

Naartjie Introduces Fall Two Collection

naartjieKids® ...unique fashions sizes 0-10

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Groovy fall fashions are inspired by the environment and '70s folk movement

SALT LAKE CITY, Utah, August 31, 2009 -- Naartjie, the original name in fashionable, kid-friendly clothing, announced the arrival of its Fall 2 Collection for boys, girls and infants. The Naartjie Fall Two Collection is a blend of this season's hottest trends with the company's attention to detail that captures a child's imagination and sturdy, comfortable clothing at affordable prices.

"Nearly a decade into the 21st century, we bring 1970s folk styles to our Fall Two Collection of children's clothing," said Joe Norwood, director of marketing, Naartjie USA. "At Naartjie, we find inspiration from various sources, be it music, couture or past and present movements. This season's looks feature bold colors and fun prints that truly make a statement in any child's back-to-school wardrobe."



The Fall Two girls collection borrows from the folk movement with bright colors, knits and crocheted detailing. Selections include a vest inspired by Sonny and Cher, wild bell bottoms in optimistic colors

and our new Folk Floral print come alive with the introduction of grenadine orange, cooled off with grey melange. Textures abound with touches of lace, corduroy, sweater knit and crochet trim.

Raising the awareness of green and ecological issues, the boys' Fall Two collection makes a bold statement: clean the air, recycle and take care of the planet! Using the Naartjie Eco label, the graphics help to spread this important lesson in a playful, kid-friendly manner. Warm lined plaid coats and colorful vests mix bold colors with warm earth tones and great essentials that make back to school shopping easy and fun.



The newborn unisex Fall Two pieces make the perfect baby shower gift, with the playful dream farm print and Rocky the rooster, Bruce the bulldog, Cheryl the sheep and Catina the cat graphics. The [baby girl clothes](#) rock the '70s with a patchwork theme using a combination of florals and plaids in bright and feminine colors. [Baby boy clothes](#) mix traditional colors with newer bold hues to spur the imagination and carry into fall.

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.

For a limited time, preferred customer can save 15% off their entire purchase by using the promo code "scarlet" online or in-store between Aug. 20 – 26.

About

Naartjie

Naartjie was founded in 1989 in Cape Town, South Africa when designer Anne Eales sought an alternative to the limited selection of [childrens 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>.

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