

Count Your Blessings



American Apparel and **Sesame Street** team for a limited edition line of classic t-shirts marking Sesame Street's **40th anniversary**. In November, **Google** and **Sesame Workshop** celebrated with several original **Google Doodles** at the top of the search page. November 10 is Sesame Street's official anniversary day.

box with a jewelry pouch for convenient storage. Owner **Debbie Savage** built her company on a foundation of love and tradition, as the anklet is a traditional piece of Cambodian jewelry. BabyEmiJewelry.com.

"In this trying economy, a store owner is stressed beyond belief with slower traffic, limited consumer dollars and more," **Corey Glassberg**, president of **Top Trenz, Inc.**, says. "Our company has always prided ourselves on a guarantee program, where the store owner has 30 days to trial any of our items at no risk." Corey tells us that the nine-year-old Top Trenz is an industry leader in innovative tie dye products. "This program has helped small businesses develop a great tween line. Toy stores now can branch out of their comfort zones with apparel and other great items we carry." TopTrenz.com.

Rainbow Products recently launched the **only herbal, organic hand sanitizer for kids on the market**. Sold in Whole Foods, among other natural and health food stores in the United States, Canada, South America, Europe and Asia. RainbowResearch.com.

Bohemian-inspired dresses and separates from **Pink Chicken** are now just a click away. Shop the company's new online store at PinkChicken.com.

Baby Emi's Jingle Bells Anklet is made with sterling silver or 18k gold plate in a variety of sizes for children, packaged in a

Casper the Friendly Ghost celebrates 60 years with the debut of a hardcover graphic novel from **Dark Horse Comics**,

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a new comic book series, Casper And The Spectrals from **Ardden Entertainment**; the **American Greetings** release of Casper greeting cards and **Lionel** trains collectible Casper-themed model car; also, apparel from licensees **Local Celebrity**, **Mad Engine** and **Briefly Stated**.



baby star® launches a new certified organic denim collection for both girls and boys at

affordable prices. With star accents and green stitching, garments feature pre-washed, dark blue denim available in a range of sizes. Part of founder **Dana Bach Johnson's** new soy/organic line. BabyStar.com.

Lisa Marks Associates (LMA) inks a deal with **Jem Sportswear** and **Awake, Inc.** as the master apparel partner for **Coolabi's Scarlett & Crimson** brand, with a planned consumer products program for back-to-school 2010.

In November, **JCPenney** launched a preview of travel-themed **Olsenboye**, a new exclusive juniors brand of casual sportswear and accessories created by **Mary-Kate and Ashley Olsen**. A full launch is slated for spring 2010 supported through print ads, direct mail and a digital campaign including its website, Facebook page and Twitter among other things. Olsenboye.com.



Bebe Chic

Bebe Chic introduces the **2010 Bedding Collection**, handcrafted styles available for cradles, round cribs, Stokke Sleepi cribs and other specialty cribs and big kid beds. BebeChic.com.

SuSu N Hughey tells us that her company, **babysusu**, just turned two – "Who knew that we'd be getting our luxe all-boy's line up to full steam just as the economy was blowing a gasket," she says. She's having quite a bit of success with her luxury pieces. Why? "While we may cut back for ourselves personally, we still do love to spend on the little ones." Babysusu is adding luxe cotton pieces for a fraction of the price of their cashmere. babysusu.com.

Laura Ashley, Inc. appoints **Kwan C Ng** president, overseeing the licensing operations and business strategy for North and South America, replacing **Lawrence Chai**, who retired in September. LauraAshley-USA.com.



Chi Chi Baby introduces a new line of designer baby bottles plus

matching one-piece Snappies and Beanies.

Born in January from the mind of

founder and president **Stacy Bowers**, the embellishments are encased inside a custom double-walled design. Top rack dishwasher friendly, BPA safe, CPSIA compliant. The coordinating Snappie is made of 100 percent combed ring spun cotton. ChiChiBabyBottles.com.

CPLG Canada, licensing arm of Cookie Jar Group and sub-agent for Jim Benton's **It's Happy Bunny**, licenses **Lady Sandra Home Fashions** for bedding et al and **Imports Dragon** for plush toys, key chains, arts and crafts collections and dripstiks, available at retail in 2010.

