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For immediate release

New signings flock to Bubble

National childrenswear show Bubble London has announced a whole host of new signings as brands finalise their plans for June edition of the show, which takes place on 20-21 June 2010 at the Business Design Centre in Islington.

As well as the big-name arrivals of Timberland, Elle and DKNY, which were announced last week, the show is also welcoming first time exhibitors from across the world....

Bee Bee is a label with a conscience. Its philosophy is to combine fashion, ecology and ethics, and it's certified by GOTS (Global Organic Textile Standard). Offering clean, comfortable, practical style, for girls and babies aged 0-8 years, pastel colours are key.

Good baby celebration gifts are always a winner, and **Goodie Two Shoes'** collection of boxed knitted clothing and footwear, which is all made locally in Nottingham, certainly do have that wow factor.

UK brand **Helen Gordon's** mission is to offer high-quality printed, fairytale-inspired clothing, and is aimed at the modern, fashion-led parent. The collection includes homeware, accessories and stationery alongside the clothing.

Dutch label **Koeka** offers everything from clothing to beachwear, playpen accessories to homeware. The brand offers a year round collection of clothing for kids 0-10 years, alongside a summer collection perfect for the beautiful summer weather.

German brand **Lässig's** offer includes some super-cool messenger bags, pencil cases, backpacks and sports bags.

Elegant, stylish and inspiring are just three words which immediately spring to mind when you first see **Little Loui's** ultra-cute range of vintage-inspired clothing for young girls.

Infant and kids' brand **Minti** serves up a big splash of cool straight from Australia with a collection of top quality cotton garments featuring clever graphics and prints alongside hand destroyed denim. Husband and wife team designers Nick and Amy Joblin, and Nick and Jenny Clegg design on the principle of "Would I wear this if I was small?".

Music-inspired label **Rockabye-Baby** will certainly create a noise at this season's Bubble. Created by and aimed at funky parents who refuse to surrender to mainstream cute, the brand was established in the Netherlands before moving to the UK two years ago. With designs inspired by music and pop culture, the brand could just hit the right note for s/s 11.

A brand that needs no introduction for its collectible teddies, **Steiff's** collection of boys' and girls' clothing for 0-3 years score high on the scale of cuteness as they all feature the Steiff bear motif

Flying in from France is **Troizenfants**, a label founded in 2004 when fashion designer Valérie Herbert met ex-top model Virginie de Gemini. The pair had three children between them, and Troizenfants was born. Although the brand, which covers the 0-12 year market, is available across Europe, Asia, America and the Middle East it has little involvement in the UK market – but all that is set to change!

Show director Lindsay Hoyes says, “We’ve got a fantastic line up of brands, both big-names and up-and-coming labels that will make a real difference to retailers’ business for spring/summer 2011.”

Ends

Editor's notes

- 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, or call 01484 846069.