

Ooh la la!

For a dash of inspired French chic, don't miss your chance to see the creme-de-la-creme of collections drawn together at this season's Bubble. Latest signing, **Marithe Francois Girbaud (MFG)** joins a host of French labels presenting their S/S '11 collections, including newcomers **Sucre D'Orge, Theluto, Elle, Kidiwi** and **TroiZenfants**.

Returning this season **Bazaar D'Etoiles, Week End a la Mer** and of course **Petit Bateau** are all set to deliver that je ne sais quoi that makes Bubble the unmissable event of the season!

• Do you tweet? If so, make sure you follow developments at Bubble on @bubblelondon

NEXT SHOW: June 21-22, 2010

WHERE: Business design Centre, Islington, London.

CONTACT: www.bubblelondon.com



NEW BRANDS AT KLEINE FABRIEK

Among the 400 exhibitors at this summer's Kleine Fabriek in Amsterdam are some exciting new brands ...

Classic PJs

A remarkable newcomer at Kleine Fabriek's upcoming summer edition, is **PJ Basics**. This Dutch label specialises in children's pyjamas for boys and girls aged 2-12 yrs. PJ Basics is characterised by classic designs in 100% quality cotton, a timeless look, a lot of attention to detail and finishing. Sleeping comfort plays an important role too. Apart from the regular range of basics, each season sees the launch of a limited edition collection. Selling at an excellent price, this label is a goof fit for many children's stores.



Swiss trend-setter!

The mission statement from Swiss brand **L'asticot** is 'to transmit to our children good taste and respect for the world around us'. To this end organic fabrics are processed into creative designs with cool prints and a nod to the 1970s. Patches reinforce the knees and elbows, a zip makes getting the dungarees on and off easier, and a lot of elastane has been added to the cotton. With this label, you don't have to choose between design, comfort and responsibility; with L'asticot you have all three.

CK Kid's underwear

Calvin Klein is credited as being the first underwear brand where the brand-bearing elastic band was designed specifically to be worn above the jeans. Now the company has produced a fashionable underwear label for boys, girls and ...babies. The design, with a nod to the grown-up collection, is produced in a wide-ranging collection that includes various shorts, bikinis and trunks.

Calvin Klein Kid's Underwear



NEXT SHOW: Kleine Fabriek July 4-5, 2010

WHERE: Amsterdam RAI, Europaplein 8, 1078 GZ Amsterdam

CONTACT: www.rai.nl

KIDS CAMP!

Be prepared to be blown away by the effort and innovation that has gone into the Kids Camp at the upcoming Bread & Butter tradeshow. Circus Roncalli will be the lynchpin of the exhibition space which should prove quite a draw to buyers who want to indulge their inner child!

The B&B Kids Camp celebrates its premiere as the new business platform for leading kidswear providers from the Street and Urbanwear segment and with 40-50 brands participating it completes the Bread & Butter portfolio.

As regards what to expect from the exhibitors - The worlds of the exhibiting brands are as colourful and versatile as the world of the kids they serve. At the B&B Kids Camp, trendsetters meet classic styles, and playful children's topics unite with "grown-up" inspiration. Leading brands such as **Ben Sherman, Closed, Custo, Growing, Desigual, Hackett, Japan**

