

Earnshaw's

BABYWEAR, GIRLS' & BOYS' WEAR REVIEW

APRIL/MAY 2010 \$5.00

Small Change

Eco Fashions Make a
Natural Fit for the
Baby Category



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Our Comprehensive
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WHAT'S SELLING

PENNSYLVANIA RETAILERS DISCUSS THEIR AREA'S REACTION TO GREEN OFFERINGS. BY ANGELA VELASQUEZ

ONE STOP KID SHOP Malvern, PA



Sugar Plum

Owner Sandy Coonley hears "eco hype" from vendors but not from customers. While her boutique sees constant traffic—the storefront has been home to a kids' clothing store since 1964—Coonley said there's no demand for organics. "Customers don't ask or talk about it," she said. This spring Coonley tested her clientele's green thumb by adding an organic cotton dress and layette set, but neither piece has moved. Coonley said the town may just be slow to join the green movement, but she suspects cost plays a role. "The price of organic apparel needs to be comparable to regular products for consumers to pay attention."

THE TINY DOT Pittsburgh



Claesens

This year-and-a-half-old shop is located in a part of town where many customers look for eco-friendly and USA-made products. Owner Shelley Pieklik said cost isn't an issue since some organic lines are comparably priced to her non-eco lines and sell swiftly. Pieklik sees a different weak spot within this category. "The desire to buy environmentally responsible items is often trumped by something much cuter," she said. "Eco wear is usually relaxed and basic. When customers shop in a boutique they want to leave with 'wow' pieces."

BABY BUG & ME Lemoyne, PA



Pediped

Top-notch design helps justify the high price tag often associated with organic apparel at Judy Novinger's seven-year-old boutique. "If it's organic, it must have nice style. Eco stuff cannot be basic," she stressed. Young moms with "green and natural lifestyles" are the most enthusiastic organic customers at Baby Bug & Me. Newborn pieces are also popular baby shower gifts, but Novinger said the green business wanes as kids get older. It's even harder to get her large grandma clientele on board, she said.

INFANTS/TODDLERS

- **Baby Lulu:** light pink and green striped and floral dresses
- **Baby Nay:** pastel floral top and bell-bottom pant sets
- **Le Top:** duck-themed striped rompers
- **Claesens:** bright pink and white polka dot rompers with navy ruffle details
- **Eliane et Lena:** baby blue and olive striped one-pieces with a front pocket
- **Paper Wings:** light mauve rompers with a doll screenprint
- **Angel Dear:** striped cotton one-pieces in light pink/brown and light blue/brown colorways
- **Kissy Kissy:** Pima cotton convertible sacks and rompers embellished with pink cupcake embroidery
- **Le Top:** navy blue bubble rompers

and two-piece swing top and bloomers sets with duck designs.

GIRLS 4 TO 3X

- **Le Top:** navy daisy print dresses
- **Sarah Louise:** pink and coral floral dresses with bell sleeves
- **Sugar Plum:** sage green dresses with a solid bodice and floral print skirts
- **Eliane et Lena:** red cap-sleeve dresses with ruffle embellishments
- **Kids Ink:** aqua jersey dresses with printed mesh leggings
- **Lucky Jade:** navy A-line ruffle dresses
- **Biscotti:** pink, green and white watermelon-themed tankinis and bikinis with matching cover-ups and flip-flops
- **Mulberribush:** tops and skorts in tangerine and fuchsia with 3-D flower embellishments

BOYS 4 TO 7

- **Mulberribush:** green T-shirts with a blue and green iguana print
- **Sweet Potatoes:** light blue rescue truck tees
- **Wes and Willy:** old-school baseball glove screenprint tees in khaki
- **Eliane et Lena:** yellow zip-front jackets with red accents and cropped red cargo pants
- **Kids Ink:** burnout T-shirts with a stethoscope screenprint
- **Mulberribush:** organic cotton screenprinted T-shirts.

GIRLS 7 TO 14

- **Maggie Breen:** two-piece lime green sets with a tiered tunic and leggings
- **Pink Ginger:** turquoise and brown floral dresses with bubble hems

ACCESSORIES/GIFTS

- **Gund:** "My 1st Teddy" snuggle toys from the Comfy Cozy collection
- **Kidorable:** butterfly-, ladybug- and fire chief-themed raincoats
- **Wee Ones:** two- and three-packs of crochet headbands with interchangeable bows
- **Dwell Studio:** stroller blankets
- **Loli Jewelry:** woven leather bracelets with charms
- **Old Soles:** fuchsia infant shoes with bow detail
- **Cloud B:** Twilight Turtle and Sleep Sheep bedtime aids
- **Melissa and Doug:** vinyl dolls and accessories
- **Pediped:** pink Phoebe sandals with white rhinestones and Brody sport sandals in chocolate brown



■ One Stop Kid Shop ■ The Tiny Dot ■ Baby Bug & Me