

Gypsy Kids



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- **Company information:** A first-time Kids Instyle exhibitor, with the launch of the brand happening in November 2009. Owner/designer Melanie Quirk is based in Melbourne. Although this brand is only a few months old, it sells to Hong Kong and China as well as Australia. This transseasonal clothing brand offering a range of cotton printed essentials for boys and girls, along with cotton-blend and pure Australian lambswool knitwear. The clothing designs are inspired by cultures from around the world, from Japanese kimonos to Chinese cheongsam, Indian kaftans and British flair. The range also extends to contemporary cot bed linen and decorator items in bold colours and prints.
- **WGSN loves:** The Japanese kimono cotton printed clothing, the chunky knitwear and the cot and bed linen.
- **Colour palette:** Classic colours with a contemporary twist - saturated tones like indigo, deep red and deep purple contrasted with white, soft purple and pink. Globally-inspired fashion essentials in bold prints and colours that are not 'faddy' or too seasonal.
- **Key directions:** There is a huge amount of interest in the bed linen in sizes for older children, so will be expanding the linen. With the clothing, sizing now includes two years and three years. The range at the show is knitwear for autumn/winter 2010, and cotton printed clothing for spring/summer 2010/11.
- **Key fabrics:** The printed range is 100% cotton, and the knitted range is a cotton/acrylic blend as well as hand-knitted pure Australian lambswool. The printed fabric uses a reactive print technique rather than a pigment print, ensuring a much softer feel and longer-lasting colour saturation.
- **Average price point:** Prices start at AUD\$19.95 for a reversible summer sun hat to \$99.95 for a cotton-blend cable knit blanket with a 100% cotton printed fabric reverse.

Contact

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