Lea Furniture, a unit of **La-Z-Boy**, introduces the **Nickelodeon MyRoom** collection, developed with Nickelodeon/Viacom Consumer Products (NVCP), featuring Dora the Explorer, Go, Diego, Go!, SpongeBob SquarePants, and its signature Slime.

Los Angeles, CA-based online boutique **BLU Couture Kids** began from a passion for fashion and motherhood.

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Owner **Leemor** creates a collection of comfy everyday playwear clothes for infants, toddlers and youth. She also creates fun party invitations for girls and boys, too. BLUCoutureKids.com.



BUZZ basics

BUZZ basics, the Virginia Beach, VA-based line for toddler to tween-aged girls enters its third season with perfect palettes joined by versatile silhouettes in Spring 2010. BUZZBasicsForGirls.com.

Charles River Apparel continues its nationwide expansion with the recent hiring of **Tom Schlegel** to exclusively represent the brand in the New Jersey area. CharlesRiverApparel.com.

The Jim Henson Company and **Random House Children's Books** partner on the rights to publish original books based on the preschool animated series **Dinosaur Train**. PBSKids.org/DinosaurTrain.

Cartoon Network Enterprises and **Giftventure**, which creates personalized treasure hunts, enter into a new licensing deal to create **Bakugan** and **Ben 10 Alien Force** adventures.

Cupcakes & Pastries from Xsoul International recently debuted with fashion forward yet timeless dresses for little girls - with a women's contemporary flair. This affordable collection finds inspiration from almost anywhere or anything. Designer **Inshi** says, "Live Fabulously!" CupcakesAndPastries.com.



New Generation Computing® (NGC®) has joined the **Association for Retail Technology Standards (ARTS)** committee to develop retail PLM standards. NGC is working alongside retailers and technology vendors to develop an XML scheme representation for the product development lifecycle, to help drive more efficient product development lifecycles, improve communications between retailers and their trading partners and improve data management. NGCSoftware.com.

4Kids Entertainment is appointed worldwide licensing agent for **Quints**, a line of five two-inch dolls initially introduced in the 1990s. 4Kids is working on the re-launch with **Merry Loomis**, who has re-teamed with the Quints creators **Chris Ericson** and **Vinny Baiera**.

HarperCollins Children's Books taps **Dimensional Branding Group** to represent its kid's book series **Biscuit** for

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product licensing. The 13-year-old book series is targeted to preschoolers, written by **Alyssa Satin Capucilli** and illustrated by **Pat Schories**.



Doctors and researchers have identified traditional crib bumper pads as a health hazard and potential risk for suffocation or strangulation of infants for years. **Wonder Bumpers** from **Go Mama Go Designs, LLC** are different because they wrap each rail of the crib individually from top to bottom with a secure zipper closure. Available at GoMamaGoDesigns.com and specialty retailers nationwide.

Holiday music CD's created especially for the little ones are great last-minute stocking stuffers, like **My Baby Loves...Christmas**, created by husband-and-wife team **Charley and Susan Greenberg** and distributed by **Traffic Entertainment/The Orchard**. The series also includes anthologies of music from Michael Jackson, Madonna, and the hit of the 80s.

MyBabyLovesLullabies.com. **Nancy Stewart's** CD, **A Season for Singing**, combines holiday classics with original material, bringing a global sensibility to the spirit of the season.

NancyMusic.com. At California-based

Music For Little People, Christmas Favorites is the fifth offering of the company's "right-priced" Favorite Series, with holiday singalongs performed by children and grown-ups. MusicForLittlePeople.com.



Marvel Entertainment enters into a new multi-year licensing deal with

Elmer's Products' kids division, **GiddyUp**, to produce and market a range of products based on Marvel's Super Hero Squad, Spider-Man and Marvel Studios' feature films Iron Man 2 and Thor.

The Upper Deck Company signs a multi-year licensing deal with **Hit Entertainment** to produce a line of **Thomas & Friends** trading cards including stand-up and sticker trading cards available at retail in late 2010, as part of Thomas' 65th anniversary.

Varsity, a cheerleading and dance team apparel company, names **Cookie Jar Group** as its exclusive licensing agent and entertainment partner beginning in 2010. **Copyright Promotions Licensing Group (CPLG)** is handling all worldwide licensing for Varsity, while **Cookie Jar Entertainment** is developing live-action and animated original programming.

