i ne coolest company in the playground, bringing you the best in kidswear and providing you with comfort and style for your fashion-forward fashionistas. Hear them roar! Visit www.pandalondononline.co.uk and follow @_panda_london on Instagram.

17. PETITE MAISON is a luxury children's brand founded by stylist and mum Zofia Slotala. Its handmade pieces combine elegant design with the highest quality fabrics. Petite Maison offers a broad collection of occasionwear for girls and boys. Their Baby Cashmere and Christening Collection are available online at www.petitemaison.pl and @petitemaison_official on Instagram.

Is. DOLLYDUST Baby Books offers the world's first premium-quality baby books that customers fill online before printing and delivery to your doorstep. You can organise, add and edit pages exactly as you want. Many of the 9 cover options are completed with golf foiling. Visit www.dollydust.com and follow @dollydustbooks on Instagram.

19. MAKING MEMORIES LONDON offers modern nursery items, bespoke gifts and accessories. Following the latest trends for nurseries, this brand makes play rooms contemporary whilst keeping with your house dcor. Follow on Instagram @makingmemories_london or visit www.makingmemorieslondon.com

20. MY LITTLE GENT is a luxury little boys clothing line that 20. Mr LITTLE GENT is a tuxury little boys clothing line that specialises in one-of-a-kind tailored button down shirts, blazers, and bow ties. The founder, and mum of two, Channelle Halsey, is on a mission to make shopping for little boys exciting. Shop today at www.mylittlegent.com and use code VOGUE19 for 15% off before 28/02/2019!

21. Discover BUBBA ORGANICS, one of Australia's favourite natural 21. Discover BUBBA ORGANICS, one of Australia's favourite natural baby skincare companies, kind and gentle to both baby and nature, this eco, award-winning brand offers beautiful skincare solutions for families. Safe to use from birth, Bubba Organics premium products contain no synthetics or nasties, just pure, ethically sourced natural ingredients that mums can trust and babies love. Learn more at

www.bubbaorganics.com.au and visit @bubbaorganics on Instagram.

22. DEER GRACE XO provides top quality children's footwear with timeless style. Their beautiful vintage inspired shoes are a perfect addition to your little one's wardrobe this season. Use the code: VOGUE at checkout to receive an exclusive 15% off your order before 28/02/2019 Visit www.deergracexo.com and follow @deer_gracexo on Instagram.

23. STITCHED IN THE SHIRE was founded by sewing enthusiast Robyn Nash, from her sewing room in Hertfordshire. She creates lovingly handmade clothes and accessories for little ones, such as pinafores, rompers, bibs and skirts from whimsical, countryside inspired, printed fabrics. Visit www.stitchedintheshire.co.uk to view the range, and follow @stitchedintheshire on Instagram

24. MINI MUSE's founder, Margaux Pautric, is a recent fashion school graduate, with a passion for classic and timeless design and a fundamental love for children. His designs are made from the highest quality materials such as cashmere, silk, cotton and velvet in gorgeous pastel colours. Worldwide shipping available. Visit www.minimuse.fr and follow @minimuseboutique on Instagram. Photo Credit: Victoria Kozlyuk.

25. LOTTA + PEPE is a declaration of love to all children of this world. Give a personalised and unique gift to a new parent for a birth or baptism, with Lotta + Pepe's personalised cloud pillows. Made with 100% organic cotton in Germany. Visit www.lottaundpepe.com

26. VENICE CHILD. The Kangaroo is designed to be used from birth to toddler. The smooth 20. VEX. CELL. The Rangardo is designed to be used from both to dodder. The smooth and streamlined chassis design is made with polished aviation aluminium that resists rust and the wheels are fitted with a shock absorbing, swivel mechanism that ensures a smooth and comfortable ride. High quality safety testing and cruelty free, eco friendly manufacturing processes make this the buggy to own now. Available from www.venicechild.eu

27. There are a lot of things to think about when you are excepting, but stretch marks don't have to be one of them. WILLOW BY THE SEA has created a 100% certified organic, waterless Belly Butter, brimming with essential fatty acids and antioxidants. Helps nourish skin with moisture and supports it as it stretches during pregnancy. Visit www.willowbythesea.com

28. FLOCKMEN are not just a set of toys! Flockmen are the heroes of your child's story: open-ended, Montessori and Waldorf inspired toys, that can be played with in so many different ways. Stackable, buildable and countable, your child can exercise their fine motor skills and arithmetic. High quality, 100% natural and made from strong birch tree. Visit www.flockmen.com – free worldwide delivery! Follow @flockmen on Instagram and Facebook.

29. SKIKKERLI is an Italian family-run company that makes clothing exclusively from 100% GOTS-certified cotton with non-toxic dyes. The fabric you first snuggle your baby in matters! Visit www.skikkerli.it

30. NOUVEE BABY is an online emporium that celebrates all things baby. With affordable prices and a huge range of classic to trendy clothes toys and furniture, it's the perfect place to find everything you need for your little one. We love this adorable watermelon sunsuit and headband set, available at www.nouveebaby.com – follow on Instagram @nouveebaby

31. Designed by husband and wife team Teri & Justin, and manufactured in Vancouver, HUDSON + HOBBS childrenswear is proudly Canadian. Unique pieces for fashion conscious 1-8 year olds make up collections that are eye-catching and on-trend, whilst still functional and comfortable. Follow @hudsonandhobbs on Instagram. Available from Nordstrom and www.hudsonandhobbs.com

32. OLE DESIGN is a Canadian label of modern children's apparel and accessories. Their designer, Olena Gurr, says "We believe in thoughtful fashion," a belief which they pursue by using only natural fabries like organic cotton in their handerafed collections. 'Sustainable comfort and style' is the label's motto. Visit www.oledesign.ca and follow on Instagram @ole.design





























