


# Redfish Kids Clothing

AUGUST 28, 2015 ·  CELESTE MOURE · COMMENTS OFF

There are some kids' clothes you save for special occasions, maybe because they're just too precious or delicate for the every day. The thing is, kids live every day like it is a special occasion—so you might as well dress them for it. That's where Redfish Kids Clothing comes in.

Based and created in Vancouver, Redfish Kids clothes are 100% sweatshop-free with zero in-house wastage. The brand was established in 2005 and for years it was only available online. Yet Redfish soon gained a cult-like following, even among the fickle Hollywood set. In fact, the brand's signature black and white swing dress made a cameo in a scene with Julia Roberts in the movie *Eat, Pray, Love*. "It was thrilling," says Redfish Kids owner Lorraine Kitsos of seeing her design in the big screen. "It was a bit of an out of body experience. I kept thinking, no way, no way, no way."

In 2012, Redfish's first showroom opened at 851 Hornby Street in downtown Vancouver. For the Fall 2015 collection, Kitsos hand-picked gorgeous and whimsical fabrics from around the globe and designed pieces inspired by styles she saw during her travels in Shanghai, Hong Kong, and Tokyo. "The aesthetic is more exotic and steeped in so much history," says Kitsos of the inspiration those cities have provided to her brand over the years. "I simply find it beautiful, and definitely adventuresome and courageous."

Courage is a philosophy that fuels Kitsos and the brand. "Yep, we need that reminder almost everyday. My actions are an example to my children – and in the words of e.e. cummings, *it takes courage to grow up and be who you really are.*"



What we love about Redfish Kids is that many pieces are so classic that they could be worn by boy or girl. Fabrics are pre-shrunk and the looks are oh-so-chic but made for jumping, running, and playing. Basically, they're for real kids. And they're designed to grow with the kid.

For example, the new wrap-around Good Fortune Skirt (\$64) in chocolate denim and indigo canvas cotton, features three adjustable buttons and a soft inner cotton flannel lining. Redfish's new Kùzi Pant (\$56) is a slouchy, harem-style trouser made from organic cotton. It looks awesome on my daughter and, when she outgrows it, it will look awesome on my son. And kids can dress it up for a special visit to the museum or dress it down with a simple tee shirt to go to school.

Other favourites include Redfish T-Shirt Swing Dress (\$58), a fuss-free staple made from organic bamboo cotton with a classic, simple silhouette. You can pair it with tights, leggings or jeans. Meanwhile the classic Ivy Shirdress (\$68) features a button front, side pockets and belted tie. It's an easy, stylish and comfortable choice for the classroom.

For boys, the stylish Rolled Boater pant (\$36) in navy denim and chocolate, make for a school staple with plenty of room to grow, and large front pockets for storing treasures. Pair with a Caraway Pullover (\$64) in contrasting colours – shine or gleam – for effortless schoolyard style.

Also new at Redfish for 2015 is the Baggu Backpack (\$38). Made from 100% recycled cotton, this classy and comfy backpack expands with drawstring ties and is available in vibrant, rich colours.

Back to school never looked so cool.