

# show stoppers

New York's August shows buzzed with dozens of new brands that comprised the characteristics buyers want most: novel concepts, affordable prices and appealing giftables. Your guide to some of the best collections to bow for Spring '10.

## EASY DOES IT

Columbus, Ohio-based **Adooka Organics** debuts a U.S.-made collection aiming to make dressing little ones a breeze. Available for boys and girls ages 0 to 6, the line offers mix-and-match coordinates with whimsical appliqué or hand-printed designs; silhouettes range from cross-back spaghetti-strap dresses to rompers with ruffled hems to knit cutoff shorts. Many of the layette items feature zippers to speed up the diaper-changing process. Wholesale prices are \$16 to \$30. Visit [www.adooka.com](http://www.adooka.com).



## CRYSTAL CLEAR

Los Angeles fashion guru Christian Audigier's style has influenced his daughter to create a kids' line for boys and girls 0 to 14. **Crystal Rock Kids** has a similar aesthetic to Audigier's West Coast-based collection, featuring

colorful tattoo-inspired motifs. Silhouettes for Spring '10 include one-pieces, tees, tanks, tunics, skirts, pants and hoodies. Wholesale prices range from \$17 to \$38. Visit [www.crystalrockkids.com](http://www.crystalrockkids.com).

## BARLEY AND ME

Combining the desires to make the world a better place both environmentally and socially, Los Angeles-based **Barley & Birch** launches an eco-conscious apparel line for boys and girls, newborns to size 10. Items—including shorts, skirts and color-blocked shift dresses, plus tees, tanks and one-pieces screenprinted with whimsical animal motifs such as a bear eating sushi—are made from 100-percent certified organic cotton and water-based inks. A portion of the company's profits go to several carbon-reducing initiatives and other nonprofits. Wholesale prices range from \$14 to \$25. Visit [www.barleyandbirch.com](http://www.barleyandbirch.com).



## RETRO FIT

Taking a cue from the '50s and '60s, **Benny & Moon** introduces a collection for boys and girls ages 2 to 7. Kellie Mooney, the line's founder, seeks inspiration in art, photography, film, vintage wardrobes and her travels to create the classically designed pieces. Running \$20 to \$32 wholesale, the silhouettes include the Alice, a color-blocked dress with a full skirt; the Rebecca, a sleeveless dress with a Peter Pan collar and contrasting ribbon around the waist; the Joseph, a mandarin collar, three-button shirt; and the Cole, a four-button swing jacket. Visit [www.bennyandmoon.com](http://www.bennyandmoon.com).

