



## TRADE SHOWS

### Bubble London

TESS HANNAM, WGSN 09.02.10

Autumn/winter 2010, Jan 31 - Feb 01 2010, London, UK

[Exhibitor highlights A-I](#)   [Exhibitor highlights K-S](#)   [Show facts](#)

### Exhibitor highlights K-S

Click to access: [Kiss Katch](#) , [Little Duckling](#), [Little Legend](#), [Nui Organics](#), [Olive and Moss](#), [Paper Wings](#), [Pili Pala](#), [Pom Pom](#), [Stellina Baby](#)

#### Kiss Katch





Kiss Katch

- Kiss Katch previewed its collection of incredibly soft jersey sportswear for children aged 2-10 years, featuring its two characters Kiss and Katch.
- The range included super soft washed jersey for boys and girls, and sumptuous luxury velour and viscose jersey for girls separates.
- The range focuses on comfort and easy-wear style with flattering styles for girls such as the shirred, drapey jersey dress and pretty sleeveless dress with flower corsage and ruffle hem.
- For boys sweatshirts, hoodies and cardigan styles are key with flashes of bright colour and number logos.

#### Contact

Tel: +44 (0)1423 506 971

[www.kisskatch.co.uk](http://www.kisskatch.co.uk)

[Back to top](#)

#### Little Duckling



Little Duckling



Little Duckling

- Launched last season, the original Little Duckling label showcased its second collection at Bubble, and was awarded the "Stand Out Award" by a panel of industry judges - Eva Klaus Kid's Wear magazine, Laura Kirkpatrick from CWB magazine and retailer Corina Papadopoulou from Kidsen.
- WGSN loves the brand's twist of bold Danish colour with British tradition. This season, its vintage theme mixes 70s retro with little House on the Prairie. The palette is about warm, autumnal colours of burnt orange, 70s brown, forest green, bright purple, dusty blues and cream.
- Key styles include cosy wool cardigans with heart details and sweet knitted dresses for girls and for boys, striped knits and a cute knitted zip through hoodie with contrast pockets and binding. The collection also includes striped hats, scarves and mittens.
- The jeanswear reflects a farm-hand inspiration with washed down denim and cord jeans, dungarees, pinafore wrap dress and dungaree dress. The homestead mood runs through the collection with farm animal motifs and two signature prints, Farm and Field.

#### Contact

Tel: +44 (0)208 962 8261

[www.little-duckling.co.uk](http://www.little-duckling.co.uk)

[Back to top](#)

#### **Little Legend**



Little Legend

- Designer and co-founder of Little Legend, Debbie Johnson, showcased her exclusive collection of classics with a twist.
- Little Legend is in its third year, and is already established as an online mail order boutique. Debbie Johnson commented: "The reaction has been amazing-totally beyond my expectations; so I am delighted we finally took the plunge to show at Bubble, which is our first trade show."
- The philosophy behind Little Legend is to design classic clothes with a modern edge, choosing the best of British manufacturing and fabrics where possible.

- Gentle, natural colours are used for a relaxed but smart British classic look with contrast rib lambswool cardigans, pretty print blouses and cord A-line skirts key for girls. Boys choose from understated, tasteful pieces such as country check shirts, colour block zip-through knits and comfortable moleskin trousers.
- Little Legends signature pieces in British tweed and spotty lambswool were among the best sellers at Bubble.

**Contact**

Tel: +44 (0)8448003401

[www.littlelegendclothing.co.uk](http://www.littlelegendclothing.co.uk)[Back to top](#)**Nui Organics**



Nui Organics

- Nui Organics is a very eco-conscious range of Merino wool clothing. The collection only uses 100% certified organic Merino wool, with every step in the production process certified organic, with no dyes or harsh chemicals.
- Each piece has an heirloom quality, with a choice of contemporary or classic styling made to last for generations. Merino wool is ideal for babies as it is washable, non-scratchy, breathable and wears like cotton.
- WGSN loved the natural colour palette, highlighted with chunky buttons and with accessories such as blankets, soft toy balls and simple jewelry.
- New for 2010 is the extremely lightweight Merino wool collection, which is very suitable for babies' ultra sensitive skin or children with eczema. Essential garments include simple separates in grey mélangé, soft blue or pink.

