



## **PRESS RELEASE**

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### **New brands flock to Bubble London**

Bursting onto the Bubble London scene this season will be a fantastic selection of new and exclusive brands showcasing the trendiest, coolest and most sought-after products from the children's world at the forthcoming spring/summer 2012 event taking place from 19-20 June at the Business Design Centre, Islington.

This June, Bubble London will welcome an abundance of newcomers with many names being exclusive to the show. Retailers can expect to see top quality baby and kidswear designs from UK brand Jessie and James, the brainchild of James and Jessica both formerly part of Vivienne Westwood's design team. Other new signings to look out for include Australian brands Tutu Du Monde and its new season collection of enchanting tutus and Olive's Friend Pop will make playtime even more fun with modern day heirloom playwear pieces.

More new names making their Bubble debut this season include Unruly Blue with its new season take on vintage-inspired boyswear with a cheeky nod to Savile Row and Pippo's not-to-be missed collection of stylish footwear for girls and boys. New and exclusive to Bubble from the world of children's interiors will be White Rabbit England and its woodland scene-themed range of unique nightlights as well as fabulous new collections from Scandinavian brands Mairo and Farg Form.

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Anna Lou of London, Candy Bows, Darling Clementine, Klippan, Maharishi, Studio Skinky, Sun-San, Super Cool Kids' Clothing, Tapete and Zoobug plus many more will also flock to Bubble for the first time this season alongside many familiar names from previous seasons.

Bubble G.U.M. will also be back by popular demand after a storming debut in January. The treasure trove zone will be filled with even more glorious, unique and marvellous delights to be discovered from a wonderful selection of new niche brands such as Bluenose Monster, Mummymoon, Music for Baby, Petits Parisiens and Tannhauser plus many more.

Bubble London will play host to the most exciting childrenswear, footwear, accessories and interior collections from over 23 countries from across the world from 19-20 June 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 biggest spring/summer show to date and to pre-register for your complimentary ticket, please visit [www.bubblelondon.com](http://www.bubblelondon.com).

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