

# Designers turn heads to bold junior lines

TINY-TOT dressing has become serious business and if my toddler is anything to go by there's one good reason – because kids show individuality through their clothing before they turn two these days.

While my little one's sartorial leanings alternate between cool streetwear one day, pretty dresses the next, and nothing scratchy *please*, one thing's for sure – you have to be a bold designer to stand out in the

childrenswear market these days.

With so many mini fashionistas around Melbourne, it's no wonder mums are entering the childrenswear industry by the dozen – from Balwyn's Mirabai Winford who owns Purebaby, to Melanie Grant who runs the Yarraville-based Snugglebum.

And a dad – Sudo's Terry Lam, who after working in men's and women's streetwear, decided to open his own label for kids five years ago.

## FASHION Julie McCartin

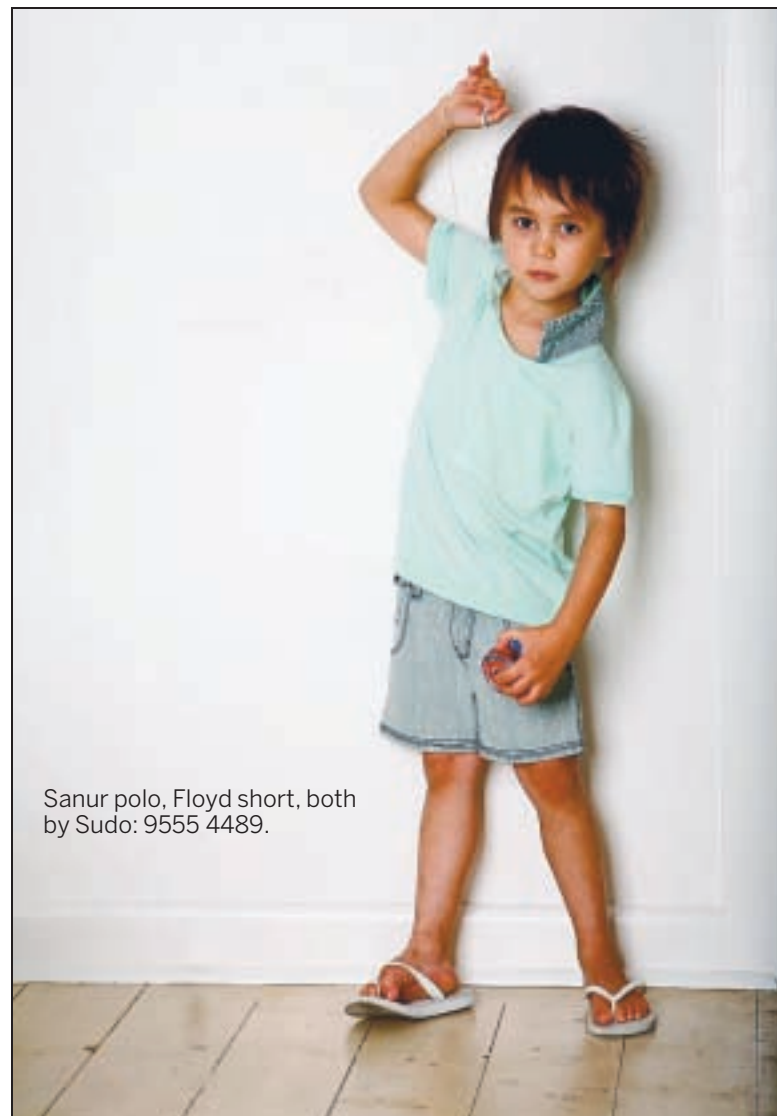
mccartinj@leadernewspapers.com.au



"Being a young couple with children we didn't like what we found in the marketplace – a lot of it was very traditional – we wanted something edgier," he said.



FAR LEFT: Pomme Infant Playdress, by Snugglebum: 1300 657 131; LEFT: Oversized Floral Dress by Seed: 1800 11 88 89; ABOVE: Gallaz butterfly junior thong: 1800 045 623.



Sanur polo, Floyd short, both by Sudo: 9555 4489.

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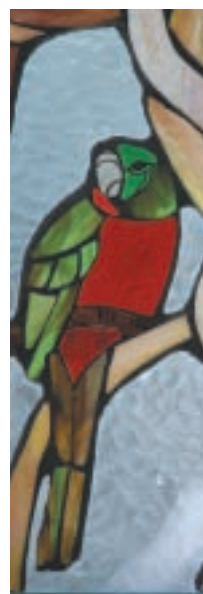
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## Catholic Education Week March 14-20 2009

Catholic primary and secondary schools in the Archdiocese of Melbourne will be celebrating Catholic Education Week from March 14 to 20. This year's theme is 'In the Footsteps of St Paul'.

Major events being organised by the Catholic Education Office Melbourne (CEOM) are the St Patrick's Day Mass for Schools at St Patrick's Cathedral followed by the Concert in the nearby gardens; the Visual Arts Exhibition; and the Catholic Education Week Address. Many schools will also be organising events with their local communities.

Details will be in the Catholic Education Week supplement in your Leader Newspaper next week.

Further details are available from the CEOM website at:  
[www.ceo.melb.catholic.edu.au](http://www.ceo.melb.catholic.edu.au)

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