



PRESS RELEASE

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See the stars of the children's fashion world and more at Bubble London

The UK's favourite children's trade show Bubble London will see the arrival of the world's finest design talent when the doors for the autumn/winter 12 event open on 29-30 January at the Business Design Centre, Islington.

A mix of big industry names and rising talent from a variety of nations will come together at next month's event to show the latest must-have collections in fashion, footwear, accessories, interiors and more. New arrivals include **Firetrap**, **Mischka Aoki**, **That's Not Fair**, **Birkenstock**, **Cloud B**, **Union Jack & Jill**, the **Fine Cotton Company**, **Seven One Seven**, **Name It**, **Fub**, **Silvian Heach**, **Il Gufo**, **Hush Puppies**, **Indikidual**, **Ava & Luc**, **Blade & Rose**, **Clare Chen**, **Lulu & Nat**, and **Lettie Belle** to name but a few.

The show welcomes major UK denim label **Firetrap** for the first time this season alongside Australian label **Mischka Aoki** with its stunning collection of dresses embellished with hand-made ornaments and crystal adornments. **That's Not Fair** will show classic pieces with fun youthful design features for boys and girls, whilst German footwear giant **Birkenstock** kick off the new season with a range of great styles, colours and materials. Also in attendance for the first time will be UK sleep specialists **Cloud B** with innovative products to make bed time a dream. Stylish and contemporary nursery interiors with bold designs will be available from **Union Jack & Jill** as well as fresh designs from the **Fine Cotton Company**. More newcomers to look out for include Danish labels **Name It** and **Fub**, Italian style powerhouses **Silvian Heach** and **Il Gufo**, **Weasel and Stoat**, **Converse Clothing**, **Seven One Seven**, **Chipmunks** and **Miski Wawa**.

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Retailers looking for something a little different and utterly delightful will not be disappointed with the new signings in the treasure trove zone Bubble G.U.M. US shoemakers **Hush Puppies** debut show will feature its latest casual range whilst UK label **Indikidual** delivers a unisex mix-and-match capsule collection of quirkily expressive designs. The **Ava & Luc** collection of brightly coloured t-shirts, pyjamas and playsuits and fun range of leggings from **Blade & Rose** are set to brighten many winter days.

A themed collection of fun and functional blankets known as FUNction blankets will be also be available for the first time from Taiwanese designer **Clare Chen**. Indian-inspired home and lifestyle products will be seen from **Lulu & Nat** and **Lettie Belle** will showcase eco-friendly soft furnishings. Other Bubble G.U.M newcomers include **Little Rufus**, **Mamami**, **Ocky Olly**, **Mother as Daughter**, **Trickyboo**, **Perlimpinpin**, **Ruby Rani** and many more.

Bubble London will play host to an abundance of children's clothing, shoes, accessories, interiors and more from 29-30 January at the Business Design Centre, Islington. To register for your complimentary ticket and to find out more about the exciting new signings, well-loved returning labels, seminar programme and other events happening at the forthcoming autumn/winter 12 show please visit bubblelondon.com.

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