The **Infantissima** line is Made in the USA and recently added sleep sacks and diaper covers. The use of sleep sacks is one of the recommended methods of covering the baby to prevent the possibility of S.I.D.S. Infantissima.com.



Copyright Promotions Licensing Group (CPLG), the North American licensing agent for **Lucha Libre USA** and the **Lucha Libre AAA league**, appoints **Playmates Toys** as the master toy licensee for the wrestling brand, producing the first official Lucha Libre AAA toy and collectible line, set for release in fall 2010.

Andrea Strauss is promoted to **VP/Nickelodeon Consumer Insights**, continuing to serve as the in-house expert on the lifestyles and attitudes of kids/teens/young adults/parents.

Ethical fashion from the Himalayas launches in the U.S. with **Eternal Creation**, a range of baby's children's

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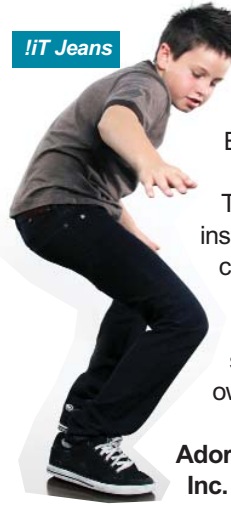
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industry news



and women's wear. Conceived in 1999 by Australian designer **Frances Carrington**, Eternal Creation is committed to improving the working conditions and prospects for Tibetan refugees and local Indians, running their own design and production workshop, mixing Buddhist, Hindu and Muslim faiths. EternalCreation.com.

!IT Jeans



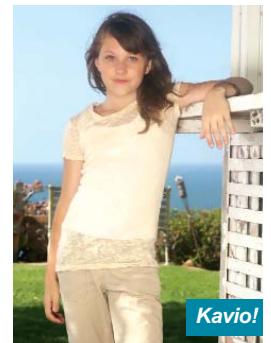
The new boys line from **!IT Jeans** is inspired by the American worker. "Our customer wants to help transform a better society," says **Christie Cottier** of the AVP Kid's Division. "He wants to infuse society with newness and optimism in his own unique way." !ITJeans.com.

Adorable Kinders Rag Dolls from **Granza Inc.** are awarded Dr. Toy's 2009 100 Best Children's Products Award and the 2009 10 Best Toys Award; the Toy Man Seal of Approval, Award of Excellence, Eco-Recognition Award and the "brass ring" eChoice Award and the 2009 Children's Products Gold Award from National Parenting Publications Awards (NAPPA). AdorableKinders.com.

Actress **Ali Landry** and **Annie Kate Pons** launch **Belle Parish**, inspired by Southern culture, vintage patterns and classic styles. For Ali and Annie Kate, designing children's clothing is a way to celebrate family, women, lifestyles and personal style. Belle Parish will include products for home, clothes for family and books for children. BelleParish.com.

Big Tent Entertainment brings the Domo t-shirt licensing effort under one house in naming **Fifth Sun** as master t-shirt licensee. The deal furthers the relationship which includes an apparel line based on the motocross brand the **Crusty Demons**.

The new twisted crew neck t-shirt by **Kavio!** in burnout fabric is a trendy and unique tee that can complement any outfit. Available in a ton of colors: army green, white, cactus, baby pink, blue, charcoal, indigo, nude, black, brown, butter and camel. Wow! Kavio.com.



FremantleMedia Enterprises (FME) signs new license deals for the design property **Rebecca Bonbon**, the French bulldog created by designer **Yuko Shimizu**, of Hello Kitty fame: U.S.-based **Kids Headquarters** - young ladies and junior products as well as a pet line; UK-based **Blueprint** - stationery and storage products; France's **MOA** - co-branded merchandise.

David Vladeck, new director of the **Federal Trade Commission's Bureau of Consumer Protection**, says the

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commission is reviewing practices and standards around **advertising to kids**. The commission plans substantial efforts this year and next around food marketing to children and adults; Internet selling techniques; endorsements and testimonials; green marketing and privacy matters; and better coordination with sister agencies, especially the Food and Drug Administration. The actions include a new campaign aimed at teaching kids how to recognize and analyze advertising.

jumping jacks[®] Sport

Footwear brand **Jumping Jacks** is launching a new category, **Jumping Jacks Sports**, featuring super lightweight outsoles with gel technology that are machine-washable. Jumping-Jacks.com.

