

# Animal Online Store Launches Youth Division Collection



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Author: [Animal](#)

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Animal, the freesports apparel brand, has announced the online launch of its new 2010 youth division collection.

This is the biggest youth collection to date for Animal and includes a new baby range, as well as offering footwear, eyewear, bags and accessories for boys and girls aged 0 - 12 years old.

The Animal [boys clothing](#) is action-packed with strong graphic print t-shirts, cool looking polo shirts and a range of shorts, jeans and boardshorts. Animal [boys hoodies](#) are big this season with a great colour palette ranging from traditional navy and black to bright chilli pepper red and Hawaiian blue.



For Animal [girls clothing](#) there are plenty of pretty outfits to choose from. With a lovely selection of cami tops and dresses, prints vary from beautiful flowers to cute checks. There are also plenty of Animal [girls hoodies](#) and t-shirts.

Animal also offer a huge range of school bags and satchels that can easily store A4 files and all other school work. There is also a fantastic selection of boys and girls stationary with pencil cases and note books.

Product Director Scott Eden commented: "Our Youth Division has developed significantly over the last few seasons and for 2010 we have produced our largest collection so far. Careful thought has been put into the design and colour palette of the range to give it its own identity and unique style.

A new product area for the youth division is the baby range which offers cute babygros for baby boys and girls. We are very excited about the collection this year and we have even bigger plans for it later on in 2010."

The online store continues to have exclusive opportunities and competitions for its shoppers as well as free delivery on purchases over £50, free returns on all orders and a safe, secure shopping online experience.



The E-Store also stocks one of the widest selections of Animal products available in the UK including clothing, watches, bags, footwear, eyewear and accessories.

#### **About**

Established in 1987 in Poole, Dorset, Animal is one of the UK's leading freesport brands specialising in the design, marketing and retailing of freesports influenced clothing, technical clothing, footwear, luggage, eyewear, accessories and watches.

#### **Animal**

Animal aligns itself as a lifestyle brand based around a number of core sports including surfing, windsurfing, kitesurfing, bodyboard, mountain bike, BMX, wakeboard, freeski, snowboarding and motorcross. Animal also sponsors key events across these sports and has a team of riders ranging from youth development through to professional. Animal sponsor high profile riders and operate a number of academies and camps giving newcomers and experienced riders the

opportunity to pursue their chosen sports further.

#### **For more information, please contact:**

Jo Gregory  
PR coordinator  
Animal  
Animal House  
Vanguard Road  
Poole  
Dorset  
BH15 1PH  
01202 441174  
[www.animal.co.uk](http://www.animal.co.uk)

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