



15

**MUST HAVES
FOR FALL**

KID ROCK
DJ FULANO'S
BACK TO SCHOOL
PLAYLIST

HOT WHEELS
SCORING THE RIGHT
STROLLER

CHATTING WITH
CASSANDRA RHODIN

mimi
and the
magic forest

babesta beat f/w '13



KEEP
COOL
AND
CARRY
ON

Shop babesta

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DRUMMING TO THE BABESTA BEAT

WELCOME TO OUR first issue of *Babesta Beat*. It's a catalog-slash-magazine on the world of a cool city child. Read it, enjoy it, shop it. One thing to note though, at Babesta some of the fashions are in and out of the store like wildfire, so you have to be fast. But we promise as soon as a fresh style goes out another one comes in, so you're never lacking for cool threads.

This, like many things we've done, was conceptualized on the fly, and then we got excited about it and knew we had to see it through. We were lucky enough to work with a host of amazing creative powerhouses, including photographer Katrina Tang, stylist Michel Onofrio, and make up artist Laura Castellano.

On top of that, the whole Babesta team pitched in like crazy with creative ideas and lots of legwork. In the end, we hope you like it. Our fashion editorial, "Mimi & the Magic Forest," was shot in the Berkshires on an on-and-off rainy day in the beautiful town of South Egremont. The kids became the characters of our little story and we transformed a forest into a magical wonderland brimming with the latest children's furniture, toys, fashion and gear.

This fall will be a very exciting time at Babesta. We love the back-to-school season, followed by the fun of the holidays. Keep a look out for our ever-evolving blog and follow us on our social media channels, including Facebook, Twitter, Pinterest and You Tube.

See ya in the shop!



xo jenn, az and the babesta team

SHOP THE CATALOG

For every item in the catalog, we list its name, description and item number for your convenience. You can shop this catalog several ways:

CALL US

Note the page and the item number and we can take a phone order at (646) 290-5508.

SHOP ONLINE

Just enter the item number in the search bar on babesta.com and add your item to cart!

BUY IN STORE

Visit our stores and ask a sales associate for the items you would like to see in person.

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On all in-stock, non-freight items when you shop the catalog with coupon code **BABESTABEAT**. (Mention it at checkout, on the phone or enter it online.)



We have baby and gift registries, can create custom gift baskets and more!

The fine print: Because items come in at different times, some items will be offered as "preorder" if they haven't hit the store for the season yet. We will let you know the eta right away. Also, we strive to ensure the accuracy of all information in the catalog. However, we cannot be responsible for misprints and errors. Prices are subject to change.

shop the catalog at babesta.com/beat

shoutouts



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Pendleton collection.
12648, 12652, 12656, \$259, \$159, \$259.



CHECK MATE

We've fallen for the Pendleton x Bugaboo stroller and accessory line.

WE CAN IMAGINE that sunny, first fall day where a pair of new parents hit the street with their new Pendleton for Bugaboo stroller. The Navajo-inspired prints and classic red and black tartans are both distinctive and sophisticated and feel just right for the season. With the custom options Bugaboo offers stylish parents, the high quality stroller raises the bar on the intersection of fashion and function.

With the Pendleton collaboration, each stroller model has a unique design specially picked to be complementary. "Representing North, South, East and West, the Crossroads design for the Bugaboo Cameleon³ reflects the power of the four directions, making it a perfect print for the multi-terrain stroller," says Madeleen Klaasen, Chief Marketing Officer at Bugaboo International. "The Jacquard pattern is a rugged and recognizable pattern enhanced by intense gray and deep red tones, while the Spirit of the Peoples print is used for the accessory set suiting the Bugaboo Bee," Klaasen adds. The twin-ready Donkey Stroller is outfitted with the Rob Roy red and black tartan print.

Collaborations with noted fashion and art luminaries have been a trend of late for the stroller company that started as a school project and has swelled to an internationally recognized brand, sold in 50 countries with no less than 1,000 employees. "We love for designers to bring their own design DNA to the table," says Klaasen. "When our mutual passion for design is combined, this leads to inspiring creative synergies and ultimately to special editions with a surprising edge."



SWEET SEAT

Jeremy Scott collabs with Cybex.

