

# Naartjie Announces Spring and Summer Essentials Under Ten Bucks

naartjieKids®...unique fashions sizes 0-10

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Receive 25% off all boys online regular priced fashions for additional savings without breaking the bank

SALT LAKE CITY, Utah, May 21, 2009 -- Naartjie, the original name in fashionable, kid-friendly clothing, today announced dramatic reductions on its Spring and Summer Essentials for girls and boys to \$9.99 or less. In addition, to help budgeting parents build kids wardrobes, Naartjie is offering 25 percent off all online boys clothing, valid for online purchases, excludes in-store merchandise and is good through May 27, 2009.

"Even when the economy is challenging, kids still outgrow their clothes – seemingly before our very eyes," said Joe Norwood, director of marketing, Naartjie USA. "Our latest sale on Spring and Summer Essentials helps parents keep up with the threefold demands of growth spurts, changing seasons and evolving styles without being slaves to fashion or credit."

Boys and girls Spring and Summer Essentials feature easy-to-wear separates in bold colors and favorite patterns that work equally well combined across seasons and are worn beautifully with the rest of Naartjie spring and summer collections.



Naartjie designs, colors, prints, and styles represent a truly unique synthesis of European fashion trends with western casual lifestyle. Featuring a dominant focus on natural fabrics that are garment-dyed, pre-washed and pre-shrunk for easy wear, low maintenance and comfort, Naartjie uses a garment dye process that results in a more vibrant color and softer clothing and accessories for precious little ones.

The ultimate in mix and match, Naartjie introduces new colors, prints and styles within a monthly grouping to allow customers to mix and match across the entire assortment. In addition, shoppers can mix and match between Naartjie collections, which showcase the freshest and broadest color assortment in the industry, distinctive detailing, mixing of fabrics, appliqués and embroidery details. Always "Kid-Friendly" design concepts made primarily of natural fabrics that feature weight-right fabrications for maximum comfort and easy care. Each item is designed and constructed for easy-wear comfort, whether the garment is dressed up or dressed down.

#### **About**

Naartjie was founded in 1989 in Cape Town, South Africa when designer Anne Eales sought an alternative to the limited selection of [childrens clothes](#) available as she shopped for her three young boys. From its very conception, Naartjie was about KIDS... playful, vibrant, active, colorful, natural, always changing. We offer great [kids clothes](#) and [baby clothes](#), basics and accessories for girls, boys, and newborns to 10 years of age -- all at surprisingly affordable prices. Naartjie's corporate headquarters are located in Salt Lake City, Utah. Naartjie owns and operates stores in both the United States and South Africa, with new stores opening regularly. For more information, please visit us at <http://naartjie.com>.

#### **Naartjie**

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