

Relive Winter Memories with babyshop's new collection for the season

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Retro, colourful and snug sophistication describe babyshop's cool weather offering

This winter, children can relive their favourite winter memories with babyshop's multi-theme fashion collection. Stepping away from the mundane, the region's leader in children's wear and a one stop shop for parents, babyshop, has launched an assortment of themes to suit kids from toddler hood to 16 years. Evoking scenes of skiing, snowboarding, snowballing and ice skating, parents and children can select from an array of looks this season including sporty, military, retro and romantic.

Lee Cooper's collection "Little Willie", named after the British prototype tanker or war machine has a military theme and is characterised by camouflage designs in dusty browns and patches of green and grey. This collection includes trousers, jackets and T-shirts using a dominant colour palette of greys, browns and yellows conjuring up images of a neatly dressed soldier, ready to take his position and station with great discipline. Attractive detailing such as badges illustrating emblems and metallic buttons impart the added look of the military style. Knitted argyles, work wear jackets are prominent in the collection.

Babyshop's own brand "Juniors", showcases preppy styles with knitted cardigans in steely tones reminiscent of the school campus fun games and rigorous physical training. Its holiday themed collection displaying comfort leggings and fleece and

terry sweaters, offers the carefree look of a travelling explorer. Juniors' versatile collection is characterised by classic vintage designs combined with the trendy athletic look. Its sporty trousers, knitted argyles teamed with caps and capes offer the complete look for this season.

The "Barbie" collection creates the magic of romantic fairy tales. Its soft jerseys, polka and Swiss dots in pink and creamy chocolate shades contrast with majestic purples and glorious emerald accents makes every toddler look like a prince and princess.

The "Free to Rock" theme from the leaders in beach wear from California, Maui and Sons, brings back the vintage look. Harking back to the beginning of the rock era, this collection is marked by minimalism in colour palette and playfulness in style. Within this collection is the 'Streaked Range' that reflects an attitude of self confidence and modern sophistication.

While shades of wood, coppery tones dominate this collection to reflect the moody effects of harsh winters, some bright reds and yellows are evident for holiday wear. The colour palette also includes creamy chocolate shades, essential emeralds and majestic purples. Fabrics used are compact plain weaves retro checks, soft jerseys and punctured leathers.

Leading global sportswear brand Kappa's "Chill Factor" collection designed especially for babyshop prepares the children this winter for ice-skating, snowboarding, skiing and ice sailing. Colours such as frosty blue, icy white, mossy tints, sheer pink along with snowflake and similar geometric prints provide the range a cool and trendy touch. This collection includes sporty trousers, slim fit pants, fleece and terry sweaters, experimental cuts and seams.

Said Rahul Saxena, marketing manager of babyshop: "We are a fulfilled destination that combines excitement and colour with latest retailing practices to meet the needs of children and parents alike. babyshop's latest collection has been portrayed in our new catalogue namely 'Winter Memories' available at all babyshop stores across the UAE."

With all these various collections and many more, this winter babyshop offers children an opportunity to relive their previous joyful winter moments wearing the new collection from babyshop as well as other international brands that have teamed up with babyshop to design exclusive lines for children. The 'Winter Memories' collection is now available at all babyshop stores across the UAE.

Ends.

About babyshop

Established in 1973 in Bahrain, babyshop is a concept store specialising in toys, fashion clothing, baby basics, and nursery furniture and much more for newborn babies, toddlers and children up to 16 years. babyshop is part of the Landmark Group, one of the largest retail companies in the region.

The chain's international brands includes Lee cooper, Barbie, Disney, Graco, Ferrari (cycles and car seat), Maclaren(Car Seats), Maui & Sons, Fisher Price, Little Tikes, Peg Perego, Cambrass and several others. Babyshop also has its own in-house brand named Juniors. Babyshop stores are located across the region including the UAE.

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