

Bubble London



Deux Par Deux



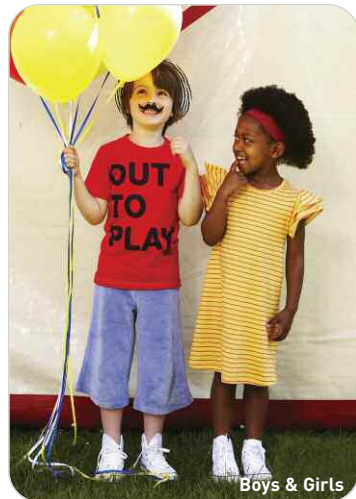
S&D Le Chic



Troizenfants



4 Funky Flavours



Boys & Girls

20-21 June 2010 Business Design Centre, Islington, London

Sunday 20 June 9.30am – 6pm, Monday 21 June 9.30am – 6pm
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New signings include Aksel Hansson, Alsuna, Bee-Bee, Belle & Boo, Bouton, Boys & Girls, Burgs, Chocolate Kids, Dijjie, DKNY, Ecozuzu, Eggcup Clothing, Elle, Goodie Two Shoes, Green Nippers, Helen Gordon, Isossy, Itsus, iwanit, Kidiwi, Koeka, Lässig, Little Loui, Lunn Antiques, Mae, Mim-Pi, Minti, Mini Moda, MP Socks, NaturaPura, Nest Lifestyle, Niki Macfarlane, Nova Star, Nyoki, Oopsy Daisy Baby, Pintsize, Pom Pom, Rockabye Baby, Small Paul, Snugglebun, Steiff, Stud S & Diamonds, Sucre D'Orge, Surguy, The Luto, Timberland, Tinny Shoes, To Mean, Troizenfants, Tropoloco, Zoocchini.



MFG

Living up to its title of the UK's national kids' fashion event, Bubble London returns this month for s/s 11 with a multitude of exclusive and new signings and a host of key returning names catering for every aspect of the children's world, from fashion, footwear and accessories through to toys, gifts and interiors. In addition, there are also a variety of fun events and collaborations set to take place in and around the event.

A key addition to the show's exhibitor list this season is undoubtedly CWF (Children's Worldwide Fashion), marking the company's first ever appearance at a childrenswear exhibition in the UK. From among its portfolio of luxury brands, CWF is bringing DKNY, Timberland, Elle and MFG to the show.

Also new to the show this season is French label Troizenfants. Catering for the 0-12 age bracket, it's currently available across Europe, Asia, America and the Middle East, but is looking to expand into the UK market, hence its debut at the show.

New girlsweare label Isossy Children debuts with a collection influenced by Africa and Asia. Catering for 2-8 years, it comprises dresses, tops, skirts and jackets in abstract shapes and is produced from 100 per cent cotton and silk.

All the way from Venezuela is new label Chocolate Kids, which joins the show with a collection of clothing and swimwear featuring unique finishes.

California-based Ecozuzu offers a collection for summer made from 100 per cent certifiable organic cotton using low impact dyes, seeking to mix sustainability with edgy design. For s/s 11, its focus is on floral lines with a rock 'n' roll edge.

Another new face offering organic is UK label Boys & Girls, for 0-10 years. Showcasing its debut collection, made from 100 per cent organic cotton and produced in a Fair Trade factory in India, key pieces include printed vests, retro sweat pieces, slogan T-shirts, printed sundresses, jumpsuits and separates.

Still on the theme of organic, don't miss newcomer Itsus Eco System Green either. Covering ages 0-2 years, the brand's range is certified by the Global Organic Textile Standard, ensuring traceable organic compatibility from raw yarn to finished garment. Design is as important as ethics to the brand, which uses graphics inspired by nature.

Returning brands to watch out for include Deux par Deux, which has both a broad collection – from layettes to snowsuits – and broad age range, starting at newborn and going up to 16 years. Comfort and durability are key to the designs.

Aravore Babies returns for s/s 11 with the aim of further consolidating its presence within premium UK accounts, targeting new ones with its basics collection and pushing the gift-led aspect of the brand. Its look for s/s 11 is preppy combined with vintage sportswear and 1940s influences in light organic fabrics such as cotton voile and twills.

