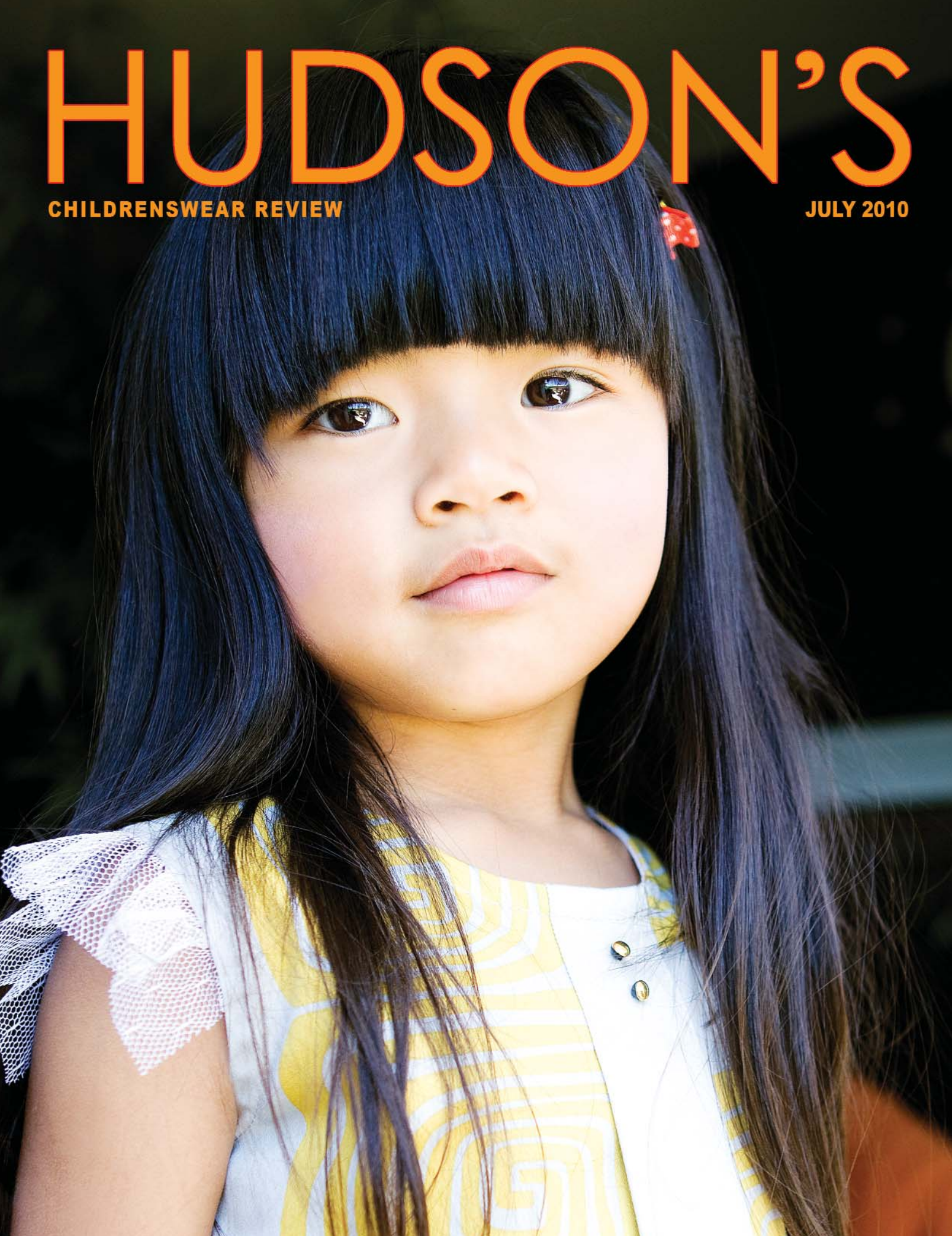


HUDSON'S

CHILDRENSWEAR REVIEW

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used to accelerate expansion of HauteLook, which became profitable earlier this year and has been growing rapidly, attracting more than 2.5 million members in the U.S. and Canada since launching in December 2007. The site has partnered with more than 1,000 top brands to date, offering more than 2,500 sale events in women's fashion, men's fashion, accessories, kids' clothing and toys, home and beauty. Among the most popular brands are BCBG, Herve Leger, Joe's Jeans, Joie, Kiehl's, Laura Mercier, Taschen and Umi. The company was founded by **Adam Bernhard** (CEO), and **Lagovent Ventures Group** partners **Brett Markinson** and **Konstantin Glasmacher**.



