

Little Lunalu unveils AW 2010 trends & collections for fashionable under-fives

Submitted by: Playtime PR

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- Americana, plaid & cool funky prints set the trend this Autumn with some of the celebrity mummies' favourite hot labels -

Fashionable under-fives will be working the red, white and blue Americana trend this Autumn, as well as embracing plaid, faux fur and bold, funky prints, according to Little Lunalu (<http://www.website.com>) which today reveals the new ranges it'll be carrying for AW 2010.

Home to the kidswear labels adored by Hollywood's A-list, including Katie Holmes, Gwyneth Paltrow, Isla Fisher, Nicole Kidman and Jessica Alba, Little Lunalu brings exclusive collections from trendy brands such as Acoustic Kid Clothing and Walnut to UK shores for the first time.

"This Autumn, we're seeing a lot of red, white and blue so there's a very Americana feel to the collections from Acne Miniature and Finger In The Nose," comments Little Lunalu's founder, Adina Belloli, "Finger In The Nose is offering some gorgeous plaid shirts for boys and girls, as well as some really striking outerwear, including a stunning faux fur leopard print girls' jacket, which we expect to be one of our biggest sellers.

"We're exclusively stocking a range of motif-tees from ethical Los Angeles label, Toica Stefan, and we're the only UK store to bring you the debut understated basics collection, ESP no. 1, from New York label, The ESP Institute. In addition, we'll be exclusively bringing Swedish label, Cheap Monday, to the UK – their skinny jean has achieved cult status and the label is expanding beyond denim for its AW 2010 range. The other must-see collection is from a French brand based in Barcelona – Baby Version Rock. Their new line, with black as the basic colour and featuring underlying themes of rock, bohemia and glamour, is exclusive to Little Lunalu in the UK.

"Additional key trends for AW 2010 include really cosy, luxurious fabrics from Talc, Ola & Olek, and Bebe Ravi and brave funky prints from Mini Rodini and Munster Kids."

Other labels which are exclusive to Little Lunalu in the UK for AW 2010 are: Angela Horton, Bebe Ravi, Closed, Creative Recreation, Supra and Talc.

Already well-established in the USA and Europe, Little Lunalu launched earlier this year in the UK, with the aim of making chic fashion for babies and the under-fives accessible and affordable. The store is perfect for parents who not only want something different from mainstream fashion for their kids, but also want to help disadvantaged children – 5% of all sales made goes to The Little Lunalu Foundation which provides support to charitable organisations for children worldwide.

The store also offers its very own range of stylish, affordable accessories, motif tees and tutus, plus a collection of unique stroller covers and footmuffs for Bugaboos, created by Adina Belloli – available in five different designs.

Little Lunalu's AW 2010 collections go on sale in September 2010 at <http://www.littlelunalu.com>.

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For further information:

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High resolution photography is available.