WE ARE WILD about Jeremy Scott's new collaboration with uber baby gear brand Cybex. The over-the-top Scott (known for putting wings on sneakers at Adidas) has added comic appeal to some of the more mundane childhood commodities. "It started with a thought or rather phrase in English called 'food fight' as would happen usually in movies in the '80s. There would be a cafeteria scene where one student would throw a piece of pizza at someone else, who'd throw another piece and everyone would be throwing food," notes Scott.

"That always seemed to happen in movies but I've never had one happen in my life . . . It always seemed like a cool thing happening in a cool high school. So I was thinking about that one day and I thought how funny this name 'food fight' was!" He proceeded to design a pattern with each food character in a state of combat—from wearing boxing gloves to throwing popcorn. The pattern is applied to a range of goods at Cybex, from our fave car seat, the Aton, to convertible strollers and even a diaper bag. We don't have an exact ETA on these, but rest assured, you'll find the collection at Babesta.



Aton car seat by Jeremy Scott, 12657, \$550-\$600.

TIME TO CHILL

Nuna's Leaf is the hottest chair for a cool pad.

If I WERE a baby, laid back in a Nuna Leaf is just how I'd like to chill. This lounge uses an organic, kinetic rocking motion to get your child in a state of relaxation. It features a rock safe base, motion lock, removable, machine washable seatpad, organic cotton insert, and 3-point adjustable harness for safety. It sustains lots of weight (read: all (adult) sales associates plopped down in it), and it doubles later on as a pretty fly gaming seat. From infants to X-boxers.

Available in twilight, bisque and navy. \$220.



Leaf bouncer,
7468, \$220.



Amsterdam storage cabinet, 12658, \$1299.

Going Dutch

Your child's room is like a trip to Europe without the passport and the bad airline meals.

THIS IS DUTCH, an Amsterdam-based design furniture company that has just arrived stateside, is raising the bar on super cute storage options. The quaint, house-shaped cabinets can easily store anything from hanging clothes to toys, coats, or clogs. There are three different gable types to choose from and lots of bright and poppy color options. Designed in Holland, made in the USA. Colors include sparkling blue, loving blue, heaven blue, cobalt blue, violet, apple green, pink party, firemen red, black, gray, white and cream.

Dimensions: H 78" x W 21.7" x D 21.7". \$1299.



Large robot carpet, 12660, \$2900.

Magic Carpet

Guilhem de Castelbajac's oversized rugs are like exclamation points of style.

WHEN WE RAN into a ginormous robot rug at ICFF (International Contemporary Furniture Fair), we had to stop in our tracks. The bold designs by Guilhem de Castelbajac, son of French designer Jean-Charles de Castelbajac, have definite out-of-this-world room-making potential. There might even be some funky collaborations in cotton and wool blends with Babesta this fall! Oversized styles in 100% wool, \$2900.

Elephant Crib, 12661, \$675.



OEUF NYC is one of our favorite go-tos for great style and quality furniture, and we are excited to spread the word about their newest model released in July, whimsically called the "Elephant." The first collaboration between Oeuf and Spanish designer Carlos Tiscar, the Elephant Crib is available in both gray and white and is made of eco-MDF. The real gem here is that the crib is super-easy to put together (they estimate 10 minutes tops!), so new parents needn't feel nervous about their handyman skills. Of course, we at Babesta will continue to offer our white glove service if you don't have the time. Crib \$675.



San Francisco, Baby!

AXL Brand launches an organic line that's cool, simple and made in Shaky Town.

RYAN LAFRENZ STARTED AXL brand (Spell it to say it: A-X-L, not pronounced like G N' R's front man) when he had his son Anderson. "We found that he spent a lot of time in loungewear and we weren't finding the simple, clean and modern basics that we would prefer," he notes. Lafrenz decided to fill the gap himself. Having formerly worked in an environmental field, he was very concerned with the agricultural and manufacturing impact of his product-to-be, and knew organic cotton was a no-brainer.

"We found that our local sewers (in San Francisco) are some of the best around," says Lafrenz, and with them and his strict quality guidelines and oversight, a standout layette line was born. When we saw the line in Las Vegas a year ago, we knew it was for us—in fact we were told we were the first retailer to pick it up. How could we resist an organic layette line made in the U.S. in our signature colors of gray and orange?



