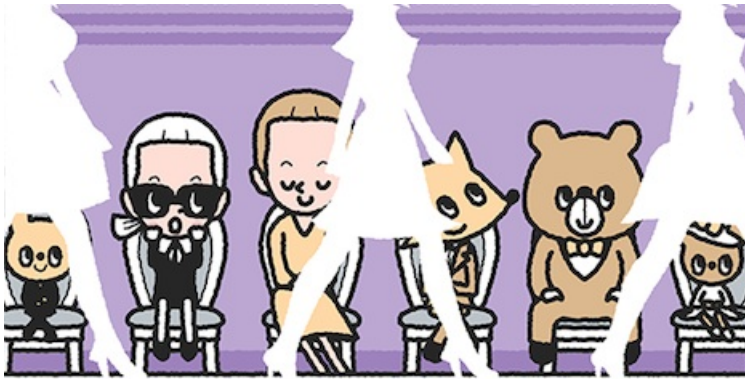


MEDIA/PUBLISHING

## Childrensalon appeals to parents through native narratives

November 22, 2017



*Tarout illustration for Karl Lagerfeld tale. Image courtesy of Cond Nast Britain*

By STAFF REPORTS

Retailer Childrensalon is celebrating the art of storytelling for all ages in a sponsored content series by Cond Nast Britain Digital.

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Conceived by the publisher's branded content division Stories, "Fashion Fairytales" will appear across British Vogue, Tatler and British GQ. Despite a degree of simplification for younger readers, the true tales shared in this campaign are meant to be enjoyed by all ages.

For all ages

Stories took inspiration from a C.S. Lewis quote, in which the author said, "A children's story that can only be enjoyed by children is not a good children's story in the slightest."

The Fashion Fairytales, live from Nov. 22 across the publications' Web sites and social media accounts, tell the true stories behind three fashion designers who create children's lines. Keeping the tales age agnostic, the stories are told through illustration, much like a graphic novel or children's book.

On **British Vogue**, a story of Karl Lagerfeld is illustrated by Tarout, while **Tatler** is running a tale about Giorgio Armani, with art by Luke Scriven. A Paul Smith story will be featured on **British GQ**, complete with illustrations by Mark Thomas.



*Image from Childrensalon's Armani story by Luke Scriven. Image courtesy of Cond Nast Britain*

An additional story about Childrensalon and illustrated by Dawn Austin Dolls will be published on published on [Childrensalon.com](https://www.childrensalon.com).

The content links to the corresponding collections on Childrensalon, including Karl Lagerfeld Kids, Armani Junior and Paul Smith Junior.

While the three titles chosen for this feature serve an adult audience, they also reach out to parents through editorial on Mini Vogue, Tatler and GQDads.

"Childrensalon is proud of its collaboration with Cond Nast and has thoroughly enjoyed working with the creative teams there as well as with the beautiful brands that have been illustrated," said Michele Harriman-Smith, CEO of [Childrensalon](https://www.childrensalon.com), in a statement.

"We cannot be more pleased with the Fashion Fairytales and are thrilled to share these fun, witty and enjoyable short stories." she said.



*Illustration from Childrensalon story by Dawn Austin Dolls. Image courtesy of Cond Nast Britain*

In the last five years, growth in the childrenswear sector has surpassed men and women's fashions to account for 12 percent of the overall apparel category, according to a report from Fashionbi.

Children make up a quarter of the total world population of 7.5 billion, and understandably, the countries with the highest birth rates, mainly African and Asia Pacific nations, have the biggest need for children's clothing and accessories. The demand for childrenswear in places such as India and Indonesia is on par with emerging luxury markets due to consumers having access to disposable income, opening up opportunities for retailers ([see story](#)).