

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](#)

Munster Kids



Munster kids at Bubble autumn/winter 2011/12



Munster kids at Bubble autumn/winter 2011/12



Munster kids at Bubble autumn/winter 2011/12



Munster kids at Bubble autumn/winter 2011/12



Munster kids at Bubble autumn/winter 2011/12



Munster kids at Bubble autumn/winter 2011/12

- **Company history:** Munster kids is an Australian brand showing exclusively at Bubble this season. Its collection of kids apparel is driven by music, art and street culture and is available in ages 0 – 12
- **Direction for the season:** Munster has gone adventuring deep into the woods this season resulting in a dark and eerie collection. Halloween and woodland themes combine with Navajo and galaxy prints, creating a range of durable, comfortable and easy-to-wear garments
- **Key colour palette:** A dark and muted palette of blacks and washed-out, acid-washed and marled greys. Boys colour highlights include true blue and tomato red, whilst girls include soft mauve and washed out orange
- **WGSN loves:** The boys hoodie with scary fold down Munster mask
- **Average wholesale price points:** £14 - £42

Contact:

Tel: +44(0) 7540 881751

swilkinsonsales@googlemail.comwww.munsterkids.com.au

Nicki Macfarlane



Nicki Macfarlane at Bubble autumn/winter 2011/12



Nicki Macfarlane at Bubble autumn/winter 2011/12



Nicki Macfarlane at Bubble autumn/winter 2011/12



Nicki Macfarlane at Bubble autumn/winter 2011/12



Nicki Macfarlane at Bubble autumn/winter 2011/12



Nicki Macfarlane at Bubble autumn/winter 2011/12



Nicki Macfarlane at Bubble autumn/winter 2011/12



Nicki Macfarlane at Bubble autumn/winter 2011/12



Nicki Macfarlane at Bubble autumn/winter 2011/12

- Company history:** Nicki Macfarlane is an established designer of beautiful bespoke bridesmaid dresses. This season sees her launch her 'Blue' collection at Bubble, a ready-to-wear range of girls daywear for ages 1-8
- Direction for the season:** The first 'Blue' collection has a strong sense of childhood nostalgia, focusing on attention to detail and natural high quality fabrics. Prints are designed exclusively in house and fabrics include needle cord, wools and cottons
- Key colour palette:** A subtle range of hues including mulberry, rose pink, slate grey, burnt orange and teal green
- WGSN loves:** The day dress with Peter Pan collar and all-over print
- Average wholesale price points:** £12.50 to £40

Contact:

Tel: +44(0)1892 891988

charlotte@nickimacfarlane.com

www.nickimacfarlane.com

No Added Sugar



No Added Sugar at Bubble autumn/winter 2011/12



No Added Sugar at Bubble autumn/winter 2011/12



No Added Sugar at Bubble autumn/winter 2011/12



No Added Sugar at Bubble autumn/winter 2011/12



No Added Sugar at Bubble autumn/winter 2011/12



No Added Sugar at Bubble autumn/winter 2011/12



No Added Sugar at Bubble autumn/winter 2011/12



No Added Sugar at Bubble autumn/winter 2011/12



No Added Sugar at Bubble autumn/winter 2011/12

- **Company history:** No Added Sugar was established in 2001 has gone from strength to strength ever since. Stockists include Harvey Nichols, Harrods, Igloo and Minsky as well as a range of other independent boutiques worldwide. Sizes range from 3 months – 12 years
- **Direction for the season:** This season sees an eclectic mix of girls and boys casual pieces. Volume and silhouette is key with a strong focus on jerseywear products. Stripes are predominant again, but this season sees colours pared down to a softer palette than previously
- **Key colour palette:** A muted winter palette of greys mixed with purple, coral, soft pink and neon pink for girls, with charcoal, marl grey, navy and tangerine for boys
- **WGSN loves:** Jersey dress with neon tutu layering at hem
- **Average wholesale price points:** Approx £11 - £80 (outerwear)

Contact:

Tel: +44(0)20 7226 2323

barny@noaddedsugar.comwww.noaddedsugar.com

Original Sister



Original Sister at Bubble autumn/winter 2011/12



Original Sister at Bubble autumn/winter 2011/12



Original Sister at Bubble autumn/winter 2011/12



Original Sister at Bubble autumn/winter 2011/12



Original Sister at Bubble autumn/winter 2011/12



Original Sister at Bubble autumn/winter 2011/12

- **Company history:** A newcomer to Bubble London this season, Original Sister presented its first capsule collection for girls aged 2-12 years
- **Direction for the season:** The brand specialises in contemporary, quality, staple items to shape a girls core wardrobe. The pieces are neutral, classic and versatile, with a modern twist
- **Key colour palette:** A sophisticated palette of berry shades, dusty and inky blues and earthy browns and neutrals
- **WGSN loves:** The clean and simple denim dress with front pleats
- **Average wholesale price points:** Approx £10 - £22

Contact:

Tel: +44(0)1256 768833

alison.spence@originalsister.com

www.originalsister.com

Pale Cloud



Pale Cloud at Bubble autumn/winter 2011/12



Pale Cloud at Bubble autumn/winter 2011/12



Pale Cloud at Bubble autumn/winter 2011/12



Pale Cloud at Bubble autumn/winter 2011/12



Pale Cloud at Bubble autumn/winter 2011/12



Pale Cloud at Bubble autumn/winter 2011/12

- **Company history:** Pale Cloud is a new girlsweare brand presenting its debut collection this season at Bubble London. The range is available in ages 0-6
- **Direction for the season:** Pale Cloud's first collection combines classic shapes with beautiful attention to detail and finish. The range is designed to be mixed and matched effortlessly together and focuses on high-quality fabrics such as silk and cashmere
- **Key colour palette:** Neutral shades of winter white, ecru, stone, nude pink and rust
- **WGSN loves:** The double breasted military jacket
- **Average wholesale price points:** Approx £12 - £60