Mini A Ture's latest collection follows the theme of "a trip down to the allotment" and features a host of new product such as an outerwear programme lined with mesh for a sporty look; rainwear and canvas programmes; new knits, prints, fabrics and accessories.

Other key returns are 4 Funky Flavours, S&D Le Chic and Their Nibs.

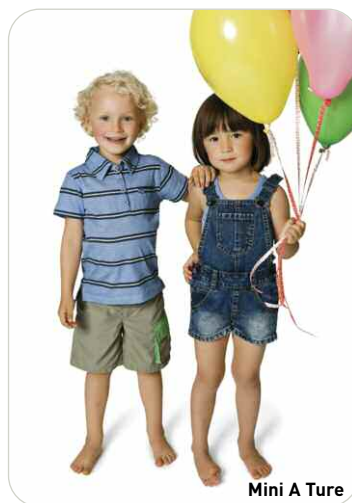
P.S... CAROLINE IRBY WILL BE SIGNING COPIES OF HER NEW BOOK, *A CHILD FROM EVERYWHERE*, OF PHOTOGRAPHS AND INTERVIEWS WITH CHILDREN FROM 185 COUNTRIES WHO NOW LIVE IN THE UK – AND THERE WILL BE A DISPLAY OF HER PHOTOGRAPHY



Isossy Children



Chocolate Kids



Mini A Ture



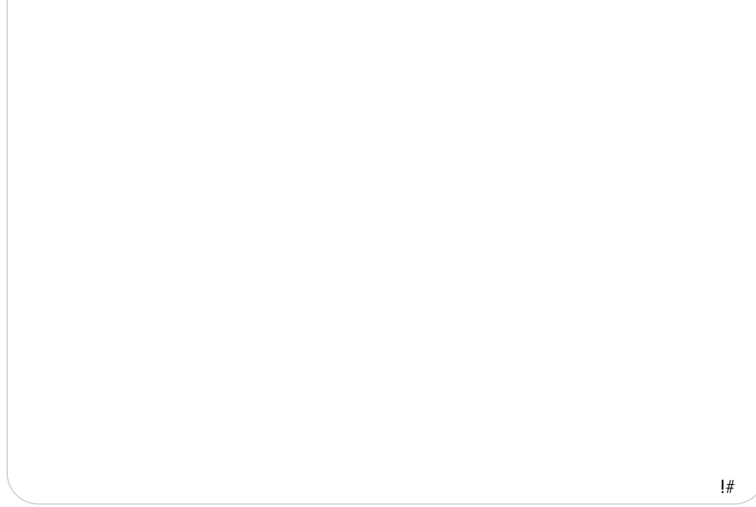
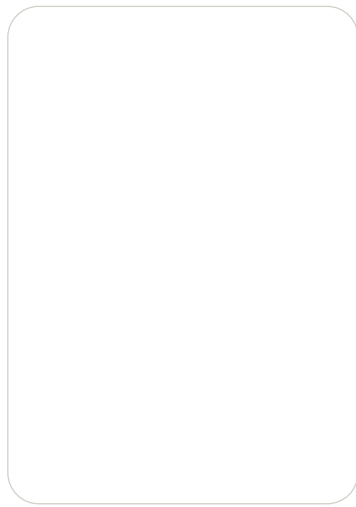
Aravore Babies



Their Nibs



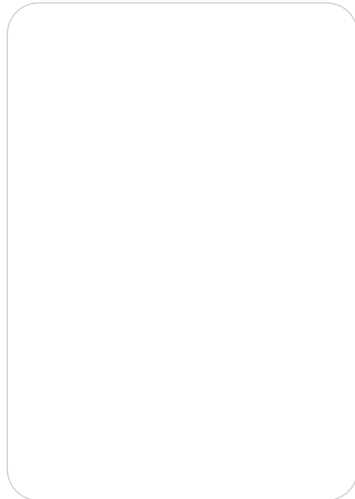
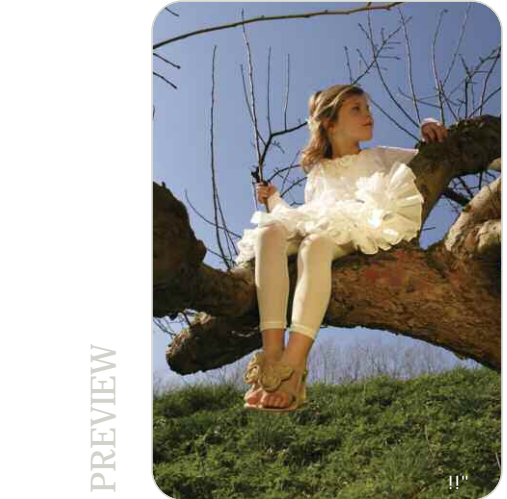
Ecozuzu



