



## PRESS RELEASE

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### **Innovative Olive Loves Alfie paint to launch at Bubble London**

London's award-winning children's lifestyle store Olive Loves Alfie is set to make a splash with the launch of its new paint range **Olive Loves Alfie Colour** at Bubble London, the UK's national children's trade show, which takes place from 29-30 January at the Business Design Centre, Islington.

The contemporary soya-based paint collection is an extension of the store's visionary style and concept and offers a spectrum of vibrant colours with names such as Trapeze, Ghost Train, Helter Skelter and Masquerade. Designed to bridge the gap between child and adult spaces in the home, the range has been produced in collaboration with the Nursery Paint Company; with colours blended using a secret recipe to ensure the paint is free from harmful toxins and chemicals. Families will be able to explore their creative side together safe in the knowledge that all colourful escapades embarked upon will be eco-friendly as well as fun and stylish.

To celebrate the launch of **Olive Loves Alfie Colour**, Ashlyn Gibson, creator of the range and owner of the Olive Loves Alfie store, will create an installation for the entrance of the Bubble London fashion trade exhibition. Gibson says, "Being approached by Bubble London to create an installation was testament to the belief in our brand and also a moment of serendipity. I can feel a strong synergy between the show and Olive Loves Alfie as it redefines contemporary design for children making it the perfect launch for our new adventure in colour."

Bubble London will play host to the coolest children's clothing, shoes, accessories, interiors and more from across the world on 29-30 January at the Business Design Centre, Islington.

To register for your complimentary ticket and to find out more about the show please visit [bubblelondon.com](http://bubblelondon.com).

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For more information please contact Louise Adu at [louise@bubblelondon.com](mailto:louise@bubblelondon.com) or call +44 (0) 1484 846069. Please visit us at [bubblelondon.com](http://bubblelondon.com) and [bubblelondon.blogspot.com](http://bubblelondon.blogspot.com). Talk to us at [twitter.com/bubblelondon](https://twitter.com/bubblelondon) and [facebook.com/BubbleLondon](https://facebook.com/BubbleLondon).

For more information about the Olive Loves Alfie Colour collection and Olive Loves Alfie store please contact Ashlyn Gibson on 0207 241 4212 / 07944 325778 or [ashlyn@olivelovesalfie.co.uk](mailto:ashlyn@olivelovesalfie.co.uk) and visit [olivelovesalfie.co.uk](http://olivelovesalfie.co.uk)

#### Editor's notes

+ The Olive Loves Alfie store was established in 2006 and has a product range covering clothing, home-wares, toys, games and more.

+ The store launched 'Olive Says', the design consultancy arm of the company in 2010.

+ Olive Loves Alfie received the runner up award for 'Best Independent Fashion Retailer' at the Junior Design Awards in 2011.

+ Olive Loves Alfie has recently been shortlisted in the 'Best Children's Shop' category for the Telegraph Shop Awards alongside Kidsen who provided an installation for Bubble London in 2011.