

Introducing Little ASOS A/W 09 – ASOS Launches Own-label Kidswear Collection

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Having successfully launched its Little ASOS collection of branded kidswear in February 09, online retailer ASOS.com is now launching its first own-label kidswear collection for A/W 09

London - Catering for babies, boys and girls aged 0-8 years, ASOS's new in-house designed collection consists of clothing and accessories which take their trend inspiration from the mainline adult A/W 09 ASOS collections.

For playtime, girls and boys printed tees featuring fun motifs such as waistcoats, bow-tie and braces and cassette tapes are easy to throw on and layer over long sleeved tees. Paired with skinny jeans in a variety of paintbox brights, this is smart, relaxed dressing.

For chillier days and smarter occasions, woollen toggle duffle coats, hooded lumberjack check shirts and cool checkerboard print cardigans are a fast track way for boys to steal a slice of Dad's style. Girls will be spoilt for choice with an array of jewel bright pieces including faux-fur ribbon bow coats, sequin stripe dresses, and pocket detail jumpsuits - perfect party dressing style to give Mum a run for her money in the trend stakes.

"Our kidswear range is going from strength to strength. We already have a fantastic choice of brands available and with the addition of the Little ASOS collection, shoppers will now be spoilt for choice!" says Merissa Lam, Kidswear Buyer, ASOS.com

Little ASOS now stocks 50 labels within its branded collections including new additions Little Paul & Joe, Antik Batik and People Tree and online exclusives from Gap Kids. www.asos.com/kids/

Established in June 2000, asos.com is the UK's largest independent online fashion and beauty retailer. With over 19,400 branded and own label products available, and 1000 new lines added each week, asos.com is rapidly becoming the market leader in the UK online fashion world. Aimed primarily at fashion forward 16-34 year olds, asos.com attracts over 4.5 million unique visitors a month and has 1.88 million registered users.

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