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## IKKS Junior & Levi's Kid join Bubble London

Major international luxury childrenswear company Groupe Zannier, will make its first-ever appearance with brands IKKS Junior and Levi's Kid at the next edition of Bubble London.

The show, which takes place on 30 and 31 January 2011 at the Business Design Centre in Islington, London, hosts a carefully-edited selection of ranges from over 250 of the top names in childrenswear from across the globe.

The January show sees the biggest line-up yet of top childrenswear brands and will host a number of collections showing exclusively this season at Bubble. Event director Lindsay Hoyes says, "IKKS Junior and Levi's Kid are internationally-renowned brands that Bubble London is delighted to present to buyers in January. Both brands are synonymous with quality and style, and reflect the ethos that Bubble London is keen to promote."

Commenting on its Bubble debut, Groupe Zannier UK manager, Fernando says, "We are very excited to be showing at Bubble for the first time. We have decided to show two of our main brands; Levi's kid and IKKS Junior and we are looking forward to welcome retailers in our stand to let them discover more about our brands."

Ends

### Editor's notes

- The Zannier Group is the current global leader in kidswear with 20 brands developed in own name stores or under licence.
- For the past forty years (1962), the Group has asserted its positioning with strong internal growth and major acquisition operations.
- IKKS, a trendy, authentic sportswear brand with strong personality. The modern vintage and Anglo-Saxon feel remain popular choices from season to season. IKKS garments are creative sportswear fitting easily into today's everyday life.
- Levi's® Kidswear collection is inspired by the themes in the adult line and meets the requirements of the children's market. The west coast of the United States is the brand's starting point and remains its source of inspiration. Denim and its culture are the focus of each of the product lines, including for Toddlers (0-24 months). Diverse lines, style, originality, silhouette - whether or not in a total look - are inspired by the image of fun and youthfulness conveyed by the Levi's® brand.
- 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 Louise Adu by e-mail [louise.adu@ite-exhibitions.com](mailto:louise.adu@ite-exhibitions.com) or call 01484 846069.