

RETAIL

Childrensalon establishes off-price children's retail presence

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Young Versace footwearsold on Childrensalon

By STAFF REPORTS

Online retailer Childrensalon has launched an outlet site to offer consumers out-of-season designer childrenswear.

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The children's apparel and accessories market is growing, with a number of high-end designers entering the sector with capsule collections and full lines. Founded in 1952, Childrensalon sources its designer collections directly from the fashion industry's leading brands.

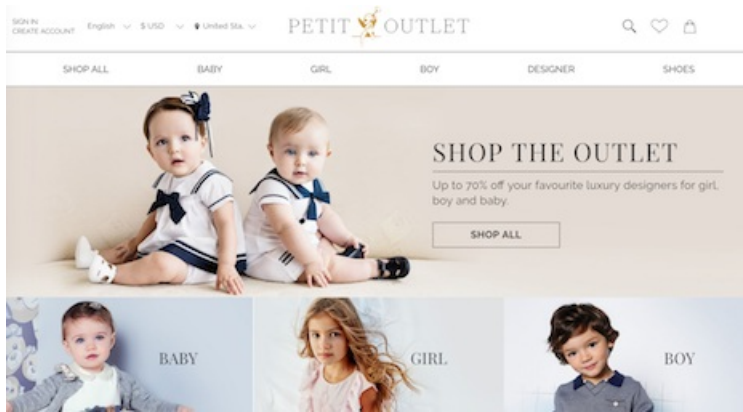
Kids' discount

Childrensalon launched the Petitoutlet.com in March to offer its consumers children's apparel at discounted prices when collections become off-season.

Petit Outlet was designed by Childrensalon's in-house team of digital experts. The team responsible for Petit Outlet included stylists and editors as well user experience and Web designers.

Aiming to create a seamless online shopping experience, Childrensalon's team based Petit Outlet's design off real consumer insights and data in addition to discussions with local consultants.

Petit Outlet's Web site features bespoke landing pages designed using state-of-the-art responsive technologies. Petit Outlet mirrors Childrensalon's main Web site experience in this way.



Petit Outlet's Web site

At launch, Petit Outlet offers consumers garment sections for baby, girl and boy as well as a page dedicated to children's footwear. If consumers have a specific designer in mind, Petit Outlet offers a "Brand Boutique" where sought-after labels are listed.

Designers in the Brand Boutique includes Armani, Burberry, Dolce & Gabbana, Fendi, Gucci, Little Marc Jacobs, Moschino, Stella McCartney Kids and Young Versace, among others.

Childrensalon adopted ecommerce in 1999 and has an online presence in 160 countries. The retailer carries more than 260 designer children's wear brands.

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](#)).

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