



**KidStyleSource.com** is two sites in one!

A fashion & trends guide for shopping parents | A fashion trends and industry news resource for children's design, manufacturing, sales & marketing executives

Use our sites to reach parents shopping for the season at hand *AND* retailers shopping for the season ahead

DON'T MISS THESE GREAT EDITORIAL OPPORTUNITIES FOR YOUR BRAND

#### CONSUMER

- **Buzz:** Build some brand buzz... Show off your latest trends... Get shoppers asking retailers for your label!
- **Win It!** Get parents buzzing about your brand... Introduce shoppers to something new in your collection... Drive traffic to your branded ecommerce site!
- **I Want:** Get discovered by the style-savvy shopper... Help drive traffic to the stores & sites that sell your brand... Introduce shoppers to your must-haves of the season!

#### INDUSTRY

- **Calendar & Events:** Promote special events at your company
- **Look Book:** Reach retailers as they head into the market....Get buyers excited about your line as the season breaks!
- **Industry Update:** Create some buzz about your line launch... Reach retailers on the prowl for new lines!
- **Clothing Trends | Footwear Trends | Hot Item:** Show off your latest trends as the season breaks in editorial fashion photo shoots... Drive retailers to your trade show booth and showroom!

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## CONSUMER EDITORIAL OPPORTUNITY FOR YOUR BRAND

~Build some brand buzz  
~Show off your latest trends  
~Get shoppers asking retailers for your label  
Be featured in  
**BUZZ**  
at KidStyleSource.com

Send your answers to the questions below to [tracy@kidstylesource.com](mailto:tracy@kidstylesource.com) & [lynda@kidstylesource.com](mailto:lynda@kidstylesource.com)

- What in your background/experience (personal and/or professional) prompted you to start a children's company?
- How would you describe your line to parents and retailers? (In other words, what distinguishes your line? How would you define the collection's design point-of-view?)
- Your source of inspiration/key influences for this season?
- What are some of the key fabrics and details this season?
- What pieces do you want to make sure parents/retailers don't overlook this season?
- What season did you/will you launch your collection? Did you/will you launch it wholesale first? Or did you/will you begin selling direct-to-parent through your website first?
- If you're an established brand, what's new? Share something customers might not already know or may have overlooked.
- What's on the horizon in terms of new sizing or line expansions or promotional/marketing efforts/events?
- Where is your company based?
- Where is the line produced?
- About how many pieces in the collection?
- Size range?/Age range?
- Retail price range?
- Please name a few stores/sites already selling/soon to be selling the collection.

We look forward to writing you up. Please send 3 images from your collection, preferably from the season currently or about to be in stores. Thanks so much for your time.

\*Image Format:

We need images to be no smaller than 600 px wide and no smaller than 600 px deep @72dpi

**~Be discovered by the style-savvy shopper**  
**~Introduce parents to something special in your latest collection**  
**~Help drive traffic to the stores and sites that sell your label**  
**Be featured on**  
**I WANT**  
**at KidStyleSource.com**

**How it works:**

Every season, you have your favorites -- the styles in your collection that really stand out, the ones you hope shoppers don't overlook. Let us showcase your must-haves-of-the-season on I Want.

Email [tracy@kidstylesource.com](mailto:tracy@kidstylesource.com) the following for *editorial consideration*:

~a product shot or model image (Images need to be no smaller than 600px wide and no smaller than 600 px deep @ 72dpi.)

~ a description of the item (can be any unique clothing item, accessory, gift, room/nursery decor, gear, book or toy)

~the suggested retail price

~at least three stores and/or sites where we can direct parents for purchase (feel free to send more than three points of purchase).  
For stores, please include city and state.

## CONSUMER EDITORIAL OPPORTUNITY FOR YOUR BRAND

- ~Get parents buzzing about your brand
- ~Introduce shoppers to something new in your collection
- ~Drive traffic to your branded e-commerce site

Be featured on

**WIN IT!**

**(a consumer give-away)  
at KidStyleSource.com**

### **How it works:**

~Perhaps you've just launched an ecommerce site for your brand. Give away a shopping spree/gift certificate to help draw traffic to your site. We'll need a description of the types of product, parents can find on your site.

~Or, maybe you want to spread the word that you've just started designing tween sizes or that you now have a boys' collection or that you've added accessories to your merchandise mix. Choose your give-away item from the new size segment or the new product segment. Include the available sizes for the give-away item, if applicable, and indicate if winner can select color/style. We'll also need a description of the give-away item.

