

# Naartjie Announces Back-to-School Sale



Released on: August 28, 2009, 5:12 am

Author: [Naartjie](#)

Industry: [Apparel & Fashion](#)

Reduction of entire Fall Transition line makes room for the season's latest styles

SALT LAKE CITY, Utah, August 11, 2009 -- Naartjie, the original name in fashionable, kid-friendly clothing, announced the reduction of its Fall Transition Collection to \$19.99 per piece and under. The Fall Transition pieces ease children from late summer into the breezes of fall and the start of the school year. Shoppers will find everyday value among selected Naartjie Essentials girls tops and bottoms at just \$11 each.

"As the summer season winds down, cooler temperatures demand pieces with layering capabilities such as long-sleeved tees, tunic dresses, vests and ponchos," said Joe Norwood, director of marketing, Naartjie USA. "While fall fashion and styles tend toward the conservative, at Naartjie, the fun is just beginning. With reductions on our Fall Transition Collection, and great values from the Fall One collection, Naartjie sets new standards in affordable back-to-school shopping."

Naartjie girls' Fall One kitty print is inspired by whimsical and magical cats found hidden among trees, playing with bugs, dressed up with a crown, or staring mysteriously, as kitties often do. Kitty prints combined with Naartjie's patch spot and modern stripe patterns inspire playful blends of color and fun found on [girls dresses](#) and separates. Continuing with tilly and grey, fall hues mix and match with our earlier Fall Transition collection. Delightful shades of Lucy, bunny, peapod, stardust and nautilus complete the color pallet. Fringed ponchos, netting overlay skirts, and scarves complete the look.

To boldly go where no man has gone is the premise of the space-themed Naartjie boys' Fall One collection, which spurs the imagination with space ships to fly, galaxies to explore, robots to command and astronauts that walk in space. Touches of neon add punch to the line which will appeal to future space explorers of all ages. Bright colors of treetop, lagoon and Billy combine with grey mélange for a celebration of the exciting world of space travel. Layering pieces including a bold woven shirt, hoodies and a hooded vest make this a great line for cooler weather ahead and for going back to school in style.

Kitties play with birdies in Naartjie's whimsical newborn girls' collection. With a modern color palette of grey mixed with baby pink, this line is sure to delight every new mom. Even the headband has kitty ears! Stripes and heart prints are mixed in for an adorable, playful look. For newborn boys, elephants, rhinos and giraffes are mixed in Naartjie's delightful Knysna print, named for the beautiful town in South Africa. Colors of fog, grass and white in the [baby boy clothes](#) were inspired by the town's location on the coastline's Garden Route.

Naartjie designs, colors, prints, and styles represent a truly unique synthesis of European fashion trends with western casual lifestyle. Featuring a dominant focus on natural fabrics that are garment-dyed, pre-washed and pre-shrunk for easy wear, low maintenance and comfort, Naartjie uses a garment dye process that results in a more vibrant color and softer clothing and accessories for precious little ones.

The ultimate in mix and match, Naartjie introduces new colors, prints and styles within a monthly grouping to allow customers to mix and match across the entire assortment. In addition, shoppers can mix and match between Naartjie collections, which showcase the freshest and broadest color assortment in the industry, distinctive detailing, mixing of fabrics, appliqués and embroidery details. Always "Kid-Friendly" design concepts made primarily of natural fabrics that feature weight-right fabrications for maximum comfort and easy care. Each item is designed and constructed for easy-wear comfort, whether the garment is dressed up or dressed down.

## **About**

## **Naartjie**

Naartjie was founded in 1989 in Cape Town, South Africa when designer Anne Eales sought an alternative to the limited selection of [children's clothes](#) available as she shopped for her three young boys. From its very conception, Naartjie was about KIDS... playful, vibrant, active, colorful, natural, always changing. We offer great kid's clothes and baby clothes, basics and accessories for girls, boys, and newborns to 10 years of age -- all at surprisingly affordable prices. Naartjie's corporate headquarters are located in Salt Lake City, Utah. Naartjie owns and operates stores in both the United States and South Africa, with new stores opening regularly. For more information, please visit us at <http://naartjie.com>.

# # #

## **Contact Details:** Joe Norwood

Naartjie  
2369 West Orton Circle  
Salt Lake City, UT 84119  
801-977-7790  
<http://www.naartjie.com>

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)