

APPAREL AND ACCESSORIES

Aquazzura begins relationship building early with mini-me line

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Aquazzura's Mini collection

By STAFF REPORTS

Florence-based footwear label Aquazzura is the latest brand to enter the booming children's wear market.

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The brand's Mini collection recreates some of brand founder Edgardo Osorio's iconic designs for women in sizes for girls ranging from babies to about 9 years. This extension of Altuzzara's label into a new size category will introduce girls to its brand at an earlier age through their fashionista moms.

Pint-sized recreations

Altuzarra's collection includes a miniature version of its Christy lace-up flat, with the pointed toe traded out for a rounder silhouette for littler feet.

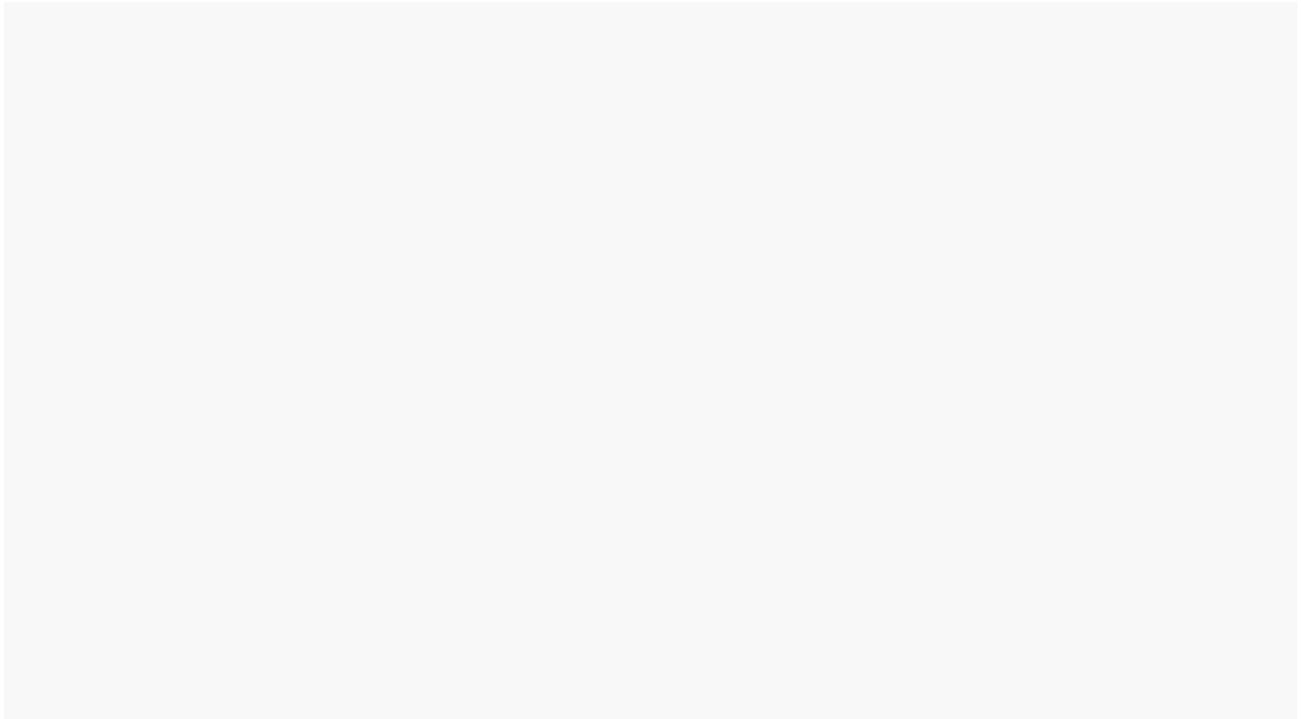
Other mini-me styles include flat versions of the brand's Wild sandal and sneakers decked in pompoms.



Aquazzura's Mini collection

Available at retailers including Saks Fifth Avenue, Bergdorf Goodman, Harrods, Neiman Marcus and Browns as well as via the brand's own ecommerce site, prices for Mini start at \$240 for baby sizes and \$375 for girls.

Introducing the collection to consumers, the brand filmed a series of videos and still images depicting girls twinning with adult women. In the films, the girls do the twist, jump and play.



Everyone is excited for the big news! #AquazzuraMini is here! #MinisHere #EverythingIsBetterInMini #JustLikeMommy @luisaviaroma @harrods #bergdofs #harveynichols #brownsfashion @zuzuswag

A video posted by AQUAZZURA by Edgardo Osorio (@aquazzura) on Jan 19, 2017 at 9:51am PST

Inspired by his friend Kim Kardashian's daughter North West, Balmain creative director Olivier Rousteing launched a children's wear collection in 2016. His designs for kids reference those seen on the runway, giving parents the chance to dress their sons and daughters in mini-me fashion ([see story](#)).

Similarly, Ferragamo mimicked iconic flats in smaller sizes for its Mini collection ([see story](#)).

While developing children's wear may have seemed risky to luxury brands in the past, the market is rife with untapped potential for high-end fashion players, according to a new report by Fashionbi.

"[Kidswear Market: Evolution and Potential](#)" explains how a combination of factors, including parents having children at an older and more financially stable age, an increasing birth rate and baby boomer grandparents with the means to dote on their grandchildren, have helped to boost market growth in the children's wear sector. Over the past couple of years, a number of luxury labels, including Tom Ford and Balmain, have begun designing for younger consumers, appealing to a more brand-conscious generation ([see story](#)).