

Vivienne Westwood duo in kids' launch

11 March 2011 | By [Victoria Gallagher](#)

Former Vivienne Westwood designer James New and pattern cutter Jessica Richard are to launch a babywear and kidswear brand, to be manufactured exclusively in the UK.

New, who spent five years as menswear designer at Vivienne Westwood, and head creative pattern cutter Richard left the company in July 2009 after having a baby together, and decided to launch a range of kidswear for boys and girls.

Their label, Jessie and James, will be launched at kidswear trade show Bubble London on June 19-20. It is aimed at babies aged three months to three years, although New said it might expand to include older children in the future.

"Working for Vivienne, we used very playful patterns and different kinds of shades. They had a lot of sense of fun in them and they really linked to kidswear," said New.

The jersey collection will consist of 23 styles in two colours with pieces including vests, jumpsuits, dresses and dungarees. The spring 12 range is based on the Rubik's

Cube with garments made from geometric-patterned fabric. Wholesale prices range from £10 to £28.

New said the label would sit alongside brands such as No Added Sugar and Petit Bateau.

As yet no stockists have been signed up but the brand is in talks with department store [Harvey Nichols](#). It will also target [Selfridges](#) and [Harrods](#), as well as indies, initially in the London area.

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