New Orleans, LA-based **Kalencom** expands with a collection of 100 percent

organic cotton layette pieces based on the original artwork of **Eleanor Grosch**, who finds inspiration in the animal kingdom. Kalencom.com.



Umi, LLC partners with **Badorf Shoe Company, Inc. (BSC)** of Lititz, PA to assume all selling, physical distribution and retailer customer service of the Umi brand in the U.S. beginning in 2010. Umi will continue its product development, design and branding for the Umi collection worldwide. Additionally, Umi will invest additional resources to expand its international presence which now includes distribution in the United Kingdom, Canada and Greece. UmiShoes.com.

Coppertone[®] enters into a new licensing agreement between **Schering-Plough HealthCare Products** and the **IV Gear** division of **InnoVision**, to

introduce 23 styles of sun protective headgear. Coppertonehats.com.

St. Eve Kids, a division of **Russell Newman Brands**, has been cultivating an adorable group of animal designs called **Drama U**; the characters can be seen on sleepwear, undergarments and other fun St. Eve Kids products. The company is creating a series of web shorts and a viral website as their home. RussellNewman.com.



Hollywood seems to love **Kid Kustoms** – like pin-up queen **Sabina Kelley**. **The Price is Right** was so happy with the response they got with the tangerine Roddler that they

offered the company a permanent spot on the show. Writer, producer and director, **M. David Melvin** wants to feature a Roddler in his newest project for Anima Films. KidKustoms.com.

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The newest creative toys from **Allen Ave. Designs** are soft and sturdy designs for hours of imaginative play, including two new **Bunkie Flyer** characters and **Bunkies Action Throw Heroes**. AllenAve.com.



Kansas City, MO-based retailer **Lauren Alexandra** celebrated 15 years in business in October. Owner **Pamela DiCapo** creates whimsical

nursery and bedroom designs for children and their parents all across the country. LaLaBaby.net.

Nearly 750 industry leaders came out to support **Kids In Distressed Situations, Inc. (K.I.D.S.)** and **Fashion Delivers'** annual fundraising gala at the Grand Hyatt Hotel, surpassing both the attendance and fundraising targets and bringing in a total of \$1.15 million. Recognized for philanthropic efforts were: **John Daly**, president of Trade Finance, CIT Group, **Gary Simmons**, CEO of Gerber Childrenswear LLC, **Andrew Hall**, president and CEO of Stage Stores, and **Sesame Workshop**. K.I.D.S. and **Blue Star Families (BSF)** join forces to launch **Books on Bases, Smiles on Faces**, with the goal of giving military kids creative outlets to dream and learn that also helps them cope with the challenges faced by military families. The program offers support to the strained infrastructure of school libraries on bases and provides an excellent volunteer program to help bring military and non-military communities closer. KidsDonations.org. BlueStarFam.org.

Children's special occasion clothing retailer **PuddlesCollection.com** launches a complete redesign of their site, including an overall navigation revamp, enhanced product display, detailed size charts and a special events blog.

According to **Epsilon Targeting**, the newly formed data division of Epsilon,

online sales continue to grow and certain product categories remain popular among consumers despite a challenging economy. Epsilon Targeting's **Annual Multichannel Trend Report**, which is based on aggregated merchandise purchase data from the Abacus Cooperative database, indicates the need for marketers to target customers based on past purchase behavior, geography and economic conditions. Epsilon.com.

Owner **Blair Everett and Babalu, Inc.** recently acquired Bridgeport, CT-based **WJ Fantasy**. WJ Fantasy's **John Sullivan** continues to handle sales at specialty channels and **Kathy Morey** manages operations and day-to-day activities for both businesses.

Ambajam, manufacturer of baby and toddler accessories, adds veteran **Susan Wallace** as Mid-Atlantic sales rep. Ambajam.com.

Portland, OR-based **Little Pea**, a print driven collection of girl's separates, recently launched for Spring/Summer 2010. Designer **Sara McMahon** pays careful attention to comfort and detailing is applied to each piece. LittlePeaOnline.com.



"This Holiday line is about bringing timeless elegance to our brand," says **Laura Gendron**, owner and designer of **Petite Fleur Designs & Co.**, offering one-of-a-kind, Made in the USA baby/toddler girl crochet hats, flower hair clips, bows, headbands and more, and expanded its baby girl and baby boy layette line. PetiteFleurFesigns.com.

