

## Kids' label a world of difference

29 June 2010

A new player has entered the children's clothing market with a striking point of difference; clothing for kids aged three months to three years that reflects the cultural diversity of the globe.



Launched in February by founders Melanie and Murray Quirk, the Gypsy Kids range will make its market debut at Fashion Exposed in August. The label is built around trans seasonal prints and styling whose influences range from Japanese Kimonos and Indian Kaftans to Chinese Cheongsam and classic British styling.

New at Fashion Exposed would be a Moroccan inspired range, confirmed co-founder Melanie Quirk.

"The range is themed around turquoise, with turquoise based prints as well as a white linen element ideal for high summer. For the winter months however, there's also a hand knitted mohair piece."

Having promoted itself to the lifestyle retail market, Gypsy

Kids was now ready for new horizons, she said.

"We really feel that Gypsy Kids has great potential as a fashion label. We're very keen to present it to a market that understands the fashion cycle of indenting orders and so on. We'll be presenting knitwear for early February 2011 delivery. We'll also be showing summer stock for retailers who want to top up their summer offer."

With Gypsy Kids' signature prints made from 100 per cent natural cotton, each item in the range is designed for comfort and practicality at value for money price points.



[www.gypsykids.com.au](http://www.gypsykids.com.au)

Have your say

Name:

Comment:

Add Comment