



K A M A R I K I D S

B R A N D M E D I A K I T 2 0 1 7

# KAMARI KIDS

Kamari Kids is an online children's clothing boutique for the music lover, the dreamer and the kid who stands out from the crowd. Kamari Kids curates clothing that is rock & roll inspired, eclectic and on the cutting edge of fashion. Our products are for the modern family and styles your kids one rock star at a time!!

**WATCH OUR BRAND VIDEO!**

WEBSITE | [KAMARIKIDS.COM](http://KAMARIKIDS.COM)

EMAIL | [INFO@KAMARIKIDS.COM](mailto:INFO@KAMARIKIDS.COM)

PHONE | (516)993-1951

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**@KAMARIKIDS**





# WELCOME TO KAMARI KIDS - HI!!

Here's how my venture with Kamari Kids began. Like any good song, my story hits all the right notes and is a collaboration with my life long best friend, Maria. Maria and I grew up in Queens, New York. From first grade, we were inseparable, until I moved to Long Island in the middle of fifth grade. Maria gave me the best parting gift, -the "Colour by Numbers" Album by The Culture Club. That was my absolute favorite band at the time and I was infatuated with Boy George. The next time I saw Maria was at her sweet sixteen. Our friendship picked right back up where we left off and we were inseparable once again. We traveled to Los Angeles, Memphis and New Orleans. All hot music spots and found our groove together singing karaoke to "Paradise City" by Guns 'N' Roses. Maria was in love with high-end fashion. She would spend all her back to school money on one pair of designer jeans, sneakers and would build her wardrobe around those two items. Then my best friend left me for the sunny good vibes of Los Angeles. She followed her dreams to the city of dreams. Maria always had a passion for performing and acting. Her go-to performance would be acting out the Calvin Klein jeans commercial with Brooke Shields..."nothing gets between me and my Calvins." Meanwhile, I got hitched and had a few kids. I realized my life as a CPA turned Elementary School Teacher needed a reboot to harmonize with my life as a mom. When my creatively unique playful daughter Isabella was eight years old, she turned her bedroom into a blown out fashion boutique replete with clothes hanging, cash register and a wait list with her "customers" for incoming inventory. It was adorable. It was the spark that fueled my fire to fuse my love of children with my passion for fashion. I was ready to take a leap of faith. I was bubbling with excitement and creative juices when Maria landed back to settle on the East Coast now with her family. At her daughter Sophia's baptism, I shared my idea to open a children's clothing boutique. As her eyes widened, Kamari Kids was born. We were teaming with ideas on how to portray our edgy style preferences into a new brand for our children and yours. We attended FIT (Fashion Institute of Technology) together to brush up and prepare to launch our fashion business. For over two years, we've worked side by side to create a go to source for a little bit of rock 'n roll and a whole lot of love. Our Kamari Kids are like us, the music lovers, the dreamers, and the kids who stand out from the pack, namely, rock stars.

