

APPAREL AND ACCESSORIES

Givenchy Kids premieres at Childrensalon

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Givenchy's first children's collection scales down iconic designs

By STAFF REPORT'S

British children's wear retailer Childrensalon is the nation's exclusive stockist of Givenchy's debut kids line.

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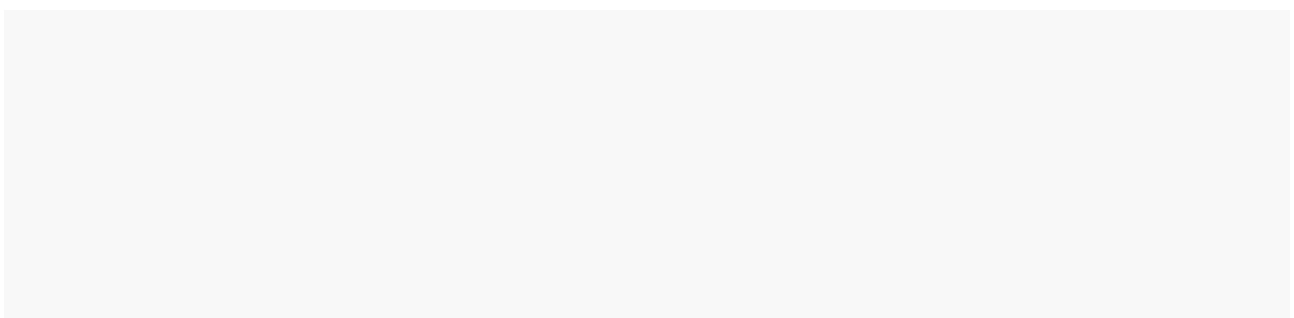
Announced in April, Givenchy Kids features mini-me apparel and accessories in the brand's signature monochromatic aesthetic. When venturing into the lucrative children's wear market for the first time, brands frequently pick launch partners that cater specifically to the littlest luxury wearers.

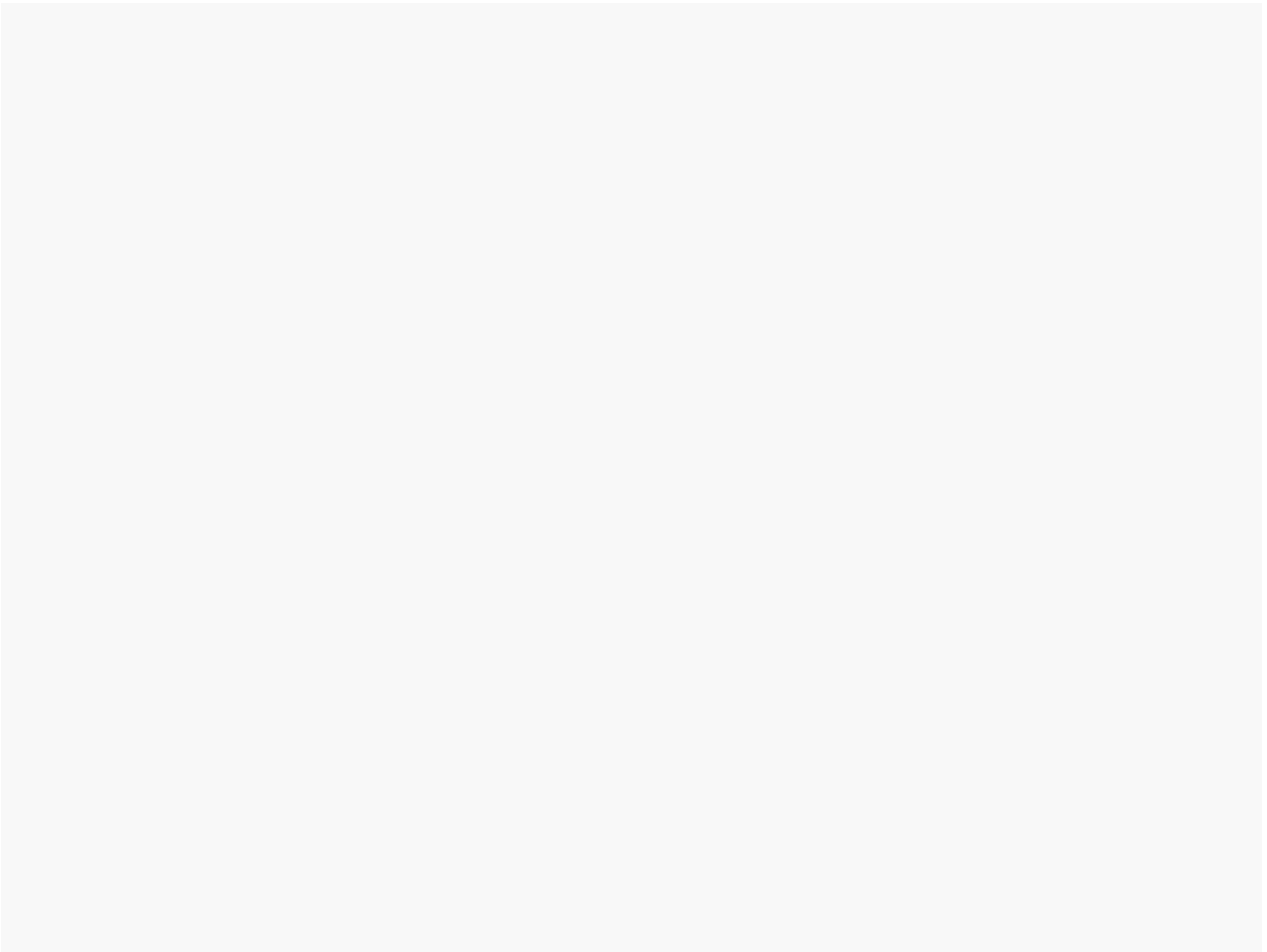
Givenchy for girls and boys

The "mini me" trend has exploded lately with luxury brands choosing to scale down primary adult lines in children's sizes. While under the creative direction of Riccardo Tisci, Givenchy designed mini me children's wear pieces for North West, the daughter of friend Kim Kardashian West, but the children's wear created was not available to the public.

Ranging from denim and streetwear to couture, the collection is being sold at 150 points of sale around the world ([see story](#)). House classics such as a black bomber, articles with star motifs and sweatshirts and jogging pants will also feature.

The 125 pieces were designed for children ages 0-12, and will be available from July 15.





Givenchy Kids: Discover the first #GivenchyKids collection including streetwear-inspired pieces, denim, house classics and a selection of couture looks available from July 2017. #Love #Stars #TeddyBear #Kids

A post shared by GIVENCHY (@givenchyofficial) on Apr 19, 2017 at 2:06am PDT

Childrensalon will be the only online stockist of the collection in the U.K.

"Givenchy has been one of the most influential French fashion houses throughout time and we are incredibly excited about the wonderful collaboration between our two brands," said Michele Harriman-Smith, CEO of Childrensalon.

Karl Lagerfeld Kids similarly debuted its first collection on French children's retailer Melijoe ([see story](#)), while Kenzo retailed a limited-edition collection exclusively through Childrensalon.

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](#)).