



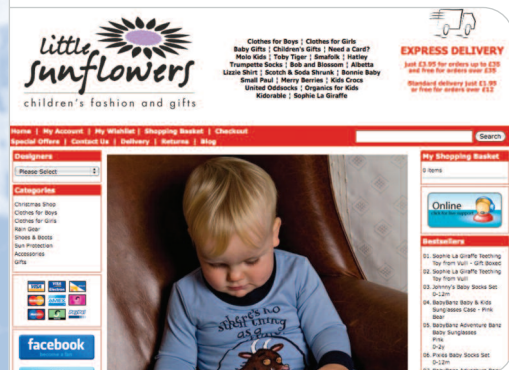
NEW CHARITY CAMPAIGN IS LAUNCHED

A new campaign has been launched to promote the Fashion & Textile Children's Trust's educational grants for children of people working in the UK fashion and textiles sector.

Backed by names such as Debenhams and M&S, the charity supports children with special talents in sports, music, dance or drama, for instance, performing arts student Jaimie Boubezari (pictured). Designed to modernise the charity and open up communication within the fashion sector, the relaunch includes a change of name (formerly the Textile Industry Children's Trust), updated branding and a new website.

"In the coming year we have a huge challenge to reach the children of employees in UK companies who need our support," says Anna Pangbourne, director of the Fashion & Textile Children's Trust.

ONLINE RETAIL AWARDS WINNER



Children's fashion and gift independent Little Sunflowers has won the Children's Fashion category of the 2010 Online Retail Awards.

The retailer, which launched in 2004 with a bricks-and-mortar store in Horam, East Sussex, and was judged on points such as sales turnover and profit, business objectives for the next three years, customer service, performance levels, customer complaints management and staff development.

"We couldn't be more delighted at the recognition," says Little Sunflowers' co-founder Bev Toogood. "To even be mentioned in the same sentence as winners of some of the other high-profile names is an amazing achievement."

KIDS CAMP CANCELLED FOR A/W 11

Due to weak exhibitor response, Bread & Butter has cancelled the a/w 11 edition of its childrenswear show Kids Camp, which was set to take place in January next year.

Launched last summer, the show's childrenswear project debuted with 45 brands and labels including Desigual, Diesel Kid, Finger in the Nose and Pepe Jeans Junior, with plans to increase

exhibitor numbers for January 2011. When this was not achieved, the show's organisers made the decision to cancel the a/w 11 edition amid fears the event wouldn't attract the necessary international buyers. The show dates, which overlap with Europe's biggest childrenswear show Pitti Bimbo, along with pricing scheduling and the location of the event, are now being reconsidered.



NEW ZONE FOR BUBBLE LONDON

Bubble London is set to launch new zone Bubble G.U.M. for a/w 11, running from 30-31 January 2011 at the Business Design Centre.

Standing for the Glorious, Unique and Marvellous, Bubble G.U.M reflects the independent retailer's need for unique labels. The area will play host to products provided by a variety of global brands, all of which are debutants, with

many new to the kids' market and exclusive to the show.

"Bubble is well-known for championing new, niche brands, and Bubble G.U.M enables the show to provide even more exposure for those hitherto undiscovered gems," says Bubble London event director Lindsay Hoyes. Brands signed to Bubble G.U.M include Ash Footwear, Chalk Clothing and Dandy Dodo.



LILLY + SID ACCOLADE

Gift-led babywear and accessories label Lilly + Sid is the only clothing brand to be shortlisted for the New Product category in the Growing Business Awards – an accolade previously won by online giant Not On The High Street.

The final judging took place on 25 November with panellists including James Caan (Dragon's Den) and Sir Andrew Cahn (ceo of UKTI).

Lilly + Sid recently launched seasonal collections to complement its Classics range and has extended its presence overseas. Continued growth in the UK is being supported by a recently appointed team of UK sales agents.

