



Maggie's Rose headband

Maggie's Rose has updated their website. Visit www.maggiesrose.com for hand-crocheted Bloomin' Hats, Bloomin' Bands, stretchy crochet-like material accented with hand crocheted trim accented the company's signature flower, Bloomin' Tots now available in sizes up to women's adult, Bloomin' Babies hats, Bloomin' Clips and their newest product, **Bloomin' Mary Janes**.

Mattel and **Mighty Fine** are in a new licensing collaboration to produce a hip new apparel line for juniors and adults under the **Barbie brand**. Mighty Fine is producing t-shirts, knit tops and fleece featuring classic Barbie images with a modern twist, appealing to the junior market, available this fall in boutiques, specialty stores and department stores nationwide. The Barbie line includes three distinct collections in a variety of styles under Mighty Fine's three brand labels Mighty Fine, Public Library and Doe. The two companies are also collaborating on a playful apparel line for infants and adults under the **Fisher-Price brand** with the Mighty Fine and Mini Fine brands to produce a new line of hip nostalgic t-shirts for adults and toddlers, as well as one-pieces featuring classic Fisher-Price art.

SunSmart has a new showroom address: 1956 Avenue Road, Toronto, Ontario, M5M 4A1. For more information visit www.SunSmart.ca.

For holiday shoppers looking for an adorable gift for baby's first Christmas, **Robeez** is offering five new shoe designs: a baby Snowman wrapped in a cozy scarf on either pink or baby blue, a Gingerbread Man on cream, a beautiful white Dove on crimson and a rhythmic holiday Drum on navy. All five designs are available in sizes for newborn to four years for a limited time starting in October from www.robbee.com and retailers throughout North America and Europe.

Los Angeles Magazine's **Best of LA 2007** reveals several children's wear retailers. **Kaya Couture** is mentioned as Best for Dress-up Clothes while Wee Soles captures the Stylish Shoes category. Last year's Kids Clothing winner? **Pumpkinheads**.

About three years ago **Lynne and Dan Gonsior** created **Über Baby**, a children's clothing, toy and maternity store in south Minneapolis. Their spin-off creation **Expecting Über Baby** is just a year old. The two stores have been named Hippest and Best Baby Store and Best Maternity Store in the Twin Cities by the local magazine. And according to the local newspaper, they've done well enough to be the center of a \$2.1 million mini shopping mall. Lynne tells us the store is opening September 21, offering lines ahead of the trend curve, everything from a jeans, t-shirts, loungewear, serious workout wear – that Lynne designed herself - to holiday dresses, diaper bags, spa items and gift products. She's bringing in **Crave Maternity** - Gwyneth and Madonna wore it

when they were pregnant. From the UK, Lynne says she's the first retail store to bring it into the United States. Other lines include Three Dot, Habitual, Liz Lange, T-Bags and Egg. You go, girl!

Wal-Mart has agreed to a 12-year lease for a 47,000-square-foot studio in midtown Manhattan in an effort to boost its fashion business and draw top talent. Company executives say they hope to launch apparel lines that follow New York trends but will be less costly and more appealing to its customer base than its recent fashion efforts.

Gymboree's third concept, a lower-priced chain called **Crazy 8**, rolled out in August with an emphasis on reaching a broader market and providing more clothes for boys and older children. The company plans to open at least 10 Crazy 8 stores this year in northern and southern California, the Northeast and Houston.

Two Rochester Institute of Technology students, **Jaimen Brill** and **Asmah Abushagur**, are launching an online clothing site for the blind and visually impaired. Started as a school project **White Cane Label** is a non-profit effort to help blind people shop online and easily keep track of their wardrobe without the help of a sighted friend. The site's interface is driven by sound and text instead of images. Customers receive recommendations based on their answers to a clothing questionnaire that gauges their personal style, consisting of detailed descriptions of each item, including styles and price ranges. After ordering an item, they'll be mailed the outfit with Braille tags indicating the designer, clothing type, size, and color for easy reference. A second label will include

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