





Snugglebum's beautiful sleepwear range is made from 100% supersoft cotton. Perfect for children with skin sensitivities and babies that kick off their covers at night. Our great range of styles are now available for babies and children aged newborn to 14 years. Join our mailing list to be kept up to date with all Snugglebum news - just email us at info@snugglebum.com.au



Talent time

Did you ever think that little face you see each day may be the next Elle Macpherson or Cate Blanchett? See if they possess that sought after star quality: take them along to Bratz Models. Bratz have 20 years of experience developing the industry's top talents. T 1300 885 071

W www.bratsmodels.com.au



One of a kind

g this wonder-cot can't do? New Boori Country Newport to a toddler bed to a sofa. = ox of tricks!



Shimmer shoes

These days, you can't go past a splash of metallic which is why Mandarino's latest designs have become an instant hit. These urban-inspired designs are the perfect combination of high style and wearability. T 03 9500 2544 W www.mandarino.com.au



Thought doilies were a thing of the past? Starfish Kids have revamped them into intricate designs and super-savvy fashion pieces. Headbands and capped sleaves have never looked so fashion-forward.

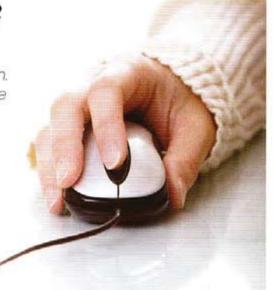
T 03 5974 8160

W www.starfishkidsonline.com.au



v popular demand oum is making their s girls' play dresses again. m super soft fabric, these mfy dresses are perfect summer nights or for a on after a dip at

557 131 shugglebum.com.au



Click here

Long gone are the days of visiting countless shops with the kids in tow. Now you can shop to your heart's content - all from the comfort of the couch. Online store and fashion directory, Style Collective lists some of the best boutique brands in Australia and with their easy-to-navigate website, you'll never need to leave the house again.

W www.stylecollective.com.au



Baby.

This season's must-haves are all about colour, comfort and keeping it cute.



Australia's favourite summer fashion icon - the thong - has been given a modern make-over this season. Push the double pluggers aside because Sweet Souls has a stylish range of flexible, non-restrictive thongs, which cushion tiny toes.

M 0433 823 780 W www.sweetsouls.webs.com

Eco embrace

When you and your baby are out for a Sunday stroll, you want to keep your little one conveniently snug. While there's no substitute for the warmth and safety of a mother's arms, Natura Pura's has come close with its organic cotton Joey Pouch keeping things

cuddly from head to toe.

W www.naturapura.com.au

Spring has sprung

With so many gorgeous options available this season, be prepared to make some extra room in the kids' cupboards. Fresh colours, crushed cottons and light, sheer fabrics are all showcased in Eeni Meeni Miini Moh's spring/summer collection. Now you have the perfect excuse for a spot of spring cleaning! W www.eenimeeni.com



Fashion is continually advance and now it has transcende into a new range of colours nappies. Gone are the day when nappies were just whe your baby's bott can now n decorated with prints, strps spots, stars and events alphabet. Who knew name could be sensible and sass W www.snugglers.com

Bottoms

Rock-a-bye bab

There's nothing like crawling into bed wearing your favourite pair of PJs and settling it for a long night's sleep Snugglebum has the well and truly covered with their cute and comfy onesies and coordinating accessories designed to be the ideal fit for kids. Share the love with their ultra clever giftpacks-b

and newborns. T 1300 657 131

W www.snugglebum.com.au

perfect present for birthday

Show&Tell

It's news time! Catch up on the latest fashion trends, industry gossip and shopping updates right here.



There's one trend we're loving this season and that is tutus. These gorgeous creations of soft tulle, satin bows and luscious layers belong just as much on the runway as they do on the stage.

T 02 9822 1656 W www.metrobution.com.au



Stick it

There's nothing like that sinking feeling of walking into the living room only to find the walls covered in crayon drawings. Thanks to Moveables removable wall stickers you can encourage their creativity and save your wall paint.