SHOE STORE'S CHARITY SUPPORT



Independent kids' footwear retailer, This Little Piggy, is raising funds for Breast Cancer Awareness through a variety of in-store promotions.

During October, for every pink boot or shoe sold, the store donated £1 to the charity. In addition, it displayed bras designed by Scott Bisset in its windows; sold pink ribbon cupcakes donated by a local baker; and sold ribbon badges. The retailer is holding many, in which This Little Piggy, along with a large number of local businesses and some high street chains, are pledging their support with donated prizes. The store's final total raised will be available this month.

PENSION FEARS FOR SMALL BUSINESSES

The Forum of Private Business (FPB) fears the government's recent changes to pensions and retirement rules will burden and stifle recruitment among smaller firms.

The decision demands small companies provide pensions for employees from 2012 and a removal of the Default Retirement Age (DRA). Repercussions could include a drop in the number of permanent jobs, and an increase in the use of

temporary staff and self-employed labour. The removal of retirement options, meanwhile, could leave employers vulnerable to age discrimination.

"The government demands will create an incentive for firms to avoid providing permanent jobs due to the risks and costs involved," says Forum spokesperson Phil McCabe. "Instead, they will be forced to use temporary staff and self-employed labour in order to remain competitive."



NEW CONCEPT STORE

To increase brand awareness, Australian children's lifestyle brand Eeni Meeni Miini Moh has opened its first branded concept store in Bowen Hills, Brisbane. The shop carries the brand's full Eeni Meeni Miini Moh and e3-M collections for children up to 12 years alongside toys, accessories and footwear from complementary brands worldwide.

Launched in 2002, the brand's latest retail expansion will operate in conjunction with its wholesale and online business.



SELFRIDGES HAS FUN WITH LEGO WEAR

As part of its Christmas Play theme, Selfridges is stocking kids' clothing label Lego Wear.

The store has launched a range of Lego licensed products in its kids' departments in Birmingham,

London and Manchester as part of its Christmas offer.

Key items include a selection of T-shirts and sweaters with Hero Factory and Atlantis graphics. Hero Factory is a new brand in the Lego product line, which was launched in August, featuring robot heroes built and dispatched to fight villains. Lego Atlantis, meanwhile, is based on the story of the hidden underwater city and treasure of Atlantis.

Lego Wear is stocked by 50 independents, Legoland, Windsor and Selfridges in the UK.

UKFT AGENDA 2011

Government lobbying and helping fashion and textile companies with business development, employment, training and skills, are some of the key focuses in the UK Fashion and Textile Association's (UKFT) new agenda for 2011.

The Association has gathered members' and non-members' feedback over the last year to discover how it can best serve their needs. As a result, it is building better links to ministers, MPs and senior civil servants, and has put

together an all-party for fashion and textiles. Areas of continued focus include the Association's involvement in export promotion through UKTI's Tradeshow Access Programme (TAP) scheme, the Climate Change Levy scheme and the running of HR and legal helplines. New initiatives include the development of the Let's Make it Here database held on the UKFT website and an enhanced series of business seminars and networking events for 2011.

NEWS IN BRIEF

* Retail Verdict analysts forecast Christmas 2010 to be the best for retailers since 2007, with sales to increase 1.9 per cent to £85.2bn and online taking the largest share of growth at £1.2bn. Clothing is among the sectors expected to produce one of the largest increases.

* Van Huizen Enterprises Ltd, which represents Cakewalk, Jottum, Mim-Pi and Desigual, has moved to new showroom premises at The Old Barn, Shurnhold Farm Business Park, Bath Rd, Melksham, Wiltshire SN12.

* The longest serving chair of Skillset, the Sector Skills Council for Creative Media, which includes the fashion and textiles industries, is stepping down this month after eight years. Chief executive of Icon Entertainment Stewart Till, will take over as the new chair of the board of directors in January.

* Childrenswear label Poppy & Ned is being sold, with the current owner no longer producing the label from a/w 10. This decision will not affect s/s 11 orders, which will be produced as normal.