**NOW, LET'S ROCK!**

*Sabrina,  
Co-founder Kamari Kids*



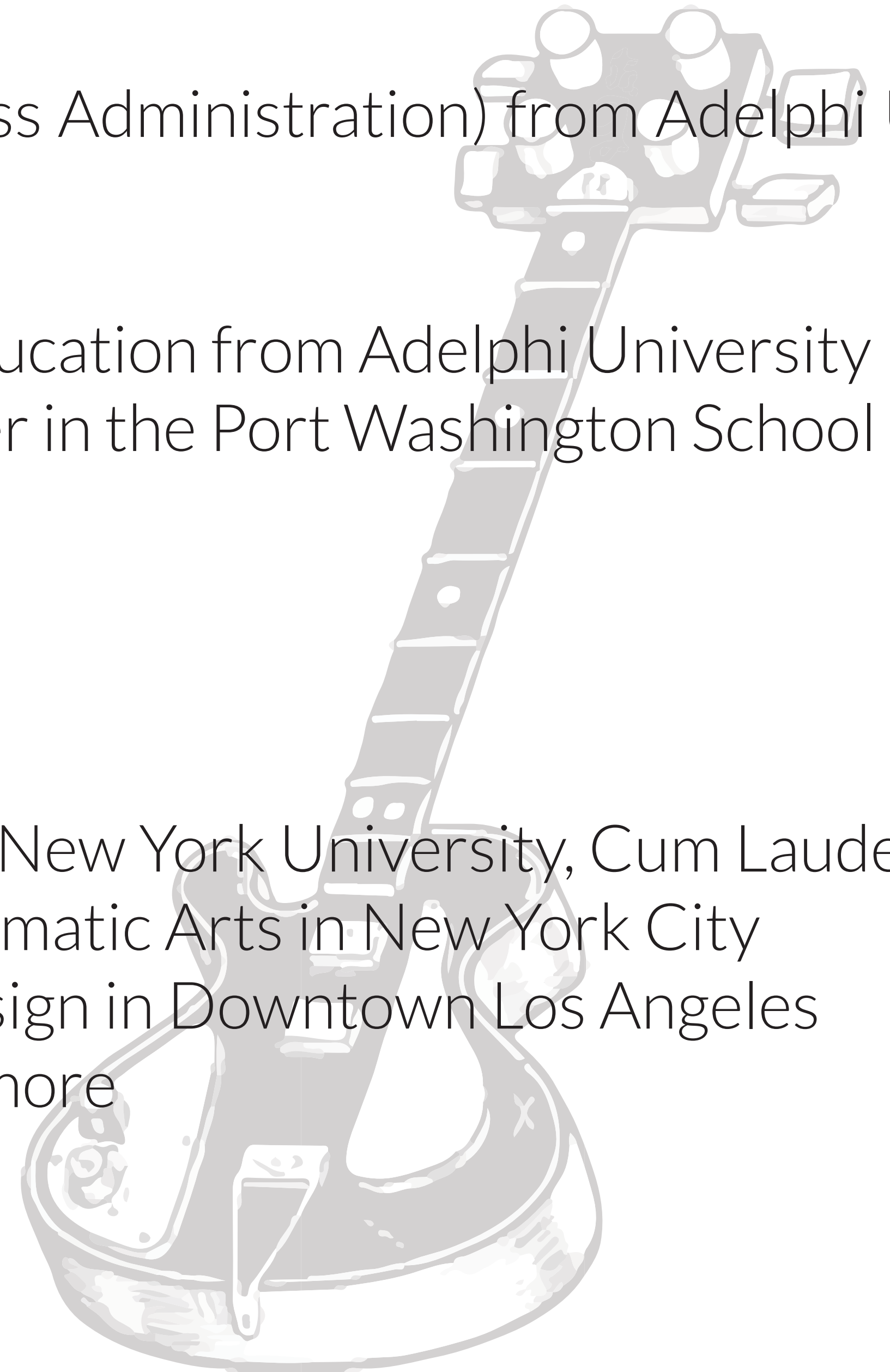
## SABRINA

- BBA (Bachelors in Business Administration) from Adelphi University, Cum Laude
- CPA at KPMG
- Masters in Elementary Education from Adelphi University
- Elementary School Teacher in the Port Washington School District



## MARIA

- BS (Bachelor's in Science) New York University, Cum Laude
- American Academy of Dramatic Arts in New York City
- Otis School of Art and Design in Downtown Los Angeles
- Fashion blog Girl on Sycamore



