

APPAREL AND ACCESSORIES

Aerin Lauder takes beauty lifestyle brand into childrenswear

December 3, 2018



The Aerin x Janie and Jack collection is designed for the resort season. Image courtesy of Janie and Jack

By STAFF REPORTS

Beauty heiress Aerin Lauder is expanding her eponymous brand's lifestyle approach through a limited-edition childrenswear collaboration with label Janie and Jack.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The Aerin x Janie and Jack resort collection includes more than 60 pieces for newborns up to a children's size 12. Moving beyond her family's beauty roots, Aerin is a brand that comprises categories including home furnishings and accessories, but this marks the label's first foray into pint-sized fashion.

"I've always admired Janie and Jack's point of view on children's fashion: fun, modern and playful," said Ms. Lauder in a statement. "Being a mother of two, I've always been drawn to the children's industry and I am very excited to be launching this playful collaboration."

Kid's clothes

Owned by Gymboree Group, Janie and Jack is a design house focused on childrenswear.

This collaboration features pastel prints including palm patterns, florals and madras. Pieces for girls include trend-driven details such as ruffles, eyelet and embroidery, while boys are resort ready with shorts and shirts in linen.

Along with apparel, the collection includes accessories such as wicker bags, sandals, hats and sunglasses.

For Janie and Jack, Aerin has also designed a selection of keepsakes for newborns, including cups, rattles and picture frames in silver.



Aerin x Janie and Jack pieces for newborns. Image courtesy of Janie and Jack

"We are very excited to debut our collaboration with iconic tastemaker Aerin Lauder," said Shelly Walsh, senior vice president and general manager of Janie and Jack, in a statement. "Aerin inspires so many with her beautiful, modern and refined style, and we are thrilled for Janie and Jack to be her partner for her first collection of clothing and accessories for children."

Merchandise for children up to size 6 will be sold in Janie and Jack stores, while the retailer's ecommerce site will carry products for newborns to a size 12.

In addition to running her own beauty lifestyle label, which is part of the Este Lauder group founded by her grandmother, Ms. Lauder serves as the style and image director of the Este Lauder brand.

In 2017, Ms. Lauder's namesake lifestyle brand brought her sense of style to Williams Sonoma, becoming the retailer's first home dcor collaborator.

Aerin's interior dcor creations include bedding, decorative objects, artwork and lighting fixtures was created in a pastel color palette and florals with touches of gold. These objects also feature natural materials such as linen and raffia to imbue the collection with a coastal feel ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.