

Melanie Quirk – Gypsy Kids

The Kimono dress teamed with the Ra Ra bloomers is a treat. Likewise the Chinese-style jackets and playsuits, and Kaftan tops. All and lots more come in vibrant colours and prints, and there's plenty of tummy and action room.



Gypsy Kids, created by Melbourne designer Melanie Quirk, is the label. It was launched last December and is refreshingly different: infants' wear that qualifies as real, distinctive fashion and ticks all the right boxes – easy-wearing, natural, affordable and cute as pie.



The birth of Zac Henry Quirk – now aged two – prompted his mum to make her mark in infants' wear. "I'm not into cutesy or cartoon motifs," says Melanie. "I wanted bold colours and love natural fibres, but couldn't find anything I liked."



There was no shortage of inspiration for the veteran globe-trotter who has dipped into a rich variety of ethnic influences and traditional techniques to create a brand with a "world vision". It comes with impressive professional credentials.

A former sales manager for publishing house ACP, Melanie has also had a retail store for imported antique furniture and for several years, designed bed linen for a major supplier to department stores including Target.

Not surprisingly, Gypsy Kids includes bed linen and decorator items. It also boasts a marketing pro: husband Murray, who like Melanie, has a background in textile design, manufacturing and sales.