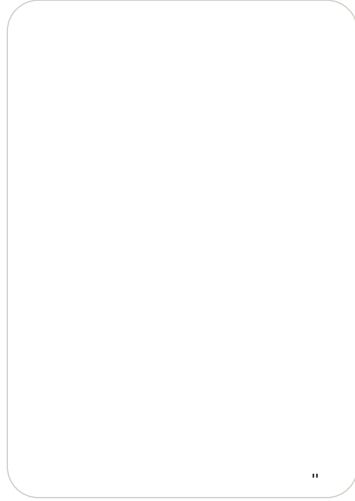
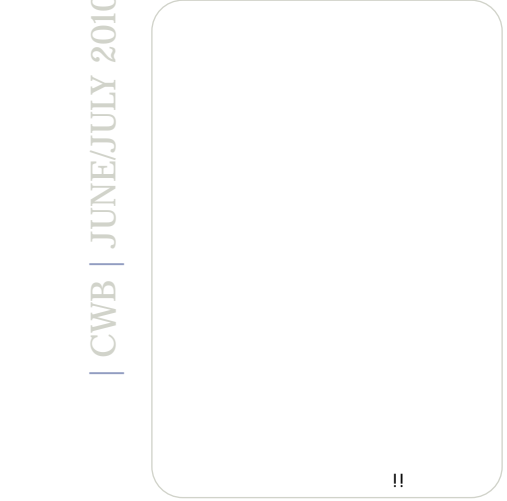
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Australian streetwear label **Minti** joins Bubble for the first time with a collection for 0-8 years that features over-sized tees, comfortable dresses, distressed denim, graphics and prints. Already in premium boutiques in New Zealand, Australia and Japan, Minti is now seeking accounts in the UK.

Launched in Hong Kong last year – initially offering just boys' pyjamas – **Nest Lifestyle** has since expanded its offer to include girls' nightwear, too. Available for 1-13 years.

Fellow Australian label **Snugglebun** meanwhile, will make its show debut with cotton sleepwear in a selection of prints.

Other key brands showing for the first time include **Alsuna**, **Burgs**, **Bouton Kids**, **Dijjie**, **Dress4Fun**, **Eggcup Clothing**, **Goodie Two Shoes**, **Iwanit**, **Kidiwi**, **Little Loui**, **Lässig**, **Lunn Antiques**, **Mim-Pi**, **NaturaPura**, **Nikki Macfarlane**, **Nova Star**, **Pint Size**, **Rockabye-Baby**, **Steiff Collection**, **Sucre D'Orge**, **Tropoloco** and **To Mean**.

Designed in Norway, returning brand **MeMini** offers baby and children's styles for boys and girls. The collection consists of a basic organic cotton range of vests, sweaters, overalls and T-shirts as well as a knits line, outerwear, rainwear and Wellingtons, partywear and a range in bamboo and wool.

Hucklebones' latest offering has grown this season to include tea dresses, floaty, gathered tops, casual day dresses, silk jumpsuits, shorts, skirts, blouses, coats and jackets.

Little Duckling has increased its size range and now offers 0-7 years. Featuring 50 styles based around four stories, highlights include gingham, a fish print, a knit story and wovens.

Poppy & Ned has taken a new direction for s/s 11. To complement its signature cashmere/cotton knitwear pieces, it's added cottons, linens and jerseys. The label has also increased its age range to 12 years.

In addition to its latest styles, organic brand **Pili Pala Childrenswear** is launching underwear for s/s 11, with boys and girls' briefs and a unisex vest. The main collection focuses on stripes with an extended colour palette.

Still relatively new to the UK, **Småfolk** is presenting its a/w 10 collection at Bubble, as the brand only sells one season ahead. The collection is retro-inspired with new contemporary screen and photographic prints.