Stride Rite's new **Sensory Response Technology (SRT)** collection helps babies develop a healthy gait when learning to walk. Extensive research was conducted with New York's Hospital for Special Surgery for development,

finding that babies' first steps shape their gait for the rest of their life. They use a sensory feedback system, flexible design and unique construction. StrideRite.com.



Four-year old **LUNDMYR of Sweden** launches in North America, offering unisex, mix and match clothing and accessory collections for the modern parent and child. Swedish mumpreneur **Mia Lundmyr** designs garments made from organic eco-cotton while

contributing to a better environment and healthier future. The unique look is characterized by a red, white and black color scheme of bold stripes, funky hearts and star prints. LUNDMYRofSweden.us.

Twenty-two-year-old **Daniel Bertagnolli** has written and illustrated four children's books and is currently completing his fifth. In **Whoop Turned Out the Lights?** published by **Trafford Publishing**, little owl Einstein learns a valuable lesson and overcomes his fear of the dark. It's the second in a series revolving around the inhabitants of Fungus Wood Forest. Trafford.com.

Plato's Closet's Tell Us Your Story campaign was launched so that local teens and twenty somethings can make their voices heard. The Minneapolis, MN-based gently used fashion store wants to "tailor our assortment of styles and service to better meet their needs," says director **Renae Blonigen**. Customers can visit PlatosCloset.com to share. The campaign expanded to include television commercials. View them on facebook.com/platoscloset.

Made in Los Angeles: **Cheryl Ko** offers a complete line for girls in sizes infant through 16 designed by **Gordana Bordighi**. **Me & Ko** dresses and tops can be found at Nordstrom, Lord & Taylor and other better stores nationwide. "We like to imagine that our dresses love being made in California, where it's forever sunny and the spirit is always youthful." GlamGirlInc.com.



As family budgets tighten, the need for functional, affordable kids' clothing is increasingly important. Work and lifestyle apparel brand **Dickies®** recently added the new **Extend2Fit** garments for boys and girls, quality school wear that provides the durability to stand up to repeated wear and tear. It features



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Momma Coutre



Momma Couture™ is a line of fully insulated bags that let parents replace the traditional plastic containers used to store wipes and snacks with more sustainable and fashion forward options. MommaCouture.com

Milford, CT-based **Baby's Language** expands to 18 new boutiques throughout the United States and Canada, a 29 percent

increase since **Elisa Lysiha**, West Coast sales representative for the

Treehouse Showroom in Los Angeles, CA, started representing the line. Baby's Language is **open to additional representation** in territories outside of the West Coast as well as road representatives. BabysLanguage.com.

Pinc Premium has a new line of rayon and ruffle tops, produced in their family owned Brooklyn, NY factory, which

really gives an advantage. Owner **Steven Fallas** says, "We can add trends as we see them develop and will continue to do so for every delivery." PincPremium.com.

No Slippy Hair Clippy® introduces **Baby's First Hair Clips®** and **Baby's First Bows®** one-half inch shorter than the standard alligator hair clip, yet use the same patented magnetic hair clip lined with Swiss velvet. HairClippy.com.



Happy Heinys is the number one favorite among the Hollywood set (could it be because of the fabulous name?). The company recently won the Excellence in Customer Service award from the San Diego Chamber of Commerce and the Achieving Exceptional Marketing Success from the U.S. Commerce Association (USCA) for "enhancing the positive image of small business through service to their customers and community." HappyHeinys.com.

Seattle, WA-based infant clothing and accessories company **Pukies** announces a new expanded product line, including stain-resistant and eco-friendly clothing. The company also

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débuted a new Buggies line with Insect Shield. Pukies.com.

Netherlands-based **Mutsy** introduces the **Transporter**, the company's most affordable and lightest weight stroller to date. The new combination stroller is ideal for the cost conscious parent seeking a high quality baby transport solution.



Available at Mutsy.com and at leading specialty juvenile products stores nationwide.

Chairman **Peter L. Malkin** and president **Anthony E. Malkin** announce the rebranding of Malkin family real estate businesses: **Malkin Properties LLC** and its affiliates, formerly W&M Properties; **Malkin Securities Corp.**, formerly Wien & Malkin Securities Corp.; **Malkin Construction Corp.**, formerly W&M Construction Corp.; and **Malkin**

Holdings LLC, formerly known as Wien & Malkin LLC. MalkinProperties.com.