Storm snaptee, 10311, \$38.



Storm newborn gift set, 10314, \$74.



Storm footie, 10308, \$42.



Big in Japan, 6385



Party at my Crib, 6425



Big Deal, 7303

available in
3-6 months
up to
12 years



That's How I Roll -
Stroller, 3733



Peace Sign, 6393

TEE TIME!

Babesta's custom tees can be made with any design, any color, any size!



Boombox, 6082



White Headphone, 6477

\$25



Che Guevara, 37051



Let's Stick Together, 3760



That's How I Roll -
Wagon, 3766



Rock On, 6388



Big Brothers Rock, 6376



Retro Robot, 1213



Lightning Bolt, 5979



I Believe in Snuffleupagus, 6017

JOIN THE CLUB

- Sign up for Babesta's *tee of the month club* and give the gift of style. Every month, for 3, 6, or 12 months, we'll send a new tee or onesie in the right size, ensuring that your petite pal will always turn heads at the playground in an of-the-moment ensemble! 3690, 3691, 3692, \$75-\$290.





Blondie snaptee, 12772, \$37.

1

Ready to Rock

Keep 'em guessing with a stash of concert tees from every genre.



Clockwise: Asbury Park tee, 10657, \$37; AC/DC snaptee, 10604, \$37; Tom Petty tee, 10673, \$37; Ozzy Osbourne snaptee, 12773, \$37.

babesta it list

For playdates and school (and everywhere in between), check out the 15 must-have styles that will make your kid's fall fashion fresh, fine, and fabulous.

2



Jimmy boots, 12785, 12786, \$50.



Puddle Jumpers

Colorful hues brighten the grayest days.



No. 2 Marine jeans,
12769, \$54.

Blok, Spiketux Rex & Bubble
backpacks, 8237, 8231, 12714,
\$56-\$60.



3 Bold Backpacks

Freshen up your school-time shuffle with a rad rucksack.

Celery green
jeans, 12770, \$54.



4 Domino Effect

Black and white dominate the fashion game this fall.



Clockwise: **Black sprinkle dress**, 12789, \$52; **Sprinkle baggy French terry pants**, 12790, \$44; **Twill black domino dress**, 12765, \$68; **Domino blouse**, 12766, \$52; **Black domino leggings**, 12764, \$34.



5 Mr. Green Jeans

Jeans in earthy colors and brights make a statement.



6

Eye Spy

What's back-to-school without a pair of cool shades and spectacles?

Black Spiff eyeglasses, 12792, \$65; **Blue Harry eyeglasses,** 12793, \$61; **White Clark eyeglasses,** 12794, \$65; **Bobby sunglasses in liquid metal,** 10173, \$54.



7

Hair Today

Adorn your locks with adorable clips.



Fluorescent bows, 12382, \$12; **Girl smile barrettes,** 12394, \$10.



Gold disco dress, 11618, \$88; **Rose gold lace up boots,** 10541, \$138-\$159.

8

Heavy Metal

Gold tones give girls some seasonal sparkle.



9

Fly-Di

Goldman Sachs has nothing on these bank-ready shirtzies.

The Fiscal Cuff shirtzie in navy, 12763, \$46; Blue "Chubby Checker" shirtzie, 12762, \$46.



10

Etch-a-Sketch

You are the canvas with cool hand drawn graphics.

Guitar hoodie, 12791, \$85. Le Meow tee, 12032, \$32; Banana print raincoat, 12767, \$64; David Bowie raglan, 11498, \$53-\$57.





Clockwise:
Combo nylon star dress, 12805, \$56; **Gray star sweatshirt**, 12795, \$48; **Pink star sweatpants**, 12796, \$44.



11

Star Collector

Celestial prints are all the rage for the newest crop of super-stars.

12

Hand Sewn Sidekick

Knit dolls with personality make cool companions for kiddies.



Knit dolls, 12801, 12802, \$56-\$60.



13

Outstanding Outerwear

Warm up with a bold puffer or printed coat.

Clockwise: **Panda print jacket**, 12749, \$212; **Blue packable down jacket**, 12803, in pink, 12804, \$90-\$105; **Camo jacket**, 12738, \$140.



