

HUDSON'S

CHILDRENSWEAR REVIEW

JANUARY 2009

industry news

LIST-TOPPERS AND CROWD-PLEASERS

Like many, many retailers, four-year-old **Über Baby** has experienced tough times for the last six months. President/CEO **Lynne Gonsdor** is not deterred; she's decided to grow her business in two ways. She now offers the **Über Baby Store** within a store, where retailers can have a mini Über Baby store within their store. Lynne and her business partner have launched these in six stores plan on going nationally in 2009. They've also developed the **Über Outlet**, a boutique outlet store. Retailers all around the Twin Cities area bring their season-appropriate product that is not selling and Lynne a 50-50 sale. Lynne says in their first seven months, "the concept has been just rockin'." She also says it has been a great way for her to grow her business and not tie up their cash flow. Check out MyÜberBaby.com for more.

Ardabella Scarpa, Italian for "most beautiful shoes," is a children's shoe boutique started by two ladies who wanted to provide comfortable and durable shoes for every child. The line is carried by luxury boutiques, specialty retailers and high-end department stores both domestically and internationally. **Aldabella Scarpa** offers classic designs of



genuine leather shoes for infants and children. Each shoe is designed with a specific child in mind, and the ladies at **Ardabella Scarpa** always feature one shoe whose proceeds go to a worthy cause. Recently the company donated a portion of proceeds to **Hunter Zen**, a young boy fighting leukemia.

A recent study conducted by **Dundee University's School of Psychology** shows the importance of having a child face their parent while strolling, which facilitates interaction and a feeling of security for the child. While many strollers have a rear-facing setting, **Orbit Baby** strollers feature an easy rotating functional design called the **Orbit SmartHub** system. "We saw that with the dock-and-rotate interface, parents were much more likely to actually turn their child around, since they could do it while their child is still sitting in the stroller," says Joseph Hei. Check them out. **Orbit Baby** also rolled out convenient **Stroller Panniers**, storage areas for groceries and gear that work with any Orbit seat docked on the stroller.

Annette Cardona-Stein runs "the little showroom on the corner," **Annette's Showroom # 8294** in the **Dallas World Trade Center**. Annette represents **Lemon**, **Kid Cosmic**, **IT Jeans**, **MishMish**, **City Threads**, **Guess Kids** and **BariLynn**. She writes, "Our stores are doing great and reorders come in daily. One of the secrets to the room is the partnership between the manufacturer, wholesaler and retailer." Contact her at 214.637.4446.

BT Kids Design Group has entered a strategic licensing arrangement with **Nicole Miller** for children's apparel. The first collection will be a range of holiday dresses for girls 4-16. For additional information, please contact Brand Manager **Carol Meyerson** at 212.868.2100 or cmeyerson@babytogs.com.

Bibi & Mimi is launching a new diaper bag line at the new **York International Gift Fair** this month that includes "four designs that were selected by affluent New York moms in surveys, and we have already booked orders," says **CG Gurkan**. For more, visit BibiAndMimi.com.

Walmart's Mike Duke succeeds **Lee Scott** as president and CEO of the company starting February 1. "We think the right time is now, a time of strength and momentum for the company," a company spokesman says. "Our strategy is

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