## children's

AN NDUSTRY UPDATE

edited by Erin Clack



Kids' wear,

Kenneth Cole Kids' Wear Unveils Early Details

FOOTWEAR AND APPAREL MOGUL KENNETH COLE recently sealed a licensing deal with New York-based Kids Headquarters for boys' and girls' sportswear under the Reaction Kenneth Cole label. Children's Business caught up with licensee and licensor for more details on the highly anticipated line launch.

"Since Reaction Kenneth Cole is so successful, launching a line for kids under the Reaction label was just a natural step for us...it made clear-cut sense," says Kenneth Cole. "I have always wanted to appeal to the next generation of customers who are fashion-obsessed and

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is going to be just that, "says Jason Robin, president of Kids Headquarters. Comprised of the state as woven shirts, novelty denim bottoms and logo T-shirts, the upcoming kids' line remains true to the savvy branded concept of Reaction Kenneth Cole, with its fresh, edgy and colorinfused approach to wardrobing. The boys' wear offering, in sizes 4 to 20, will premiere for Spring 2002, to be followed by the launch of a girls' 4 to 16 line for the 2002 Backto-School season. Infant and toddler sizes are also on deck. The complete collection, which will range in price from \$14 to \$30, is slated for distribution via specialty retailers and major department stores. (212-279-2599)



Mr. Nightlite Children's favorite Mr. Night

has leapt from the pages of Dan Yaccarino's best-selling bedtime storybook "Good Night, Mr. Night" and into the bedrooms of little ones everywhere. New York-based YOTTOY Productions has developed a soft, plush version of this magical literary character who sets to work as the sun goes down, preparing the world for nightfall and sleep. Made from soft velvet, the 14inch tall Mr. Night toy comes dressed in his signature black suit, tie and bowler hat. What's more, he is blanketed from head-totoe in glow-in-the-dark embroidered stars. So, when the lights go off, Mr. Night brings a soft, comforting glow to a dark room while children fall asleep. Mr. Night retails for \$19.99. (212-594-2202)



This Little Piggy goes online



Petit Bateau, coming to New York; Petit Patapon (right), expanding in the northeast



## pening Doors

POPULAR WEST COAST-BASED SPECIALTY RETAILER This Little Piggy Wears Cotton has joined the growing brigade of bricks-and-mortar operations riding the e-tail wave. To satisfy the appetites of her long distance customers and to extend shopping convenience to all Little Piggy fans, founder Jennifer Powell launched littlepiggy.com, a 24 hour, online shopping haven stocked with much of the same unique children's apparel, accessories, gifts and toys available in each of This Little Piggy's six stores. Other ventures on the horizon for this successful retailer include a foray into the private label arena (via the development of exclusive This Little Piggy brand apparel), the creation of a mail-order catalog, and the opening of additional This Little Piggy stores over the next several years. (805-684-0200)... Petit Bateau, the high-end French fashion brand with a near cult following among children and adults, is planning to break ground on its first-ever U.S. store later this year in New York City. According to a company spokesperson, a specific site and opening date have yet to be chosen. However, Petit Bateau says it expects the much-anticipated store to have its doors open to the public by December, in time for the big holiday rush. (215-766-7723)... Favorite Portuguese children's label Petit Patapon continues to expand its U.S. retail presence. Its Wellesley, MA store is expanding, and new locations are slated to open in select Northeastern cities later this year. In addition, for the first time in its history, the Petit Patapon brand will pursue wholesale activities with a handful of upscale retailers this fall. Initially, premiere department store Barneys New York will carry the collection, along with Punch, a children's specialty boutique in The Hamptons. (877-887-3848)...