British girlsweare label **I Love Gorgeous** has opted for a subtle colour palette, with key fabrics including chiffon and cotton and inspiration coming from summer festivals. Beachwear, new additions to the bridesmaid line and a new range of babywear for 0-6 months will also be on offer.

Australian nightwear label **Huckleberry Lane** returns with its latest collection of pyjamas, nighties, rompers, underwear and babywear for 0-8 years.

Girlsweare label **Barbara Farber** will be showing its new label, **Barbara Farber Gold**. Suitable for weddings, communions and occasionwear requirements it offers a wide range of skirts and dresses as well as tops and accessories. Colours include white and neutral accents of silver and bronze.

Bébé by Minihaha has a broad, coordinated offer for 0-6 years, ranging from layette through to casual and occasionwear.

Other key returns not to miss include **Angel's Face**, **Bazaar D'Etoiles**, **Cakewalk**, **Calvin Klein Jeans** and **Underwear**, **Chatterpants**, **Christina Rohde**, **Danefae**, **Ej Sikke Lej**, **Fozia**, **Freoli**, **French Connection Kidsweare**, **Green Baby**, **Green Eyed Monster**, **Kissy Kissy**, **Kivat**, **Lilleba**, **Lille Barn**, **Little Joule**, **Little Legend**, **Little Linens**, **LoFff**, **MeToo**, **Minymo**, **Mitty James**, **Munster Kids**, **No Added Sugar**, **No Logo Kids**, **Organics for Kids**, **Paddington Bear**, **Pepe Jeans**, **Petit Bateau**, **Peter Rabbit**, **Pointer**, **Rockefeller**, **Sue Hill**, **Sugarloaf Kids**, **Skysprout**, **Snoozebaby**, **Sunuva**, **Sterntaler**, **Tea Princess**, **Three Little Trees**, **Toby Tiger**, **Torres**, **Travis Designs**, **Trelise Cooper**, **Uttam** and **Weekend a la Mer**.

P.S... AS IT'S FATHER'S DAY ON THE SUNDAY, BUBBLE BLOGGER TABARA N'DIAYE WILL BE STOPPING DADS AND THEIR LITTLE ONES FOR PHOTOS AND A FEW QUESTIONS FOR THE BLOG AND THE NEXT ISSUE OF CWB.



Hucklebones



Little Duckling



Minihaha



I Love Gorgeous



Nest Lifestyle



Barbara Farber



Snugglebun



Three Little Trees



Toby Tiger



Poppy & Ned



No Added Sugar



Småfolk



Huckleberry



Pili Pala



Me Mini



Emile Et Rose



MP Socks



Tip Toey Joey



Love from Australia



Aden + Anais



Moccis



Minene



Bonnie Baby



Olive & Moss



Bobux



Piccalilly



Lily + Sid



Bykis



Bee-bee



Toffee Moon



Bob & Blossom

There are plenty of options at Bubble London if you're looking for babywear or footwear. Ethical and Fair Trade babywear brand Bee-bee will show for the first time, launching a new collection of organic baby bodysuits and gift sets for girls and boys. Simple designs, pastels, floral prints and new animal patterns are all key to the look of this season's collection.

MP Socks from Denmark is targeting the UK market with its new collection, Simplicity, which includes classic and simple patterns such as dots and stripes and has a slightly lower price than the MP collection.

For new footwear offerings, meanwhile, check out Luto, Tinny and Minene, which also offers babywear and accessories.

In terms of footwear from returning exhibitors, s/s 11 sees the launch of Brazilian footwear brand Tip Toey Joey's junior collection for children aged 2-5 years. In response to customer demand and a natural extension of its baby footwear, styles include Mary Janes, sneakers and sandals. Also launching this season is the brand's new summer sandal line, which comes with three adjustable Velcro strips on the front, side and back for improved fit.

Styles on offer from luxury sheepskin footwear brand Love From Australia include the Mini Shortie with side zippers, the Cozi style with a new cableknit cuff, metallic silver Classic Stud boots, Westerns, featuring tassels and beads. A new matching bag is also available.

Moccasin-inspired footwear brand Moccis returns to Bubble with eight new styles, which makes 20 designs in total.

