



PRESS RELEASE

OCTOBER 2011

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La dolce vita comes to Bubble London

Italian labels Silvian Heach Kids and Il Gufo, both brand new to Bubble London, will be bringing a taste of the 'sweet life' Italian-style to the forthcoming autumn/winter Bubble London childrenswear tradeshow, taking place from 29 – 30 January at the Business Design Centre, Islington.

Launched in Italy in 2008, Silvian Heach Kids heads to Bubble London, its first UK tradeshow, with its elegant and original clothing for children from six months to 16 years. The fashionable ranges offer the latest in Italian style for children who like their clothes to be bright, modern and stylish. With a wide range, there's something to suit every child's personality.

Il Gufo's beautiful and luxurious children's clothing is developed with a philosophy of 'children dressed as children' in mind. Craftsmanship and attention to detail is evident in every piece. The collection, being showcased at Bubble London for the first time, features unique and stylish pieces for children from one month to 14 years.

Both brands will join a host of new and established UK and international names showing some of the coolest, most innovative and highly sought-after products for kids. With such great new signings Lindsay Hoyes, Event Director of Bubble London, is understandably excited "We're delighted to have Silvian Heach Kids and Il Gufo join us at Bubble London this season. With so many great domestic and international brands under one roof Bubble London really does showcase the best of the dynamic children's market."

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Bubble London will play host to the most exciting children's clothing, toys, shoes, accessories and more from across the world from 29-30 January at the Business Design Centre, Islington. To find out more about the fantastic new signings, well-loved returning labels and other events happening at this seasons autumn/winter show and to register for your complimentary ticket, please visit bubblelondon.com.

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