



## CWF'S LATEST BRAND PARTNERSHIP

Children's Worldwide Fashion Group (CWF) and Marc Jacobs International have formed an exclusive worldwide licence agreement for the design, production and distribution of the Little Marc Jacobs collection for girls and boys as of a/w 12.

Jointly developed by the two partners, the collection will be heavily influenced by Jacobs' (pictured) ready-to-wear collections and distributed through a selected network of multi-brand retailers, department stores, Marc Jacobs' own stores and CWF's Atelier de Courcelles stores.

Little Marc Jacobs is the eighth brand to join CWF's portfolio of luxury children's fashion under licence, with the Group also designing, producing and distributing Boss Kidswear, Burberry, Chloe, DKNY, Elle, Marithe + Francois Girbaud and Timberland.



## BUBBLE TOPS S/S VISITOR FIGURES

June's Bubble London had more than a nine per cent increase in visitor figures on June 2010, attracting independent and department store buyers from around the UK and overseas.

Taking place at the Business Design Centre in Islington, on 19-20 June, and marking the biggest s/s show to date with over 250 children's brands from across the globe, figures were also up for new signings with an increase in

stand sales of 26 per cent over the same period.

Event director Lindsay Hoyes says, "Feedback on June's show has been overwhelmingly positive, a superb success, and we will continue to add value and inspiration to the event in 2012. We have prided ourselves on nurturing an intimate relationship with both brands and retailers, something that has become a characteristic of the show."

## ETAILER LAUNCHES NEW WEBSITE



Luxury online children's clothing and gift store Childrensalon, which also has a store in Tunbridge Wells, Kent, has launched a new website, providing customers with faster and more enjoyable user experience.

The new site, which stocks over 230 designers including Gucci, Fendi, Baby Dior and Roberto Cavalli, and employs a team of over 50 staff who collectively speak 17 languages, features new mega drop-down menus and facilitated navigation. Extensive filters, including age, designer, shoe size, gender, colour and price, can also be used in any combination. There are improved product images and shopping tools, such as wish and gift lists, a loyalty scheme and a revamped magazine area.

## PEX PUSHES IN-SEASON BUYING

Children's hosiery brand and babywear supplier Pex has launched a new wholesale website for independents to order from in-season stocks and to complement its UK and Eire sales team, who will continue to support retailers' forward orders for its pre-season fashion lines.

Pexwholesale.co.uk carries back to school and baby hosiery ranges, occasionwear, christeningwear, knitwear, shoes and accessories for baby and toddler and can be accessed by existing and new retail customers via a

log-in procedure. Other highlights of the site include an end of season "sale rail"; a newsletter detailing new lines, bestsellers and reviews; and links to Twitter, Facebook and a blog to enable Pex to interact with, and gain feedback from, its customers.

"The aim of the wholesale website is to significantly enhance our sales to independents throughout the UK and Eire, especially those in some of the more remote areas, and to open up new export markets," says Pex md John Norton.



## CROCS' SNAPPY BUSINESS TURNAROUND

Crocs' ceo and president since February 2010 John McCarvel has been awarded the Stevie Award for turnaround executive of

the year at the 2011 American Business Awards.

McCarvel was acknowledged for his role in leading the footwear brand's turnaround strategy over the past year, helping return it to profitable growth and become one of the best-performing stocks of 2010.

Key achievements include an expanded product offering of over 250 styles including trainers and boots, 61 new Crocs retail store openings worldwide in 2010, increased online presence and stock price up by more than 200 per cent.