

## NEW LINES

• Using 70-percent bamboo and 30-percent organic cotton, **Sprout** of Santa Monica, Calif., debuts a mix-and-match line for newborn to size 5. The brightly colored line includes short- and long-sleeve one-pieces, wrap-top dresses, long-sleeve footed bodysuits, twofers, tees, kimono tops, footie pants, jersey pants, cargo pants, hats, socks and gift sets. Many of the tops feature a colorful character or scene (including a whale, trees, a spaceship, the Brooklyn Bridge and a surfer) in a variety of bold color combinations. The bamboo fabric reportedly is anti-microbial and anti-fungal even after numerous washings. Wholesale prices run \$7 to \$23. Call (310) 717-5152 or visit [www.sproutkidsclothing.com](http://www.sproutkidsclothing.com). • New York-based Capezio launches **Capezio Future Stars**, a collection of dancewear and active lifestyle apparel for girls sizes 2 to 14. Launching for Fall '08, the line wholesales for \$6 to \$39 and includes twofer tees, gaucho pants, side-tie pants, tanks and skirts with mesh overlay, raglan tees, cinched hoodies, French terry pants, babydoll tees, leggings, long-sleeve tees, fleece pullovers, zip-up jackets and cropped sweatpants. The color palette consists of gray, black, cranberry, denim blue, lavender, white and various shades of pink. The dance-themed apparel is made from a cotton/spandex/jersey blend for comfort and features screenprints, metallic detailing and mesh. Call (917) 472-3107.

• West Hollywood, Calif.-based **Red Wagon Baby** debuts a collection of 100-percent Supima cotton clothing for sizes 0 to 24 months. Available in fun, punchy colors like butterscotch (orange), punch (red), clover, grape and licorice, the line is vintage washed for extra comfort. Silhouettes include short- and long-sleeve tees and one-pieces, leggings and wide-leg pants with a clover print or stripes. The thermal group (Supima cotton and Lycra) includes a long-sleeve tee, leggings, romper, tunic and wide-leg pants.

The striped terry group (Tencel, poly and rayon) includes hooded sweaters, wide-leg pants, jumper dresses, rompers and caps. The wholesale price range is \$12 (for caps) to \$27. Call (310) 569-0366



## A Boy's Life



Two new brands offer diverse looks for boys—from quirky prep to bling-y street. Having created an internal children's division, Perry Ellis International has bowed a new **Original Penguin** boys' collection for infants through size 20, produced in-house. The brand had previously licensed out the Original Penguin brand for children, but since the expiration of the last deal about two years ago, it has not been present in the kids' market. The new product will hit retail for Back to School '08. Borrowing style from the men's collection, the line offers Original Penguin's signature preppy pieces with sophisticated colors and graphics and tongue-in-cheek humor. Ann Payne, senior vice president of the children's business, described the look as "modern traditionalist" with a kid-oriented twist. "There's not a lot of product in the market that looks like this,"

she said. "It's hard to find unique apparel for boys that's wearable." Silhouettes include tees, polo shirts, baseball tees, hoodies, twofers, shorts, pants and track jackets. Wholesale prices for infant/toddler run from \$5.50 to \$18; sizes 2-20 fall between \$6.50 and \$52. The company is targeting high-end boutiques and select department stores. The boys' wear will also sell through Original Penguin's five U.S. retail locations. Over the next few seasons, Perry Ellis will continue to introduce kids' product for its other brands, including Perry Ellis America, Cubavera and the recently acquired C&C California. Call (212) 536-5446. • Aiming to capture the edgy street fashion look, **Bank Street Billionaire**, a new in-house line from New York-based Weeplay, offers a collection of hoodies, denim, tees and twofers for sizes 4 to 18. "It's a real New York City street line," said Joshua Wechsler, designer and executive vice president of Weeplay's boys' division. "The Bank Street kid likes music, skate boarding, basketball, BMX and graffiti." Wholesaling for \$5 to \$30, the collection emphasizes bold screenprints and plaid, featuring twofers with printed sleeves, skulls, argyle printed tees, bandana prints and denim with heavy embroidery on the back. Each season the color palette will be dictated by Nike sneakers' color palette. "The collection will always tie back to the sneakers because it's so important to this kid that everything matches," Wechsler explained. For Fall '08 the color palette will consist of black and red (the signature Nike Air Jordan colors), chocolate brown and tan, and purple and turquoise. Call (212) 563-2022.