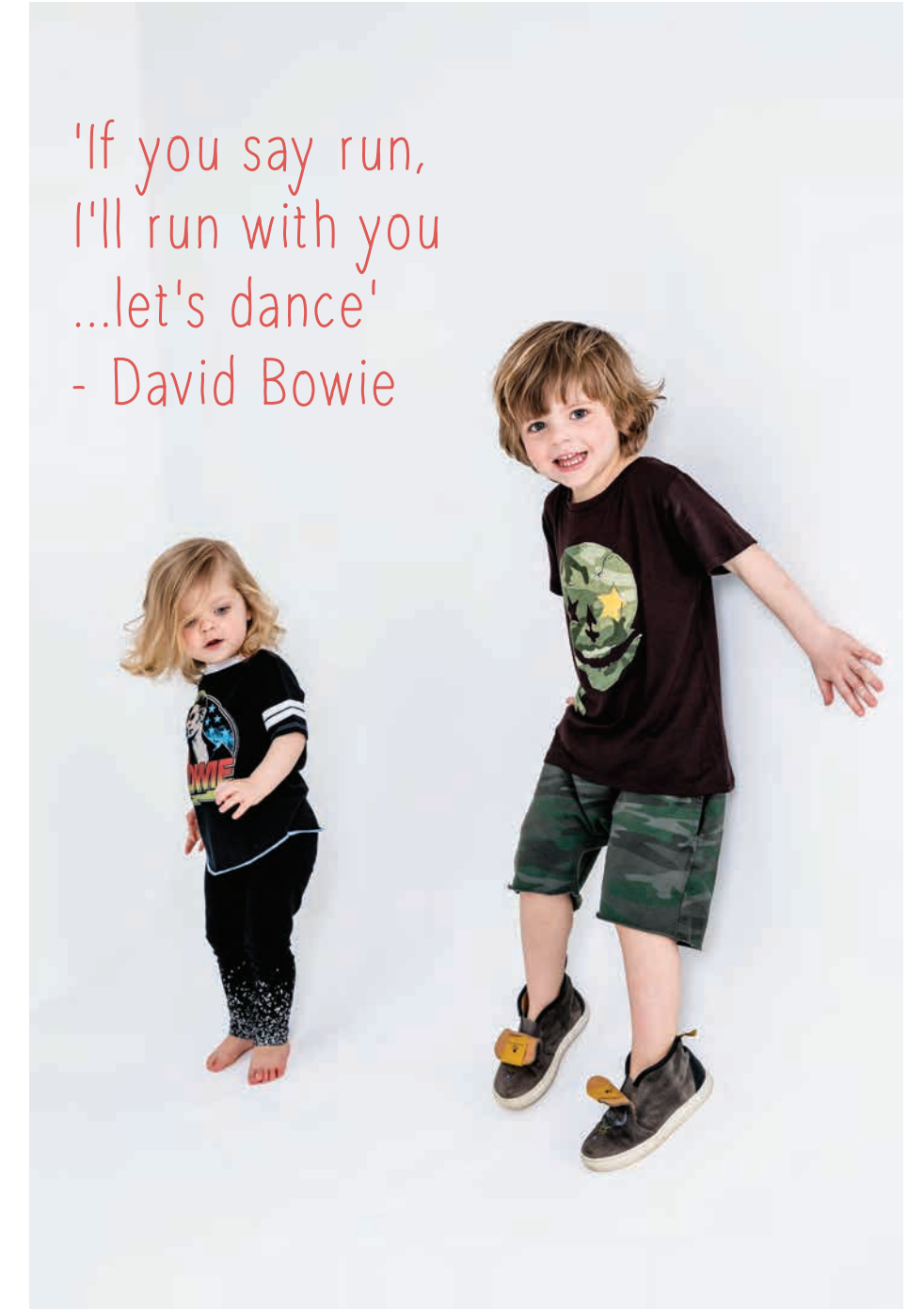
THE LOOKBOOK



'Her hair reminds me of a warm safe place'  
- Guns n' Roses



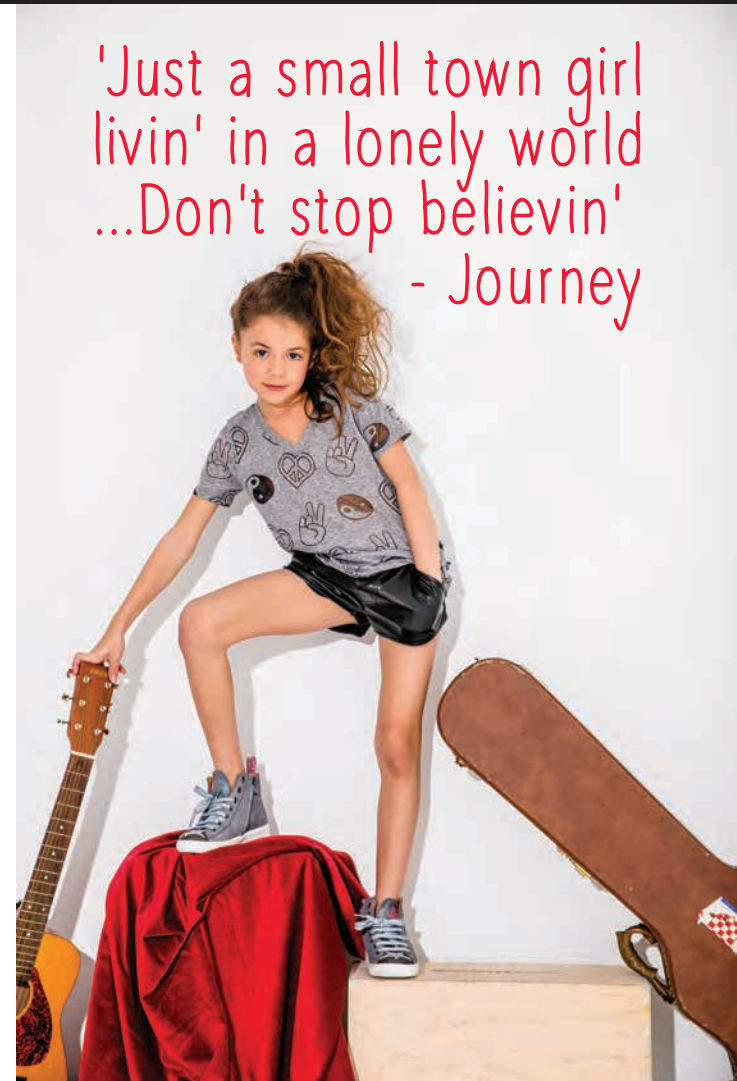
'All you need is love' - The Beatles



'If you say run,  
I'll run with you  
...let's dance'  
- David Bowie

Styles from our favorite brands curated as wearable looks for our customers!

[VIEW OUR LOOKBOOK →](#)



'Just a small town girl  
livin' in a lonely world  
...Don't stop believin'  
- Journey



'There must be some kind  
of way outta here, said  
the joker to the thief'  
- Jimi Hendrix

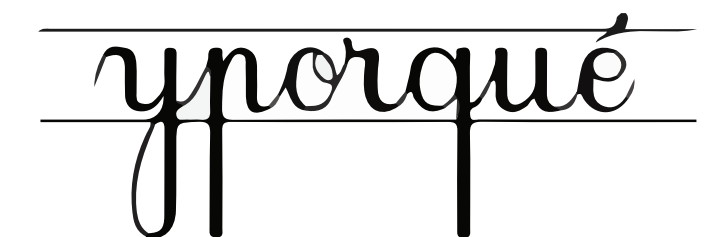


'I'm free to do what I want any old time'  
- The Rolling Stones



# OUR BRAND MIXOLOGY

## STREET STYLE, ROCK STAR & HIGH FASHION



We keep a close eye on what our Kamari Kids will love. That's why they say:

# #IMWITHTHEBRAND

# KAMARI KIDS ONLINE, LIVE EVENTS, POP UP SHOPS & LIVE FASHION SHOWS

Our brand experience includes an active online community as well as Live Event Experiences.

## SOCIAL CAMPAIGNS: #IMWITHTHEBRAND | #ROCKBRAND | #ROCKSTAR

**EVENTS** | Greek Festival on the Harbor, Manhasset SCA Fair, East Williston School District Fundraiser, Salem Ladies Night Out, LIC Flea and Food, North Shore Nursery School Ladies Night Out, Plandome Country Club Annual Charity Holiday Luncheon, Wings of Winthrop Fundraiser, St. Paul Grecian Festival, Green Harbor Beach Club Fundraiser, K.A. Deasy PTA Holiday Shopping Expo in Glen Cove, Mom Time Events, Unleash the Beast, Rock, Shop, Namaste