See Kai Run celebrated five years in November with 1,200 doors in North America, availability in over 20 countries, to-date donation of nearly 34,000 pairs of shoes to children in need and placement at #196 on the 2009 Inc. 500 list of fastest-growing private companies in the United States. Congratulations! SeeKaiRun.com.

Looking for a Secret Santa gift? **Neela Products** launched in 2008 to offer stylish, convenient and environmentally-friendly products that help consumers make small changes in their daily routines, which can make a big impact on the environment. With offices in Charlotte, North Carolina and California, the



company is committed to doing its part to support environmental education programs for children. NeelaBags.com.

Punkster is a 100 percent organic cotton certified line of newborn shirts sporting unique text graphics like, "I crawl the line." Now sold in Nordstrom and boutiques across the country, celebrities such as Kate Hudson, Sheryl Crow and Tori Spelling have been known to outfit their little ones in the Punkster. NiceShirtBaby.com.



Rhoost LLC launches two patent-pending products; the **Edge Om** that protects furniture, and the **Sling Hub** that keeps hands out of off-limit cabinets, functional and stylish child proofing products. Rhoost.com.

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Sugar Apple Design creates wearable works of art. Designer **Shanda Chiumento** is inspired by the Caribbean and creates clothing and accessories from 100 percent cotton; comfortable and machine washable. SugarAppleDesign.com.



After being recognized as "Best of LA" by Los Angeles magazine, **Right Bank Babies'** first-ever store, **The Right Bank Babies Shoppe**, opened its doors and features their trademark reversible pieces inspired by casual LA style with a Parisian flair, along with

handpicked accessories including shoes, hair clips, and hats. Creator and head designer **Ellen Uzarowicz** named the collection after the fashionable Right Bank of the Seine River in Paris. RightBankBabies.com.

Silver Star Casting Co. is introducing their edgy lifestyle brand into the kids' clothing market under a licensing agreement with New York-based **BT Kids Design Group** to create boys' wear for Spring 2010, followed by a full collection launch of tees, 2-fers, hoodies, wovens, denim and outerwear for Fall 2010.



When Playtex issued a cease and desist warning to jewelry designers **Neyle and Rhett Templeton** for using the term "binky" in the name of their signature product - a sterling silver pacifier holder that adapts to a mother's bracelet - the sisters quickly organized a national contest to rename the product. Winner **Jee Youn Fickling** came up with a new, more sophisticated name: **The Heirloom Bijou Bracelet**. TempletonSilver.com.

Vincent Shoes LLC is now represented on the West Coast and through the Rocky Mountains by **Darlene Garcia**, based in Los Angeles, CA.

Seattle, WA based **Edoche** introduces new division **Baby Champagne**, based on the packaging that presents its cotton layette gift items: canisters, bottles and goblets. BabyChampagne.com.

The **Dapper Snapper** is a cost-effective, easy-to-use, innovative invention and fashionable answer to droopy drawers. Keeps pants from falling down. A great impulse-buy at the retail counter. DapperSnappers.com.

Mum 2 Mum launches **The DreamSwaddle**, a unique new concept in swaddling babies to ensure that baby is kept safely swaddled and ready for a warm, comfortable night's sleep. Mum2Mum.com.

Rondo manufactures a collection of **3D Peel and Stick Wall Décor** art, very kid-friendly, making it easy to transform walls. RondoRoom.com.



For the 2010 season, **Birki's** introduces a new **Disney® by Birki's** collection of clogs and sandals, new two-tone Soft-Base® soles, and an international partnership with **DKMS**. The Novato, CA-based company also appoints **Robert Mangione** as vice president of sales and marketing.

Launched by two moms in Texas, **Nelle & Lizzy** is a collection of custom-stamped sterling silver jewelry from bangles to charm bracelets, birthstone rings to double rings, for a unique and individualized gift. NelleAndLizzy.com.

Kids furniture company **Oeuf** introduces **The Walnut Sparrow** line, reminiscent of the best of mid-century design. Made of highly sustainable birch wood and finished in a non-toxic deep walnut finish, it's the epitome of urban chic yet surprisingly affordable. OeufNYC.com.

