

Redfish Kids Marks Ten-Year Milestone With Fall 2015 Collection

Canadian-made children's clothing for the courageous

Vancouver, BC (September 22, 2015): Architectural lines paired with graphic and floral motifs are at the foundation of the new Redfish Kids Fall 2015 collection, now in store and available online.

Ten years ago this fall, co-owners Kristy Brinkley and Lorraine Kitsos launched Redfish



Kids, a children's clothing company with designs inspired by street fashions from Hong Kong, New York and Tokyo. Assertively stylish, yet with a focus on durability, the Redfish Kids brand soon grew to become one of the country's leading children's clothing brands.

From the pivotal moment when Kristy and Lorraine attended a screening of *Eat Pray Love* only to see their cherished monochrome swing dress in the hands of actress Julia Roberts (being pulled from a box of collected treasures for a future family), to their newly launched Fall 2015 collection, Redfish Kids is anchored to the notion of courage; courage to express individuality, to foster a

strong confident voice, to live life with gusto.

Redfish Kids' Fall 2015 collection echoes the brand's original inspirations with complex patterns and durable fabrics, influenced by the boldness and diversity of Asian culture from the streets of Tokyo and Hong Kong. Grounded by a palette of indigo, charcoal and jade, with splashes of pink and chocolate, the Fall 2015 collection features Redfish staple silhouettes, as well as brand new designs.

New for Fall 2015

Girls will love the new stylish wrap-around Good Fortune Skirt (\$64) in chocolate denim and indigo canvas cotton, which is made for growth with three adjustable buttons and a soft inner cotton flannel lining. The French fleece Sohosuki Hoodie (\$58) in inkstone has cape sleeves and a wide drawstring belt, perfect for simple layering over a long-sleeved shirt or dress for cooler days. Make mornings simple with the T-Shirt Swing Dress (\$58) in four new bold-striped hues. A fuss-free staple made from organic bamboo cotton with a classic, simple silhouette; a firm favourite paired with tights, leggings or jeans.

Boys will look charming in Redfish's new Kùzi Pant (\$56); a slouchy, harem-style pant made from organic cotton that can easily be dressed up or down. The relaxed fit and tapered leg make them the perfect everyday choice, available in chocolate bamboo and stone. For a pop of colour, pair with the long sleeved Triumph Tee (\$36) in hunter & charcoal stripe. The stylish Rolled Boater pant (\$36) in navy denim and chocolate, make for a fall essential with plenty of room to grow, and large front pockets for storing treasures. Pair with a Caraway Pullover (\$64) in contrasting colours – rambutan or spruce – for effortless style.

Don't forget the baby...

For the little ones, the Baby Kimono Onesie (\$48) is available in six bright fall colours: bhandari, indigo floral, lantau, sashiko, explorer and wabisabi. With wide, comfortable leg and arm openings and easy snaps for happy nappy changes, this is a must-have piece and every Mom's best friend. Similarly the new Simone Wrap (\$36) in navy makes it easy to wrap up for cold days with a ballet-esque cross over style.

Visit the store or www.redfishkids.com to view the full Fall 2015 collection, alongside a number of curated brands, handpicked by the Redfish Kids team, including Mini Moc, Atsuyo et Akiko, Oeuf NYC, Gunner & Lux, Love Me Baby and Etiquette Clothiers. Redfish Kids Clothing's flagship Canadian store is located in Vancouver at 851 Hornby Street (T: 604-685-7339) and is open 10am to 6pm Monday to Saturday and 12noon to 5pm on Sundays.

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About Redfish Kids Clothing

Locally made in Vancouver, Canada and 100% sweatshop free, Redfish Kids Clothing was co-founded by Lorraine Kitsos and Kristy Brinkley. Born of a desire to create clothing with "heart", Redfish Kids Clothing is committed to quality materials, handpicked from around the world, to local craftsmanship and zero in-house waste. Redfish Kid's "Clothing for the Courageous" motto reflects the brand's commitment to children and serves as a celebration of their courage, creativity and unlimited potential to shape the future. Designs are versatile and durable; allowing freedom of movement for fun and play.

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