14

Surprising Skulls

Curious craniums are cropping up everywhere.



Mustard cardigan, 11464, \$79; **Whale sweater**, 12787, \$88; **Intarsia tie sweater**, 11540, \$88.



Swiper striped romper, 11288, \$50; **Striped scream tee**, 10968, \$40-\$44; **Bill and Ben orange pants**, 11252, \$40.

15

Statement Sweaters

Funky cardigans and peculiar pullovers are fall fashion's scene-stealers.





KID ROCK

FULANO LIBRIZZI MIXES up new tunes with old faves, showing a musical range well beyond his years. The 10-year-old has been deejaying since the ripe old age of 5, when he took lessons at Dubspot, a school focused on music and media technology in NYC. Taken under the wing of the formidable DJ Cassidy (the deejay of choice for everyone from Barack Obama to Kanye West, Jay-Z and Jennifer Lopez), Fulano worked his extra-curricular hobby until it started taking on a life of its own—he's recently spun for PetitePARADE (Children's Fashion Week), The Clinton Foundation, Cartoon Network, the Knicks (at MSG), and Bugaboo. He's even set to release his first single this year. His sense of style, both musical and fashion, is clear from the get-go—he opts for a rad mix of classic and modern, with a hint of funk. A consummate entertainer, Fulano collects and trades Yu-Gi-Oh! cards (and can tell you the health points, elements of each character, who defeats whom) and performs magic tricks where he can tap the deck & call your card to the top in a beat.

photos by Ilona Lieberman



Ready to go back-to-school? Here are some tracks that DJ Fulano, 10-year-old mix master, is listening to this fall:

- ▶ Groove is in the Heart by Deee-Lite
- ▶ Love Come Down by Evelyn "Champagne" King
- ▶ Blame it on the Boogie by The Jacksons
- ▶ September by Earth, Wind & Fire
- ▶ Walking into Sunshine by Central Line
- ▶ Jingly Baby by LL Cool J
- ▶ We Found Love by Rihanna
- ▶ Suit and Tie by Justin Timberlake
- ▶ Get Lucky by Daft Punk

Listen to them all on Spotify
[Babesta.com/FulanoPlaylist](https://www.babesta.com/FulanoPlaylist)



City Ditties



Metro Card Rattle, 10092, \$16



Yellow Check Race Car, 13110, \$32



Knit Pigeon, 12646, \$60



Knit Brooklyn Brownstone, 12645, \$82



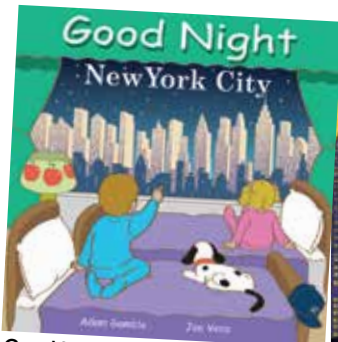
Knit Empire State Building, 12635, \$68

YOU KNOW YOU'RE A CITY KID WHEN...

1. Going to the Garden has nothing to do with smelling the roses.
2. You jet from China(town) to (Little) Italy in 5mins flat.
3. You take a yellow cab, not a yellow bus to school.
4. Your first word was MoMa, not mama.
5. You count pigeons instead of sheep.
6. You learned your numbers from the grid.
7. You learned your colors from the subway.
8. Honks come from cars not geese.
9. Santa Claus comes down the elevator.
10. You know which Rays is the original.