T 03 9523 5150 W www.littlechipipi.com.au

Sling it

The A-list lead the charge in everything redcarpet related and the same can be said for their preferences when it comes to parenting. Brad Pitt, Gwen Stefani and Julia Roberts are all singing the praises of the Jaz Sling baby sling, a cute cocoon shaped carrier perfect for toting about your bub (regardless of whether they're famous or not). T 07 3424 1133 W www.jazslings.com.au





Walk this way

Put your winter boots in storage because summer is here and that means one thing - sandals. The perfect addition to any outfit, Scruffy Dog's new range is sure to complete your child's fashionable footwear collection.

T 02 9557 0882 W www.scruffydog.com.au



If you thought the sand pit was a hit with the kids, just wait until you take your first trip to the beach. As they're orchestrating incredible castles from mounds of sand, you can rest easy knowing their C Wear rashies and sun hats are keeping the damaging effects of the harsh midday sun at bay.

T 02 4946 2344 **W** www.cwear.com.au







Click three times

These are almost too cute for words! Skeanie's Junior Mary Janes have the same sassy style of the real deal but in a pint size perfect for petite feet. Quick trip to the closest stockist anyone? T 02 4822 0401 W www.skeanie.com

Never tu much

Make sure at least one happy snap this summer involves your daughter dressed to impress in a ballerina tutu, courtesy of Dollyup Designer Childrenswear. **T** 02 8084 7374

W www.raspberryrascals.com.au

Little Italy

With Milan as its calling card, Italy knows how to deliver in the fashion field. Kids' range, Monnalisa, are yet another export from their fair shores, delivering 100 per cent style and sophistication. It's true - Italians do do it better. **T** 02 9680 8578



Art house

Bobble Art fans can't wait to get their hands on this fantastic new line of removable and reusable wall stickers. Designed to complement Bobble Art's existing range of room décor designs, kids can mix and match to their heart's desire.

T 03 9822 0291 W www.bobbleart.com.au



Fashion source

If you haven't yet paid it a visit, make your next website stop is KidStyleFile. com.au. This site is the online answer to all your fashion and accessory questions. A resource for some of the best in the business, we definitely recommend taking a surf at this hot spot. W www.kidstylefile.com.au

Toy story

These bold wooden toys from Voytek Bajor are sure to be making Christmas lists around the country. Bright colours and simple designs stimulate kids' creativity and

with a wall display stand also available, packing up at the end of a long day of play is made all the more easy.

T 1800 335854

W www.bajo.com.au





When life gives you lemons... We love to hear about clothing companies going green and

were even more impressed when we heard about Baache's new clothing swing tags. Embedded with seeds from the native Australian lemon-scented bottlebrush tree, kids can plant the seeds from their new Baache gear and enjoy years of shady, eco-friendly fun.

T 07 3351 7950 **W** www.bacche.com.au



Dress me up

They grow up in the blink of and eye and before you know it, you'll no longer be able to pick what clothes they wear each day. So make the most of your parental power while you can and dress them in Soda Kids. Each garment is made with three qualities in mind - fun, fashion and functionality.

T 03 9495 6007

W www.sodakids.com.au

Bling it on!

Playing dress-ups in one of the highlights of childhood, but with Giggle 'n' Groove, every day can be dress-up day. Bling every outfit with their colourful range of apparel and accessories. **T** 0419 181 170

W www.gigglengroove.com



Family fave

The results are in - rompersuits and bodysuits remain as one of your favourite clothing options for newborns and babies. For designs so soft you'll never want to stop dealing out the cuddles, try Portugese label Laranjinha.

T 03 9486 1200 **W** www.optimel.com.a

Breaking news

Designer and co-owner of Egg maternity wear, Charlotte Devereux, is pregnant again. The lengths the Egg team go to to keep improving their fabulous range. Congratulations!

