

Warm Up to Winter with Naartjie Kids New Sleepwear

naartjieKids® ...unique fashions sizes 0-10

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Bundle up with Columbus Day savings of 25% off all sweaters and outerwear

SALT LAKE CITY, Utah, October 12, 2009 -- Naartjie Kids, the original name in fun clothing sizes 0 - 10, introduces its first line of kids sleepwear, just in time for cozy winter nights. In addition, to help keep children toasty, Naartjie Kids Columbus Day Sale, October 8 through October 14, 2009, gives online and in-store shoppers 25 percent off the entire stock of regular price sweaters and outerwear,

"Winter time is full of festivities and part of that includes family traditions like gearing up for cold weather with the addition of a new sweater or coat," said Joe Norwood, director of marketing, Naartjie USA. "This season, Naartjie Kids introduces a fun, new way to stay warm indoors with the introduction of our new sleepwear line, along with great deals on sweaters and outerwear."

Bedtime has never been more fun than with Naartjie Kids new sleepwear collection that includes one-piece footed or two piece styles. The children's pajamas fit infants and toddlers from 3 months to 10 years . They come in a variety of color palettes and the styles reflect Naartjie Kids' current Winter Collection that includes Spot & Woody and Clover & Kitty themes in two-piece garments for girls, and Spot & Birdy two-piece pajamas for boys.



The Winter Collection is inspired by Spots and natural Woody prints for both girls and [baby girl clothes](#) and include velour pieces such as dresses and tunics. Infused with the textures of winter such as velour and soft cotton, "Over the River and Through the Woods" is the girls theme that features pieces pretty enough for holiday photos yet comfortable enough to fall asleep in on the drive home from Grandma's house. A 'first' for Naartjie includes a matching Mommy tunics and [girls dresses](#) — the perfect ensemble for holiday photos and winter parties.

For boys, the Winter Collection features Antarctic explorers, maps, GPS guidance, faux fur trims and fluffy textures. Wintry hues such as explorer green/creek and dazzle/Antarctic fat stripes accented in wintry hues such as explorer green and creek, and dazzle and Antarctic liven up the season in stylish pants, sweaters and shirts.

Naartjie Kids' 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 Kids 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 Kids introduces new colors, prints and styles within a grouping to allow customers to mix and match across the entire assortment. In addition, shoppers can mix and match between Naartjie Kids seasonal 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

Kids

Naartjie Kids 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 [kids clothes](#) and baby clothes, basics and accessories for girls, boys, and newborns to 10 years of age -- all at surprisingly affordable prices. Naartjie Kids' corporate headquarters are located in Salt Lake City, Utah. Naartjie Kids 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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