Contact:

Tel: +46 763944560

ian@pale-cloud.com

www.pale-cloud.com

Patachou



Patachou at Bubble autumn/winter 2011/12



Patachou at Bubble autumn/winter 2011/12



Patachou at Bubble autumn/winter 2011/12



Patachou at Bubble autumn/winter 2011/12



Patachou at Bubble autumn/winter 2011/12



Patachou at Bubble autumn/winter 2011/12

- **Company history:** Patachou is a Portuguese brand showing in the UK for the first time this season. Currently stocked mainly across France and Spain, it produces girls and boys' ranges for 0-24 months and 2-14 years
- **Direction for the season:** A classic yet edgy collection of layered, simple or voluminous pieces. There is a nod to classical French styling this season with timeless dresses and beautiful detailing throughout
- **Key colour palette:** A muted palette of earthy brown, black and grey is enlivened with tones of dusty pinks and berry shades, aubergine and teal blue
- **WGSN loves:** The heritage style checked cape
- **Average wholesale price points:** £10 - £40

Contact:

Tel: +351 255340860

gc@longatrex.comwww.patachou.net

Rachel Riley



Rachel Riley at Bubble autumn/winter 2011/12



Rachel Riley at Bubble autumn/winter 2011/12



Rachel Riley at Bubble autumn/winter 2011/12



Rachel Riley at Bubble autumn/winter 2011/12



Rachel Riley at Bubble autumn/winter 2011/12



Rachel Riley at Bubble autumn/winter 2011/12



Rachel Riley at Bubble autumn/winter 2011/12



Rachel Riley at Bubble autumn/winter 2011/12



Rachel Riley at Bubble autumn/winter 2011/12

- **Company history:** Rachel Riley is a vintage-inspired brand which specialises in traditional handcrafted clothes for girls and boys aged 6 months – 14 years
- **Direction for the season:** The focus this season is on beautiful prints, which are all designed exclusively in-house. Graphics include cat silhouettes, iconic Parisian architecture such as the Eiffel Tower and cycling for boys. Shapes are classic with key pieces including rich velvet party dresses and Peter Pan collared day dresses
- **Key colour palette:** Girls includes rich purple, inky and powder blues, olive green and ochre, whilst boys uses a muted palette of soft browns, dusty blue and grey marl with highlights of red
- **WGSN loves:** The all-over cat print dress

Toffee Moon

Contact:

Tel: +44(0)20 7935 7007

joanne@rachelriley.co.uk

www.rachelriley.com



Toffee Moon at Bubble autumn/winter 2011/12



Toffee Moon at Bubble autumn/winter 2011/12



Toffee Moon at Bubble autumn/winter 2011/12



Toffee Moon at Bubble autumn/winter 2011/12



Toffee Moon at Bubble autumn/winter 2011/12



Toffee Moon at Bubble autumn/winter 2011/12



Toffee Moon at Bubble autumn/winter 2011/12



Toffee Moon at Bubble autumn/winter 2011/12



Toffee Moon at Bubble autumn/winter 2011/12

- Company history:** Toffee Moon, launched in 2009, aims to bridge the gap between practical daywear and comfortable sleepwear. Stockists include Harvey Nichols, Mother Blossom and Child and Fenwick's
- Direction for the season:** The mix of texture and fine detail is apparent this season. Classic cabled jumpers and dresses are updated with ruffled, pin-tucked and ruched details. Super-soft, suede finishes sit alongside heavyweight knits to create a modern, timeless collection
- Key colour palette:** For girls, purple tones of heather, damson and pale pink all feature with the boys collection, offering complimentary cool tones of earl grey, sloe-berry and pale blue
- WGSN loves:** The damson knit dress with frilled shoulder detail

Contact:

Tel: +44(0)7979 242752

elaine.smyth@toffeemoon.co.uk

www.toffeemoon.co.uk

Tootsa MacGinty



Tootsa MacGinty at Bubble autumn/winter 2011/12



Tootsa MacGinty at Bubble autumn/winter 2011/12



Tootsa MacGinty at Bubble autumn/winter 2011/12



Tootsa MacGinty at Bubble autumn/winter 2011/12



Tootsa MacGinty at Bubble autumn/winter 2011/12



Tootsa MacGinty at Bubble autumn/winter 2011/12

- Company info:** Launching for autumn/winter 2011/12, Tootsa MacGinty aims to revolutionise the way we look at dressing our kids. After working in the fashion industry in Australia and France, designer Kate Pietrasik returned home to the UK and was shocked about the gendering and lack of colour in kids clothing. So she created an affordable, colourful and timeless collection., with gender-neutral styles made to last and be handed down either to boys or girls
- Key direction this season:** Washed cotton tees in all-over prints or granddad styles, trimmed with gingham. Traditional British animals; puffins, foxes, hedgehogs, owls and badgers appear for appliqués or intarsia knits. Denim is also lined with gingham and has matching embroidery, while honeycomb and dot jacquard knitwear adds subtle pattern interest. Apart from a few dresses all styles are unisex
- Seasonal colour palette:** A riot of bright colours suitable for both boys and girls. The brand's signature colour is a grapefruit pink which is found in back neck tape and stitching
- WGSN loves:** The fox motif knit
- Average wholesale price:** £8-£16.80 (cashmere knits)

Contact

Kate Pietrasik

Tel:+ 44 (0)7977 239817

kate@tootsamacginty.com

www.tootsamacginty.com