

RETAIL

Maisonette launches private label childrenswear line

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Maison Mini is designed by an in-house team. Image courtesy of Maisonette

By STAFF REPORTS

Children's retail platform Maisonette has hired former Celine designer Karolina Petersson to helm its first foray into childrenswear.

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The Maison Mini private label features European-inspired clothing for kids ages 2 to 8. Designed by an in-house team, the collection is aimed at bringing style to parents at an accessible price point.

"The Maison Mini collection is clean, classic and very European-but with an American sportiness," Ms. Petersson, design director at Maisonette, said in a statement. "Sylvana and Luisana have disrupted the childrenswear market and created a one-stop, simplified shopping destination for busy parents, and it's been a rewarding experience to pair my European design background with the lightheartedness of Maisonette to create their first collection of elevated pieces at an accessible price point."

Private label

Founded in 2017 by former *Vogue* staffers, Maisonette aims to fill a void in children's fashion and lifestyle retail, giving parents access to high-end goods in a single, content-driven environment. The \$300 billion children's market is highly fragmented, and Maisonette looks to be the definitive destination for everything from clothes and furniture to toys and gear ([see story](#)).

Maisonette carries a range of childrenswear, including pieces from Oscar de la Renta, Kenzo and Stella McCartney. Following the company's \$15 million Series A funding round last year, it is launching its first in-house produced children's wear line.

"Two years ago, we saw an opportunity to create an inspiring shopping destination that not only delivers a curated selection of style-driven, unique products but makes shopping for your children simple and enjoyable," said Sylvana Ward Durrett, cofounder/CEO of Maisonette, in a statement. "Through this process, we've noticed our customers' desire for European style and quality at an accessible price point, and by launching Maison Mini we are able to better serve these needs and deliver on inventory demand."

"We tapped Karolina to bring our vision to life and are so proud of our first collection and to bring this new offering to our customers," she said.



Maison Mini features designs for girls and boys. Image courtesy of Maisonette

The line features 18 styles in a neutral color palette for girls and boys. Among the prints are exclusive illustrations by Emily Isabella.

In addition to style, the collection was designed to enable children to easily move and play. Maisonette also sought to offer versatility, with pieces that can transition from a play date to a party.

"As parents, much like our customer, we tend to divide our children's clothing into two categories: everyday versus formal occasion separating the elevated pieces from pieces to play," said Luisana Mendoza de Roccia, cofounder/president of Maisonette, in a statement. "With the launch of our collection, Maison Mini, we set out to fill the gap between fast-fashion and high-end styles.

"Inspired by those special items a close friend might bring you back from Stockholm or St. Tropez, this collection is easy enough for the park, yet chic enough for a party," she said.

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