The fabulously named **Hello World Clothing Company** is officially on the map as a celebrity favorite! According to the company, star parents like Joey Lawrence and Layla Kayleigh as well as Matthew McConaughey and Camila Alves are

thrilled with the **SmartZip Sleeper**, the first in babyware to use a two way zipper for faster, easier diaper changes. Zip it all the way up for complete coverage and when it's time for a change just use the second zipper by the foot. Made of 100% interlocked cotton. HelloWorldClothing.com.

Creator/founder **Stephen Gross** introduces **Lil'panda**, a character lifestyle brand for tween and junior girls created in Los Angeles exclusively for department stores and specialty boutiques. This kawaii-inspired line of apparel, stationery and collectible toys features custom-cut products with graphics printed with eco-friendly water-based inks. "The Lil'panda brand is an attitude, one that expresses an upbeat take on life that is fun, inspiring yet stylish," Stephen says. "Like kids today, Lil'panda always has something to say." Lilpanda.com.

Ooh! La, La Couture, celebrities and hundreds more came out recently to support the **Great Strides Walk for Cystic Fibrosis**. The event's mission is to raise money and awareness to find a cure for Cystic Fibrosis, a disease that takes lives at a very early age. Team "Put Your Pouf on 4 Caley!!!" sported their poufy faves from the clothing company for the 5K walk along the beach in support of **Caley Camarillo**, who suffers from CF. Members include **Bella Thorne** (star of Disney's new series "Shake It Up", Fall 2010, and HBO's Big Love), **Kenton Duty** (co-star "Shake It Up"), **Allisyn Arm** (Sonny with a Chance), **Emily Grace Reaves** (Hannah Montana the Movie, the Noie and Ems Show), **Katilyn Devers** (Bad Teacher w/ Cameron Diaz and Justin Timberlake) and sister **Madison, Rachel Fox** (Dream House, Desperate Housewives), **Kendall and McKenzie Appelgate** (Desperate Housewives), **Daniella Baltodano** (Desperate Housewives), **Dani Thorne** (General Hospital), **Madison Liesle** (Kill Katie Malone), **China Anderson** (Grey's Anatomy Season Finale), singer **Olivia Grace, Jennessa Rose**

(Ponyo), **Julianna Rose** (Diary of A Wimpy Kid, American Girl), **Chelsey Valentine, Bailey and Renee Baio** (President, Bailey Baio Angels Foundation). Team leaders **Ann Dugourd** and **Jennifer Rotunno** from Ooh! La, La! Couture donated a portion of proceeds from every dress sold from the collection it designed with actress Emily Grace to the Cystic Fibrosis Foundation for research in a cure.

Popsie Organics offers high quality, safe baby apparel and accessories for healthier eco-conscious living. Bibs and apparel made from 100% certified fair trade organic cotton and feature fun patterns and bright colors The **Bandana Bibs'** smaller size means they are more manageable and can be used all day. Reversible, too, with an adjustable slip knot button hole closure for comfort and ease of use. Coordinating hats. PopsieOrganics.com.

Introducing **SnapMe Swimwear**, a suit that has snaps in the crotch so parents no longer have to peel baby from her soaking wet bathing suit to change her diaper. For toddlers learning to potty train, scurrying to peel a sandy wet suit off before an accident occurs won't be an issue because this bathing suit unsnaps quickly and she can go to the potty with ease. SnapMeSwimwear.com.

Sarah Galperin introduces her new company, **Treehouse Repts**, a photography agency entirely dedicated to children. "I am building a diverse group of artists that range from commercial lifestyle to edgy editorial in the kid's world," she tells us. "I also have photographers and illustrators based on the East and West Coast as well as Europe." Apart from the commercial aspect, Sarah goes on to say she's planning on making this agency strongly rooted in youth outreach programs. "I will donate a percentage of my annual income to a different children's charity each year and every photographer / illustrator I rep will do one pro-bono shoot for the children's charity of their choice." Cool beans! Website in the works.



To prevent cuts, bruises and boo-boos, **Snazzy Baby** offers a knee pad to cushion little knees and elbows, winning endorsements from the medical community. The Toy Man® 2010 Product Guide

reads, "Snazzy Baby Knee Pads are made to the very highest safety standards. Having the comfort of knowing that the product is endorsed by medical professionals, parents can be confident of their child being safe in using the knee pads while crawling." SnazzyBaby.us.