



## WATCH OUT FOR NEW KIDSWEAR FROM WALES

Pili Pala is a new eco-chic label for kids aged 12 months to five years. Designed and manufactured in Aberystwyth, the new collection has been inspired by company founder Berith Lochery's Danish roots.

"We're passionate about what goes into our fabrics and are committed to using 100 per cent natural materials, including organic cotton and recycled fabric whenever possible," explains Lochery.

Highlights from the brand, which will be showing at next season's Bubble London, include leggings, striped velour trousers, T-shirts, jumpers, leisure suits and dresses in key shades of brown, lime green and blue.

Wholesale prices start at £8.50. For more information call 07939 342033 or visit [www.pilipalchildrenswear.com](http://www.pilipalchildrenswear.com).

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## NEW MINI-ME GIRLSWEAR LABEL

Little Lily is the new clothing collection for girls aged 18 months to five years from womenswear brand Calla Lily. Launched for s/s 10, the girlsweare came in response to popular demand for a mini-me offering, so Little Lily features the same prints and similar embroideries and trims as the womenswear range.

Highlights from the debut offering include lace-trimmed dresses in cottons and chiffons, vintage prints in dusty tones, delicate knits, mixed print frilly skirts and hand embroidered and embellished blouses and tops.

For more information visit [www.callalily.co.uk](http://www.callalily.co.uk) or call 07966 589383



## SWEET GIFTS FOR GIRLS

For unique children's furniture, toys, games and gifts, check out German manufacturer Haba, who has recently launched a UK website – [www.haba.co.uk](http://www.haba.co.uk) – and taken on Evolution PR to increase consumer awareness.

Among Haba's new products this season are the cake jewellery cases, which are embroidered with pearls and decorated as a cake, muffin and lemon pie, each wholesaling for £ 4.25.

Matching wooden jewellery is also available, including a muffin necklace and a set of muffin rings in a box, both available for £2.20. For more information call 0161 304 9555.



## NUI ORGANIC BRAND ON THE UK MARKET

Made in New Zealand, Nui Organics is a premium organic childrenswear label now available in the UK. Designed by Amanda Searancke, garments are produced from certified organic merino wool with no dyes or harsh chemicals, while the colours used are all natural.

Benefits of the soft merino wool Nui uses include being non-irritant, durable, breathable, temperature regulating, naturally fire-resistant and easy to care for. It is also biodegradable and a renewable resource.

Key colours for a/w are cream and brown while garments include a three-button felt jacket, felt trousers, cable vest, rib stripe sweater and beanie hat, rib hooded jacket, stripe scarf, dress and rib leggings, as well as gifts and accessories like a blankets and booties.

For more information visit [www.nuiorganics.co.uk](http://www.nuiorganics.co.uk) or call 07900 214984.