



22 April 2010  
For immediate release

### **CWF lands at Bubble London**

Major international luxury childrenswear company CWF (Children's Worldwide Fashion), which produces the likes of Timberland, ELLE and DKNY under licence, will make its first-ever appearance at a UK childrenswear exhibition when it shows at the next edition of Bubble London.

The show, which takes place on 20-21 June at the Business Design Centre in Islington, London, hosts a carefully-edited selection of ranges from almost 200 of the top names in childrenswear from across the globe.

This season the line-up will be strengthened by the arrival of CWF, and show director Lindsay Hoyes says, "We're delighted that CWF has chosen Bubble London as the platform to reach UK buyers this season. It's the first time the company has shown at a UK show, and they've decided Bubble is the right vehicle for them to put Timberland, ELLE and DKNY in front of the retailers they want to reach."

CWF's UK and Ireland managing director Kevin Thompson says, "CWF has never considered participating in a UK trade exhibition before, as we have always felt that before Bubble London emerged, there was no viable option. We now believe that Bubble London will provide us with a great platform for a number of our brands, and we have committed to the show for the next two seasons."

Ends

#### Editor's notes

- CWF was founded in 1999, following the purchase of children's ready-to-wear specialist Albert SA, which had four decades of childrenswear experience, by the Artal Group.
- Timberland is one of the world's leading outdoor brands, and offers casual yet fashionable and functional collections of boyswear, made with high-quality fabrics, for nought to 16 years.
- DKNY takes influence from the brand's adult styles, offering a collection of chic fashion influenced by DKNY and casual style with influences from DKNY JEANS. The brand offers clothing for girls and boys from three months to 16 years.
- ELLE offers a fashionable collection that is modern, playful and easy to wear for girls aged nought to 14 years.

- Bubble London was launched in January 2008, and its philosophy is to bring a new generation of kids' trade show to the marketplace. Each event is carefully conceived as a focused trade show in a wonderful space, where retailers can meet exhibitors from every aspect of the kid's world: clothing to toys, shoes, accessories and more.
- Bubble London is organised by leading trade show organiser ITE Moda Ltd.
- For more information, please contact Martin Wanless on [martin.wanless@ite-exhibitions.com](mailto:martin.wanless@ite-exhibitions.com), or call 01484 846069.