Peter Yarrow, of "Puff, the Magic Dragon" fame, recently released a picture book of his hit song, **Day Is Done**. Caldecott Honor-winning artist **Melissa Sweet** has created



images that celebrate the loving bond between parent and child, as well as the connection between all creatures of the earth. Amazon.com.

Co-founders **Mai-Lis Bahr** and **Meghan Hampton's** inaugural Spring/Summer 2010 collection of **Polka Dot Tot Couture** fulfills their life's passion to create clothing that both mom and child will love, born from the idea that moms can be practical, fanciful and have presentable children all at the same time. PolkaDotTotCouture.com.



Founder **Carys Bice** debuts **tinytongs™**, an innovative eating utensil designed for young children featuring an ergonomic, curved shape and non-slip grip formed to stay in a child's hand. Kids also strengthen their hand muscles while using them and they're dishwasher safe. TinyTongs.com.

The **SPIbelt™**, an acronym for "Small Personal Item Belt," is developed by avid runner **Kim Overton** and designed to stow away iPods™, Blackberries™, keys, medical supplies, money, credit cards, wallets and passports so they won't interfere with an athlete's performance. SPIBelt.com.

Z. Daisy's eco-friendly **Binkie Bungee™** is made from Okeotex certified fabric, packaged using recycled cereal boxes. All Binkie Bungees are made with a universal attachment so that it can be used with all types of pacifiers. ZDaisy.com.

Acoustic's spring line is based on San Francisco, with a kick back to 60-70's vintage and a hint of chambray. Available in sizes 3m to 6T, celebrities such as Julia Roberts, Jenny Garth, Brooke Burke and more have been turning to Acoustic to dress their little ones. This line can be purchased online, Barneys or boutiques across the U.S. AcousticKid.com.

Designed by a golf-loving dad, **Fore!! Axel & Hudson** puts what they call "a hip spin on golf's signature style - think country club meets California cool," with a boys collection. An eco-friendly brand, most pieces are crafted from sustainable bamboo/spandex. The company also partners with charitable organizations like Boys Town California to help give kids and communities a brighter future. ForeAxelAndHudson.com.



Banker-turned-entrepreneur **Rita Kahn** is the president of newly launched **ZeePortal.com**, a free virtual marketplace for designers, buyers and models working in the fashion industry. In addition, **Zeehelp.com** also launched, offering full-time virtual personal assistants working 40 hours per week at reasonable rates.

Designed and Made in the USA in sunny Santa Monica, CA, **Flap Happy** launches their newest line of UPF50+ sun protective swimwear, headwear, cover-ups, shorts and rashguards for boys and girls, and introduces swimwear for girls with poly/spandex "Quick to Dry" UPF50+ protection. Check out new body styles and prints at FlapHappy.com.



Ron Yates joins in sales efforts for **HUDSON'S**. The owner, campaign consultant and project manager of BFC Printing/BFC Political in Los Angeles, brings 30+ years of advertising sales experience to the team. Welcome!

Jamari Int'l. Ltd. collaborates with the **Onekid** brand on exclusive sales, service and distribution of the brand in the U.S. This European-inspired, contemporary, coordinated sportswear collection for boys and girls ranges from 12 months to 12 years, is innovative, kid friendly and well priced. See the Fall/Winter collection starting in January at the New York Jamari corporate showroom, ENK Children's Club, Jamari showrooms in Atlanta, Los Angeles, and Dallas during markets, or contact your local reps, **Bobby Brody** and **Krista Hylbak** for the Midwest, **Susan Callahan** for New England and the Southeast, **Elaine Edwards** for Northwest, **Kent and Diane Swee** for the Rocky Mountains and **Bill Mancini** for N.Y. Metro and the Mid Atlantic. Also, Jamari moves their Dallas showroom to Suite 8048. JamariLtd.com.

Haident Surf is back for 2010 with new styles of boardies and Slaps – i.e., flip flops – with the signature surfer boy logo printed on the bottom in sizes walker 3/4 to boys 13. The company teams with **EyesCreamShades** on sunglasses made with polycarbonate lenses, shatterproof in the sand, that block virtually 100 percent of UVA, UVB and UVC rays. The Treehouse Showroom in the California Market Center is their newest showroom. HaidentSurf.com. (HCR)





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