

# New Organic Baby Clothes Range from Arabella Miller

Submitted by: Arabella Miller

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Organic kids clothing company (<http://www.arbellamiller.com>) Arabella Miller is celebrating the launch of their first organic baby clothes (<http://www.arbellamiller.com/organic-baby-clothes-8-c.asp>) collection.

The exclusive new range of Arabella Miller baby clothes includes rompers (<http://www.arbellamiller.com/rompers-10-c.asp>), nightgowns (<http://www.arbellamiller.com/sleepwear-11-c.asp>), long sleeve tops (<http://www.arbellamiller.com/long-sleeve-tops-21-c.asp>), baby trousers (<http://www.arbellamiller.com/trousers-12-c.asp>) and girl's dresses (<http://www.arbellamiller.com/dresses-9-c.asp>). The baby clothes feature two all-over organic ink prints - Flutterbye (butterflies and flowers) and Close Encounters (spaceships and aliens). All clothing is certified organic by the Soil Association.

Alison Rothwell, founder of Arabella Miller explains her inspiration behind her business, "I started my organic clothing business in late 2007. My youngest daughter Ruby had severe baby eczema and I found that wearing organic baby clothes really helped her skin. One day I was looking for some certified organic printed kid's t-shirts (<http://www.arbellamiller.com/kids-t-shirts-14-c.asp>) and I couldn't find ones which included the ink too so I decided to make my own.

"Arabella Miller funky organic kids t-shirts have been really popular with mums looking for something that bit different AND organic, and they kept telling me it was time we produced a range of clothes especially for little ones. So I put my thinking cap on and came up with a capsule collection of organic babywear which I'd like my own baby to wear. It includes a nightgown, blanket, hat, romper and top and yoga pants. An outrageously girly organic "Ruffle Dress" for ages 1-6 years completes the collection."

Ends

Notes to Editors:

For further information please contact Alison on 020 7043 2120, take a look at our website <http://www.arbellamiller.com> or contact us [info@arbellamiller.com](mailto:info@arbellamiller.com).

Arabella Miller clothing is stocked in over 30 independent boutiques in the UK and internationally. The company launched to trade at Premier Kids January 2008 and will be at .

Arabella Miller was the first to produce a fully certified organic kids t-shirt in the UK.

Hi-res images of the new organic babywear collection are available.

We can offer reader competition prizes.

Director, Alison Rothwell, was a Finalist in the ITV 2008 This Morning Mumpreneur competition.

Arabella Miller was a "Best Green Business" Finalist in the 2008 Startups awards. The first clothing company to ever reach the shortlist.

