

RETAIL

## Vogue alums launch centralized platform for children's wear commerce

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Image source [Maisonette.com](http://Maisonette.com)

By STAFF REPORTS

Catering to the growing market for luxe children's wear, a new ecommerce site aims to connect fashion-savvy parents with youthful labels and boutiques.

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Launched on March 22, Maisonette is positioned as a lifestyle destination for ages 0-12, with selections of apparel, accessories, furniture and home dcor. The \$300 billion children's wear market has attracted a plethora of players, creating an overwhelming and fragmented shopping experience, something the co-founders are looking to tackle with their curated marketplace.

### Kid picks

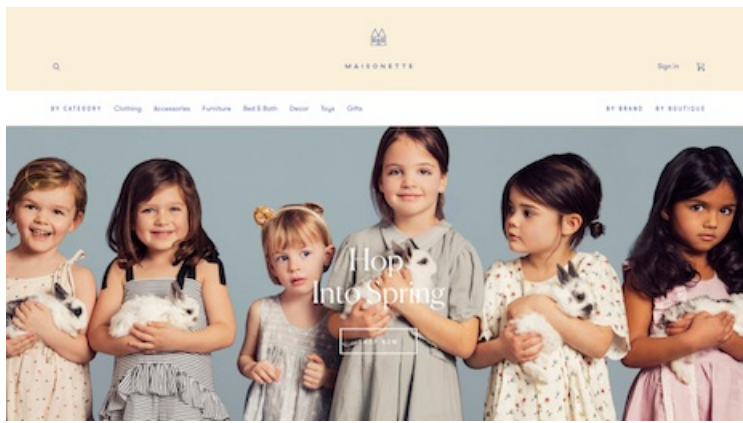
Maisonette carries labels such as Bonpoint, Stella McCartney, Oeuf and Babyletto, allowing parents to outfit their children and their rooms.

Similarly to Farfetch, Maisonette aggregates merchandise from around 40 independent baby boutiques around the globe, allowing consumers to check out via ecommerce regardless of their location. These stores include Yoya in New York and Spain's Bobo Choses.

Along with the products sold from boutiques, Maisonette sells some labels directly to customers.

"We were inspired to launch Maisonette because of the frustration we felt when we tried to shop online for stylish, well-made products for our kids," said CEO and co-founder Sylvana Durrett. "The children's industry is more fragmented than any other and there is no central authority in the space.

"Our aim is to make Maisonette that authority, and provide unprecedented access to the best children's brands and boutiques in the world," she said.



*Screenshot of Maisonette homepage*

Co-founders Ms. Durrett and Luisana Mendoza-Roccia are alums of Vogue magazine. Both women were executive assistants to editor Anna Wintour before moving onto other roles at the publication, with Ms. Ward Durrett becoming director of special projects and Ms. Mendoza Roccia was accessories editor.

This editorial background translates to the site experience, which includes content such as interviews, photo shoots and edits of merchandise handpicked by influencers and celebrities.

"As former editors it is important to us to not only provide a compelling marketplace, but also to provide inspiration," said chief creative officer and co-founder Ms. Mendoza-Roccia. "Maisonette connects customers to the world's most special and unique children's products while offering editorial content that provides an insider's guide to trends, new brands and tips from tastemakers. It's the ultimate online destination for all things children and baby."

During a seed round of funding, Maisonette raised \$2.775 million from investors including NEA, a venture capital firm that has also invested in Moda Operandi and Warby Parker.

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 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](#)).