



# growing up

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## **The Growing Up collection**

We have created an exclusive collection for babies and children from 3 months to 6 years in our soft and durable materials. The clothes are spacious and made to grow in, and the quality, colors and design will last for multiple children in the family. And some items are even multifunctional - the fleece jumpsuit can for instance be used as outerwear during spring.







## Selling points

- Size 3 months to 6 years
- Free size choice - no assortments
- Well known quality and certifications
- Flexible sizes - long lasting
- Easy to buy as gifts
- Long lasting design, colors and quality
- Unisex and slow fashion
- Faktor 3 - and stock for supplementary order



## Materials and design

The collection is designed in all the materials that you know. Our fleece that has been known for the past 20 years counts for the biggest part of the collection and of course our new organic cotton quality is also included. The design is meant to be unisex, where the color scale changes season after season. The different items and colors can be mixed and matched in numerous ways, and all pieces have name labels for children's names and parents' phone numbers.



## No waste pillows

There is a selection of pillows from small play pillows to nursing pillows and bed bumpers. They are a part of our no waste designs where the filling is made of the cleanest OEKO-TEX certified fleece scraps.



## Gift ideas

The Growing Up products are especially suited as gifts from friends and family - for the new baby, the christening, the first birthdays and so on. For that reason, the collection fits in perfectly in any fashion store, lifestyle boutique, gift shop, interior store and the like.