E www.seekairun.com

as a hat and a matching sundress. The pretty designs from Eternal Creation are not only gorgeous to wear, but are all ethically produced. Take a tour of their website to learn more about their Himalyan workshop and the tailors we have to thank for these girly designs.

> W www. eternalcreation.com



Animal prints were a favourite for winter and it seems like their lasting the distance right on into summer. Baby Bella Maya's cute range of warm woolies and snappy











Is there anything this wonder-cot can't do? Transform the Boori Country Newport Cot from a cot to a toddler bed to a sofa. Talk about a box of tricks!

W www.boori.com.au



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Recycled fashion

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W www.starfishkidsonline.com.au

Casual code

Back by popular demand -Snugglebum is making their gorgeous girls' playdresses again. Made from super soft fabric, these oh-so-comfy dresses are perfect for balmy summer nights or for throwing on after a dip at the beach. T 1300 657 131

W www.snugglebum.com.au



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W www.stylecollective.com.au



dressed to impress in a gorgeous garments from Christening Kids. Each design has been handmade and embroidered and who knows - one day it might become a family heirloom.

T 0439 671 745

W www.christeningkids.com



Make their trip to the shopping centre as exciting and comfortable as possible with the Bimbi Pouch. This Italian designs protects baby and their wandering hands from any nasties they may come in contact with and stops germs from making the trip back home.

E info@bimbicollection.com **W** www.bimbicollection.com



Sweet dreams

There's nothing worse than feeling uncomfortable when you're trying to get to sleep and even baby knows what that's like. For soft and cuddly sleepwear ready to send your bub off to the land of nod, Fish Lilly has them perfectly covered from beanie to booties.

T 1300 887 114

W www.fishlilly.com.au



Designer label Anything designed by Dior is sure to be devine, which is why we're loving For Master and Miss's ultracool range of toddler shoes as well as every mum's must-have, Dior diaper bag.

T 02 9328 6613

W www.formasterandmiss.com.au

Kitchen couture

The Wean Machine is a saving grace when it comes to preparing baby food. Just stuff, squeese and voila! Instant baby food. The device even comes with a spoon so you can feed straight from the bowl - minus the mess, fuss and noise.

W www.theproductstore.com.au

T 07 3857 0691

weather forecast.

T 1800 552 224

W www.pennyscallan.biz

your one stop shop for those odds and ends

every kid needs, no matter what the





Take a ride

Get back to basics with Janoschik's vintage style four-wheel scooters. With wheels like these, your child will be the most popular kid on the block. Crafted into cute animal characters, they're perfect for cruising around in style. T 02 9417 3445

Baby bump bliss

With Nicole Richie and Ellen Pompeo both expecting this summer, baby fever is certainly in the air. Dress like your fave celeb mum with niche maternity line, Lilly B, who even have a gorgeous wedding and eveningwear line just for mums-to-be.

W www.www.maternitybride.com.au





If you're a fan of Western Bloc's cute range of animal-inspired bookends, you'll be excited to hear they are launching two new brands at Life InStyle. Never before seen in Australia, these two brands are already causing an international stir and you won't be dissapointed when they make their first appearance at September's Baby Show.

T 02 8206 2444

W www.westernbloc.com



Sun savvy

Fun in the sun never looked so stylish and has never been so easy for parents. The Rashoodz snaplock hat can be attached to the Rashoodz sunsuit, so babes who are fans of the beach can have hours of safe, seaside fun.

W www.rashoodz.com.au



Winter blues

The summer season brings fresh new looks to jazz up what was a woolly winter wardrobe. Mini Treasures Kids have introduced a great line of summer wears to shake off those cold winter blues. T 0401 089 544

W www.minitreasurekids.com

Man oh man

Lingerie label, Hot Milk have been on the hunt for Australia's sexiest dad in their Milk Man competition. Find out which Aussie dad year's title and a fabulous international travel prize.

W www.hotmilklingerie.com.au