~Finally, we'll need an image of the give-away item (if applicable) and your logo and/or a screenshot of your landing page or another page on your site. (images need to be no smaller than 600px wide and no smaller than 600 px deep @ 72dpi.) Email your images and give-away information to [tracy@kidstylesource.com](mailto:tracy@kidstylesource.com)

~We'll post the give-away for 2-3 weeks, eblast our readers 2-3 times during the contest and select a winner via [random.org](http://random.org). Once we have a winner, we'll provide you with their address for shipping out the give-away item (U.S. addresses only). If you are awarding a shopping spree, then we'll provide an email address where you can reach the winner to give them a special code to start shopping.

## INDUSTRY EDITORIAL OPPORTUNITIES FOR YOUR BRAND

~Give retailers a peek at the coming season

~Show off your trends

~Help drive retailers to your showroom or trade show booth

Be featured on

**LOOK BOOK or an EDITORIAL FASHION PHOTO SHOOT (Clothing Trends)  
at KidStyleSource.com**

### SEASONAL TREND QUESTIONS:

Please email your responses to [lynda@kidstylesource.com](mailto:lynda@kidstylesource.com) by the following deadlines

- Fashion Photo Shoot deadlines: around July 20 (SS)\* | around February 20 (FW)\*  
(note: this is deadline for information, NOT samples)
- Look Book deadlines: end of August (SS) | mid-March (FW)

1. What are the key themes/inspirations/influences for your line(s) this season?
2. What are the key silhouettes (shapes) for the upcoming season?
3. What are the key colors for the season?
4. What are the important fabrics in your line this season?
5. What are the key details/prints/patterns in the line this season?
6. What is the sample size for the line(s)?
7. When will samples be available for photography?
8. Do you have a NY showroom or rep? If so, please provide a contact name and number and the date when your samples will be available for review. If not, please provide a contact at your company for requesting samples.
9. Do you have any news to share about your line(s) or company? (line extensions, new product offerings, new sizing categories, new licences, new pricing structures, new showroom reps, etc.)

\*Photo shoot sample deadlines are subject to change, so please be in touch immediately about sample availability, even if you think you've missed the deadline. We usually do additional photo shoots midmarket, so there may be other opportunities before order-writing ends

If you have any questions, please be in touch. I look forward to reading your responses and partnering with you to reach retailers as they head into the market and to the trade shows.

**Lynda M. Johnson | Style Director | [www.KidStyleSource.com](http://www.KidStyleSource.com)**

**212.283.6323 (office) | 917.923.8035 (mobile) | [lynda@KidStyleSource.com](mailto:lynda@KidStyleSource.com)**

## INDUSTRY EDITORIAL OPPORTUNITY FOR YOUR BRAND

~Get exposure for your debut collection

~Reach retailers looking for NEW lines

Be featured on

**INDUSTRY UPDATE**

at **KidStyleSource.com**

### LINE LAUNCH QUESTIONNAIRE

Please email your responses to [tracy@kidstylesource.com](mailto:tracy@kidstylesource.com) and [lynda@kidstylesource.com](mailto:lynda@kidstylesource.com)

- What's your name? Are you owner/designer or do you hold another title in the company?
- What in your background/experience (personal and/or professional) prompted you to start a children's company?
- How would you describe your line to parents and retailers? (In other words, what distinguishes your line? How would you define the collection's design point-of-view?)
- Your source of inspiration/key influences for this season?
- What are some of the key fabrics and details this season?
- What pieces do you want to make sure parents/retailers don't overlook this season?
- What season did you/will you launch your collection? Did you/will you launch it
- wholesale first? Or did you/will you begin selling direct-to-parent through your website first?
- What's on the horizon in terms of new sizing or line expansions or promotional/marketing efforts/events?
- Where is your company based?
- Where is the line produced?
- About how many pieces in the collection?
- Size range?
- Wholesale price range?
- If the line is already selling in stores, what's the retail price range? Please name a few stores/sites already selling the collection.

We look forward to writing you up. Please send 3 images from your collection, preferably from the season currently available/or about to be available for order-writing. Thanks so much for your time.

\*Image Format:

We need images to be no smaller than 600 px wide and no smaller than 600 px deep @72dpi

[KIDSTYLESOURCE.COM](http://KIDSTYLESOURCE.COM) IS YOUR  
INDUSTRY INFORMATION DESTINATION

Bookmark us to stay connected...

- **Calendar:** Check here regularly for updates on upcoming industry shows & events
- **Industry Update:** Stay abreast of the latest industry developments and key business and consumer trends
- **Clothing/Footwear Trends & Hot Item:** Monitor style trends as they develop
- **Reports:** Get trendspotting, showstoppers, news & views straight from the trade show floor (Playtime New York, Children's Club, Pitti Bimbo, Great Event Shoe Show, NY Gift Fair)
- **Industry Insider:** Enjoy some shop talk from our engaging retail blogger, who never shies away from the hot-button issues



