

Naartjie Kids Presents Everyday Value With Spring Essentials-Children's Clothing Basics in Colors and Styles That Are Always in Season

naartjieKids®...unique fashions sizes 0-10

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Easy-to-wear, low-maintenance infant and children's clothes make Naartjie Kids an essential part of growing up

SALT LAKE CITY, Utah, February 12, 2010 -- Naartjie Kids, the original name in fun [baby clothes](#) and children's clothing sizes 0 - 10, showcases its Essentials, which are basic tops and bottoms designed to be easily paired with each season's collections or worn separately. Naartjie Kids Essentials also include leggings and accessories that are made from natural fabrics, using Naartjie's non-toxic garment dye process.

"Naartjie Kids seasonal collections offer Essentials that are designed to complement the collections but that can last until your child outgrows them," said Joe Norwood, director of marketing, Naartjie USA. "Our Essentials are always a great value and are favored by many of our loyal customers."

The Naartjie Kids Spring Essentials low everyday price is \$10 per piece. Naartjie Kids Essentials are available in-store, for only \$10 per piece, when purchasing two or more. Spring Essentials are regularly \$12.95 - \$14.95 per piece.



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 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 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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