#### Contact

Tel: +44 (0)790 021 4984

[www.nuiorganics.com](http://www.nuiorganics.com)

[Back to top](#)

#### Olive and Moss





Olive and Moss

- Since the successful launch of Olive & Moss' collection of jolly animal characters on a handful of baby gifts back in 2006, Olive & Moss has gone from strength to strength. Designer Nina Clarke (now Govan) is now diversifying into new areas.
- New items for 2010 are hooded sweatshirts featuring the characters Colette the Cow and Michael the Monkey. These high quality appliqués have moveable ears.
- The nursery product range is also expanding. Margo and Mo (mouse) and Louis the Lion now adorn the Baby Shawl & Bundler, Sleeping Bag, Bodysuit and Sleeping Bumper. Also for the nursery, Olive & Moss have launched four soft first toys, each with a different bell.

**Contact**

Tel: +44 (0)208 761 3076

[Back to top](#)**Paper Wings**



Paper Wings

- Paper Wing's eye-catching stand and striking graphic collection is the wonderful creation of Jason Gibaud and Michelle Fallon. The artistic vision and technical expertise stems from their backgrounds in costume design, feature film production and interior design.
- The brand is established in the US and Australia and is now launching into the European market.
- The mix of past, present and future ideas is interpreted in 'everyday favourites' incorporating a love of historical shapes and traditional crafts, decorative theatre motifs, vintage toys and both modern and old-fashioned typography.
- The Paper Wings and Little Wings collections are for girls aged 2-12 years, and celebrate the freedom of being children; therefore practicality is key. There are chic roomy shapes to play in, and lots of period costume-inspired ruffles, mini bustles and drawstrings.
- Red and vintage pink are signature colours, with the addition of black and warm grey for winter. Playful stripes are key, as well as heart motifs and whimsical graphic prints.
- WGSN favourite pieces include the luxurious ruby red cord dress with sumptuous ruffles and the full gathered skirt with vintage toy print.

#### Contact

Tel: +66 2 6684 3390  
[www.paperwings.com.au](http://www.paperwings.com.au)

[Back to top](#)

#### **Pili Pala**



Pili Pala



Pili Pala

- Pili Pala, meaning butterfly, presented its second collection, an organic and ethical label designed and manufactured in Wales.
- The stylish and play-proof clothes are all lovingly created from the softest organic cotton, recycled and bamboo fabric.
- The range has simple, clean lines, with an edited palette of soft blue, chocolate brown, purple and yellow. The bold solid colour statement, block stripes and graphic bird print give the collection a

modern aesthetic with strong visual impact.

- The age range is now from 0-5 years with new styles including the bubble T-shirt dress in block stripes or velour, and for baby, babygros, comfy unisex pull-on trousers, bloomers and long shorts.

**Contact**

Tel +44 (0)1970 822 126  
[www.pilipalachildrenswear.com](http://www.pilipalachildrenswear.com)

[Back to top](#)

**Pom Pom**



Pom Pom

- Pom Pom is a new Danish shoe company founded in 2008 which designs high quality children's

footwear for ages 6 months to 6 years.

- The vision at Pom Pom is to make children's footwear in high quality for a midrange price.
- A wide range of styles feature detail such as brogue details and appliqué flowers. Velcro fastening, tough rubber soles and bold, modern colours such as red, purple and silver give the collection a contemporary look.

**Contact**

Tel: +45 75 15 15 39

[www.pompomsko.dk](http://www.pompomsko.dk)

[Back to top](#)

**Stellina Baby**

Stellina Baby



Stellina Baby

- Stellina Baby is newly launched cashmere collection for babies and toddler aged 0-3 years made from luxurious Italian yarns. The designer, Stella Antoine draws on her Italian childhood, naming each garment after her favorite Italian sweets.
- The range is produced in two qualities. 'Lollipop and Marshmallow' is made from 100% pure cashmere. The 'Toffee and Candy' is made with a 100% cashmere outer that is woven to have a soft cotton inner, perfect for babies with extra sensitive skin.
- The collection is available in traditional pink and blue, as well bright and vivid colours in a variety of fashionable styles such as playsuits, cardigans, jumpers, ballet wraps, dresses and accessories.
- New items for 2010 include the Bacio, which is a baby nest with hood, folding mitts and side ties; and the Confetto, a long night dress designed for active babies aged 9-18 months who wriggle out of duvets or blankets.

**Contact**

Tel: +44 (0)208 894 9617

[www.stellinababy.com](http://www.stellinababy.com)

[Back to top](#)

© WGSN 2010