Footwear is also available from Bobux, Elephantito, Fuzzies, Hatley, Hummel, Pom Pom and Rachel Riley.

For babywear, check out Aden + Anais, back at the show with its swaddling blankets as well as a book called Swaddle Love, which explores the history, science and techniques of swaddling.

British babywear label Bonnie Baby is showcasing a major expansion of its fashion range for s/s 11. Highlights include soft denims, printed jerseys, embroidered cottons and jersey baby basics packaged in a milk carton giftbox.

Bella Mouse and Monty Dog are the new characters featuring on Lilly + Sid's mixed-print sleep suits and tops. There are also new colourways, prints, dresses with matching bloomers and multiwear leggings for s/s 11.

Olive & Moss has new jersey dresses with animal character appliqué, a new Margot the Mouse bib to co-ordinate with a playsuit and hat, as well as a new Christmas playsuit and hat.

Babywear brand Bob & Blossom, which is celebrating its 10th birthday this year, will be showcasing gift-led T-shirts and babywear in contemporary colourways.

New prints from Emile et Rose include pink posies for girls and, for the boys, there are linen yarn-dyed stripes.

Toffee Moon's 50-piece collection for boys and girls age 0-2 years offers a pretty, vintage theme including sleep suits, ruffle and bloomer tops, rompers, dresses, knitwear and mix-and-match pants for girls, while a new vintage-inspired cricket jumper and sporty summer romper and sleep suit are key for boys.

Piccalilly continues to expand its offer of Fair Trade certified organic cotton, with towelling beachwear, underwear and nightwear. It will also be showcasing its new branding, which includes a redesigned logo, labelling, packaging and gift boxes.

Spanish label Bykis, which caters for 0-10 years, has diversified its product lines, which include a premature infants' line produced from hypoallergenic fabrics.

For socks and tights, don't miss Country Kids and Melton and, for hats and accessories, check out Kivat.

P.S... BUBBLE LONDON CONTINUES TO SUPPORT KIDS COMPANY AND, THIS SEASON, PROCEEDS FROM THE CATALOGUE SALES WILL BE DONATED TO THE CHARITY TO HELP ITS CHILDREN'S AID PROGRAMMES.



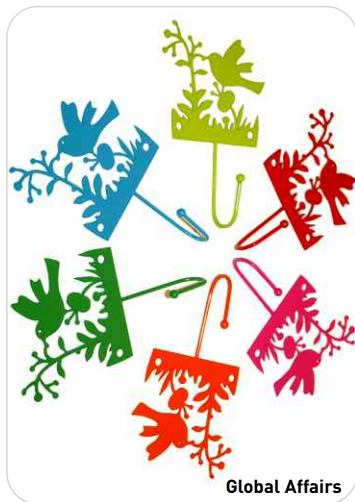
Belle & Boo



Ella & Otto



Dandy Star



Global Affairs



Aksel Hansson



Helen Gordon



Mae

— | CWB | JUNE/JULY 2010 | PREVIEW

P.S... LOOK OUT FOR THE MOLLY MEG INSTALLATION, COMBINING CONTEMPORARY DESIGN WITH VINTAGE CLASSICS.

New to the show, Belle & Boo offers art prints, paper goods and homewares such as cushions alongside its clothing collection.

Launched this year, the **Helen Gordon** collection focuses on accessories, interior products and childrenswear, using classic designs with retro patterns and motifs.

Australian brand **Mae** debuts with its fabric wall and mini stickers, which are removable and reusable and don't mark the walls.

Aksel Hansson produces a variety of children's chairs, including a rocking chair, high chair and junior chair for children aged 3-12 years.

Also watch out for Dutch brand **Koeka**, which has bedding, sleep sacks, play pens and organisers, and **Nyoki**, whose collection includes cards and gifts.

Ella & Otto returns with its contemporary kids' bedding and accessories. Two new print ranges, an extended sleepwear range, toddler bedding sets and new accessories are available for s/s 11.

As well as its kids' T-shirts, tops and dresses featuring the brand's signature bold typography, **Dandy Star** offers homewares, including posters and mugs, in the same design.

Also watch out for **Global Affairs's** quilts, cushions, wall-hangings, mobiles, toys and lamps.