

Q&A

Children set to become luxury's latest consumer

August 27, 2015



Fendi collection displayed on Petit Maison Chic

By KAYSORIN

Luxury apparel has found a surprising new consumer in recent years, with many brands creating collections specifically designed for young children, including toddlers and infants.

Sign up now

Luxury Daily

While children may have been relegated to hand-me-downs in the past, they now have access to the same luxury brands that mom and dad have treasured for years. This has opened a new market for retail for companies such as Petit Maison Chic, which is now leading the way in providing luxury apparel for children with an online boutique.

“In the last couple of years more and more designers have caught on to this trend,” said Lana Winters, founders and creator of **Petit Maison Chic**, New York. “Long gone are the days that kid’s fashion was just a pink sweater for girls and a blue onesie for boys.

“Now, it is all about style and luxury,” she said.



Lana Winters with children Nicolas and Chloe

In this Q&A, Ms. Winters discusses the process of curating a retail collection, the challenges of shopping for toddlers and the recent trend of luxury children's apparel.

Here is the dialogue:

What inspired you to found Petit Maison Chic?

My children Nicolas and Chloe. Since they were born, I always loved shopping for them and dressing them in designer, but noticed how difficult it can be to find designer kids clothing in the states, and many mothers would agree as well, so I thought it was the perfect opportunity.

What brands do you choose to carry at Petit Maison Chic and why?

Petit Maison Chic carries Stella McCartney, Marni, Cavalli, Karl Lagerfeld, Sonia Rykiel, Hugo Boss, Scotch and Soda, Armani, Fendi, Versace and Dsquared.

I think all these designers are different and have something special to offer to everyone for every occasion. If your child is more casual, parents can choose Scotch and Soda or Dsquared while the fancier fashionistas may choose Fendi or Versace.

What are the biggest challenges in shopping for children's clothing?

You have to know what you are looking for and always think about how comfortable it will be for your child. Some clothes may look very nice but could be really uncomfortable for the baby.

How is the experience of shopping for children different from shopping for oneself?

When you are a mom and are shopping for the little love of your life, it's such a pleasure and so exciting to see them look all grown up in an outfit. Shopping for yourself is definitely not as fun as shopping for your children.

What are the advantages to being online?

People do not have a lot of time these days to go shopping, so they love to have the convenience of being able to shop from anywhere on their own schedule. Another privilege of being online is that people from all over the world can all shop at the same place rather than a select store in one or two cities.

What have been the most popular items thus far?

Gift sets. Even if you don't have children, you still need to buy gifts for friends that have babies. Whether it is for a birthday or a gift for the hospital – these gift sets are the absolute

go-to buy.

Has luxury children's fashion become more visible in the media recently?

Absolutely! Look at North [West] in Balmain, Suri [Cruise] in Louboutins and so many other celebrities that are dressing their kids in top designers. The media is writing about this all the time, and it is everywhere. Chic, designer and well-dressed kids are everywhere these days, and the media is all about it.

Do children's apparel trends follow adult apparel trends?

Yes they do, most of the designer collections do "mini me," which is when they take the clothes and make the same thing for kids as what they have in the adult line. For example, Chloe and I have matching Fendi sweaters.

What can we look forward to from Petit Maison Chic in the future?

More amazing designers to choose from with an endless selection.

Final Take

Kay Sorin, editorial assistant on Luxury Daily, New York

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.