points:** Approx £6.50 - £50

#### Contact

[www.frenchconnection.com](http://www.frenchconnection.com)

## Green Baby



Green Baby at Bubble autumn/winter 2011/12



Green Baby at Bubble autumn/winter 2011/12



Green Baby at Bubble autumn/winter 2011/12



Green Baby at Bubble autumn/winter 2011/12



Green Baby at Bubble autumn/winter 2011/12



Green Baby at Bubble autumn/winter 2011/12

- Company history:** Green Baby is an established baby and toddler brand producing 100% organic ranges, which are ethically made. Its girls and boyswear is primarily jersey based and is available in ages 0-2 and 2-5
- Direction for the season:** This season the brand has progressed from its usual focus on colour and print to also developing silhouettes and shapes, whilst exploring new fabrics such as denim for the first time. Trims and details are also a key focus with a strong use of appliqués. Woodland creatures such as hedgehogs and foxes are the main direction for graphics
- Key colour palette:** Girls key colours include violet, deep pink and cherry red, whilst boys includes grey marl, chocolate and cream offset with bright colour splashes of peacock, true blue, green and red

#### Contact

Tel: + 44 (0) 2072 2643 45  
[daniel@greenbaby.net](mailto:daniel@greenbaby.net)  
[www.greenbaby.com](http://www.greenbaby.com)

- **WGSN loves:** The fun woodland themed all-over prints including hedgehogs, snails, owls and other woodland creatures
- **Average wholesale price points:** Approx £6 – £10.50

## Hucklebones



*Hucklebones at Bubble autumn/winter 2011/12*



*Hucklebones at Bubble autumn/winter 2011/12*



*Hucklebones at Bubble autumn/winter 2011/12*



*Hucklebones at Bubble autumn/winter 2011/12*



*Hucklebones at Bubble autumn/winter 2011/12*



*Hucklebones at Bubble autumn/winter 2011/12*

- **Company history:** Formed in 2008 by two young creatives, Hucklebones was born to celebrate their love of vintage treasures and times gone by. The girlswear range is available in ages 2-8 and the brand also produces a capsule baby range in ages 3-18 months. Currently stocked across the UK and worldwide in high-end department stores such as Harvey Nichols and a range of smaller boutiques

### Contact

Tel: +44 (0)20 7252 6166  
[info@hucklebones.co.uk](mailto:info@hucklebones.co.uk)  
[www.hucklebones.co.uk](http://www.hucklebones.co.uk)

- **Direction for the season:** Inspiration is drawn from vintage silhouettes, with meticulous attention to detail throughout. The range comprises nostalgic Jackie O-style jackets and beautiful pleat front shift dresses in a range of colours and fabrics
- **Key colour palette:** Sumptuous hues of aubergine and mustard sit alongside inky blues, berry shades and muted neutrals
- **WGSN loves:** The pleat front shift dress in stunning jacquard fabric

## IKKS Junior



IKKS at Bubble autumn/winter 2011/12



IKKS at Bubble autumn/winter 2011/12



IKKS at Bubble autumn/winter 2011/12



IKKS at Bubble autumn/winter 2011/12



IKKS at Bubble autumn/winter 2011/12



IKKS at Bubble autumn/winter 2011/12



IKKS at Bubble autumn/winter 2011/12



IKKS at Bubble autumn/winter 2011/12



IKKS at Bubble autumn/winter 2011/12

- **Company history:** IKKS is a global brand, sold through over 300 stores and 3,500 multi-brand outlets worldwide. The kidswear range is a mixture of sportswear and casual chic items for girls and boys aged 0-14
- **Direction for the season:** This season IKKS Junior draws inspiration from a range of themes including naval, collegiate and the great outdoors. The collections are clean and chic with sporty detailing evoking the French spirit of the brand
- **Key colour palette:** Nautical navy, red and white are key, with girls adding pink, taupe and a range of subtle greys and boys adding racing green, sand and neutral tones
- **WGSN loves:** The naval-inspired jacket with frogging
- **Average wholesale price points:** Approx £8 - £38

#### Contact

Tel: +44 (0)20 7025 7850  
[eross@gz-uk.com](mailto:eross@gz-uk.com)

Ilovegorgeous



I Love Gorgeous at Bubble autumn/winter 2011/12



I Love Gorgeous at Bubble autumn/winter 2011/12



I Love Gorgeous at Bubble autumn/winter 2011/12



I Love Gorgeous at Bubble autumn/winter 2011/12



I Love Gorgeous at Bubble autumn/winter 2011/12



I Love Gorgeous at Bubble autumn/winter 2011/12

- **Company history:** Ilovegorgeous creates vintage-inspired girlswear with a contemporary twist for girls aged 0-6. It is stocked in Selfridges and luxury boutiques across the UK and internationally, with a flagship store at Notting Hill, London
- **Direction for the season:** Vintage-style party dresses in rich velvet or floaty silks and chiffon sit alongside a funky capsule range that takes its inspiration from Studio 54. Star prints, peace signs and bold neon trims give this range a thoroughly groovy 60s vibe
- **Key colour palette:** A soft palette of warm greys, rich purple and dusty blues and pinks is enlivened with flashes of neon pink and orange
- **WGSN loves:** The all-over star print chiffon dress, with neon trim
- **Average wholesale price points:** Approx £14 - 73

#### Contact

Tel: +44 (0)1748 822055  
[kate@ilovegorgeous.co.uk](mailto:kate@ilovegorgeous.co.uk)  
[www.ilovegorgeous.co.uk](http://www.ilovegorgeous.co.uk)

## K for Keeps



*K For Keeps at Bubble autumn/winter 2011/12*



*K For Keeps at Bubble autumn/winter 2011/12*



*K For Keeps at Bubble autumn/winter 2011/12*



*K For Keeps at Bubble autumn/winter 2011/12*



*K For Keeps at Bubble autumn/winter 2011/12*



*K For Keeps at Bubble autumn/winter 2011/12*

- **Company history:** A new exhibitor at Bubble London, K for Keeps presented its first range of girlswear this season for ages 12 months – 5 years
- **Direction for the season:** With a focus on high-quality fabrics and keen attention to detail, this collection is a mixture of the beautiful and the practical. Classic styling is given a modern twist with each piece being carefully considered and finished to a high standard
- **Key colour palette:** A muted palette of soft brown, charcoal and graphite grey is offset with subtle highlights of tangerine and violet

### Contact

Tel: +44 (0) 1325 721472

[admin@kforkeeps.com](mailto:admin@kforkeeps.com)

[www.kforkeeps.com](http://www.kforkeeps.com)

- **WGSN loves:** The beautiful winter coat in 100% wool, with oversized collar
- **Average wholesale price points:** Approx £15 - £45

---

[About WGSN](#) [Terms and Conditions](#) [Privacy Policy](#) [Contact Us](#) [About Emap](#) [My Profile](#) ©WGSN 2011