ROCK, SHOP, NAMASTE



GREEK FESTIVAL ON THE HARBOR



UNLEASH THE BEAST



BREAST CANCER WALK AT JONES BEACH



KAMARI KIDS LAUNCH PARTY



**WE GIVE LOCAL ROCK STARS A CHANCE TO SHINE BY ORGANIZING FASHION SHOWS KIDS CAN PARTICIPATE IN DURING LIVE EVENTS.** Proceeds from events have been donated to the American Cancer Society and HEARTS (Help Enrich the Arts, a Port Washington foundation)

FEATURED IN  
**Newsday**

**BABIEKINS**

**BLOGS**

*Happy Mess MOMents*

THE HONEYBEE

*by Andee Layne*



*Mommy's  
NEW  
Groove*

Blogging through  
Mom Life

*Brooklyn Blonde*



*Stroller*  
IN THE CITY

*Mom Time Events*





# OUR ROCK BRANDS

SIGHTED ON CELEBRITY KIDS



MEGAN FOX AND BRIAN AUSTIN GREEN'S SON IN ARROW TEE BY JAGGED CULTURE



SELMA BLAIR'S SON IN ARROW TEE BY JAGGED CULTURE



SHAKIRA AND SON IN OUR ROCK-STAR TEE FROM YPORQUE



SELMA BLAIR AND SON ARTHUR SAINT IN JAGGED CULTURE TEE AND BOTTOMS



FERGIE'S SON IN JAGGED CULTURE RAD HOODIE



ALESSANDRA AMBROSIO SON IN JAGGED CULTURE TEE



ALESSANDRA AMBROSIO SON IN JAGGED CULTURE PUNKASAURUS HOODIE



GWEN STEFANI AND SON IN JAGGED CULTURE TOP AND BOTTOM



KIM KARDASHIAN WEST'S DAUGHTER IN APPAMAN FAUX FUR COAT



NAOMI WATTS AND LIEV SHREIBER SON IN JAGGED CULTURE LA SKULLS TEE



SELMA BLAIR AND SON IN JAGGED CULTURE TEE



MEGAN FOX AND BRIAN AUSTIN GREEN'S SON IN ARROW TEE BY JAGGED CULTURE

# CLIENT TESTIMONIALS & PRODUCT REVIEWS



“The jumpsuit is so comfortable and fits so well. My daughter looks so **stylish**. Thank you for your easy online ordering and **quick delivery**. The **quality** of the clothes is excellent. I'm so happy with my purchase.”

- Kathy T.

“This hoodie is extra special, my son is picky and he loves soft, comfortable clothes... And this hoodie is exactly that... Extra soft, **comfortable**, warm and of course awesome with those **skull designs!!!**”

- Giselle N.

“I love Kamari Kids. Their website always has the most **trendy** and stylish clothes. Whenever I see Sabrina in person she gives me **personalized attention** and always knows what both my kids will love.”

- Allison J.

“Great selection of **gorgeous brands**. Awesome customer service.”

- Gierasch K.

“I bought this jacket for my son and I can't wait for him to wear it. Like all Kamari Kids clothes, this jacket makes my rocker **look and feel cool** while keeping him warm.”

- Effie M.

“I would **definitely buy** from you **again!**”

- Whitney G.



# BLOG POST RESPONSE FROM OUR VERY FIRST CUSTOMER...



“I am constantly encouraging my boys to be themselves, it can be quite challenging because ...yes some kids can be mean or jealous...As a school psychologist I try to use my training to help my boys problem solve when they get teased, or are not treated nice by someone they thought was their friend... so proud that they are now able to figure out such situations...my son said the other day to me ‘hey mom that kid was mean because he is feeling bad about himself and wanted to take it out on others to feel better about himself’

So yes please keep up with these great items that give kids great style. I praise you on your hard work and your uniqueness :)”

# BRAND DESIGN ELEMENTS

## LOGO VARIANTS

KAMARI  KIDS



KAMARI  KIDS



# CONTACT KAMARI KIDS

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## SOCIAL MEDIA



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