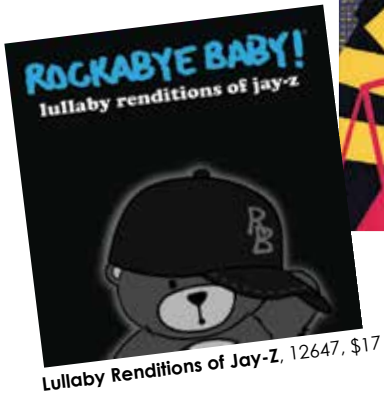
Je T'Aime NY tee, 2858 \$40



Good Night New York, 10832, \$9.95



This is New York, 8611, \$17.95



Lullaby Renditions of Jay-Z, 12647, \$17



Knit Taxi, 12644, \$68



City Explorer snaptee, 8354, \$22

Swede Things

Chatting with Mini Rodini's founder and designer Cassandra Rhodin



WHETHER ON A onesie or a national ad campaign, Swedish designer Cassandra Rhodin deftly pulls from the beautiful, quirky fantasy world she's envisaged, replete with anthropomorphic animals and vintage references, served up with a modern twist. Wielding her pen she knows how to entice and entertain, possibly a genetic talent passed down from her great grandfather, circus king Brazil Jack. Though her heritage and own childhood inspire, when it comes to designing her children's wear label Mini Rodini Rhodin notes, "My biggest inspiration definitely comes from hanging out with my two kids. Their imagination is unbelievable." Fall '13 is arguably her strongest collection to date, and, we hear, Rhodin is growing the label from kids' wear into home goods. We were psyched to sit down with ringleader Rhodin and hear the ballyhoo on the brand.





Babesta: You come from an artistic family – five generations of artists – what kind of art runs through your veins?

Cassandra: My parents and all the grown-ups in my world had creative jobs. [They were] everything from actors, painters and directors to circus-artists, acrobats, ballet dancers and illusionists. I wanted to be an author or an illustrator and I was always drawing and writing as a kid.

B: How did it all begin? What made you think children's wear?

C: The idea started to take form when I became a mother myself. I realized that there were few clothes on the market that I would want to buy for my own children. I couldn't even find basic organic cotton. That's why I started my own label.

B: I understand Mini Rodini was named after your great grandfather who was in the circus. Can you tell me more about him? What did he do in the circus?

C: My great grandfather called himself Rodini when he traveled with gypsies in the romantic 1890's. At the young age of twelve he ran away with a circus, and he worked with the circus, Tivoli, and variété his whole life. In 1899 – he was then known as Brazil Jack – he started his first circus which has followed my family up to now. He was such an inspiring and eccentric adventurer!

B: Besides leading and designing the collections at Mini Rodini, you also do illustration for some of the largest companies out there—H&M, Elle, Urban Outfitters. How do your bodies of work relate – the kids to the adult?

C: I've been working as a fashion illustrator my whole adult life. I liked it, but I felt very ambivalent towards the whole fashion industry. Becoming a designer for kids' wear wasn't a huge step for me. I still draw everything by hand, and I actually think that the aesthetic of children's clothing suits me really well. It's much more fun!

From left: **Camo jacket**, 12738, \$140, **Bow tee**, 12739, \$39; **Star romper**, 12740, \$68; **Jewel dress**, 12741, \$61; **Penguin sweatshirt**, 12748, \$53; **Panda jacket**, 12749, \$212. Opposite page: **Mountain snaptee**, 12750, \$42; **Heart sweater**, 12751, \$91.

B: I understand you are designing some home goods too – can you tell us a bit about that?

C: The home collection will be a set of bedding and wall art that will be released this autumn. It is made in the true spirit of Mini Rodini, organic, non-toxic and Fair-Trade. Textiles are exciting to work with and patterns make a big impact on a room, which I think both kids and their parents will appreciate. Fans will recognize the prints.

B: You use mostly organic cotton in your designs. Tell me about your commitment to sustainability and ethical production. Why is it important to you and what are you doing to uphold those values?

C: Sustainability is the most important thing about Mini Rodini's design! We are always trying to make the best products we possibly can, aesthetically, quality-wise, ethically, and environmentally. It is challenging, but we don't want to compromise. Sustainability is our main focus and we have a lot of exciting projects ahead.

B: You collaborated with Bugaboo last year in Europe for some special edition stroller canopies. Are you planning any such collaboration in the U.S. (We, for one, would love that!)

C: We'd love it too if the right one comes along! Who knows? There might be something happening very soon...

B: Who are the five people from history you'd most want to have around your dinner table? (Family excluded)

C: I would only invite interesting women and listen to everything about their life stories. I choose Gala Dali, Karen Blixen, Mary Kingsley, Princess Diana and Edie Bouvier Beale.

Unicorn trophy head, 7124, \$750



SUPERIOR INTERIORS

We've remixed a bunch of our favorite things at Babesta to create some super-cool kids' rooms.

Diamonds wallpaper, 12709, \$148



Roh crib, 12962, \$1790



Miffy lamp, 12680, \$219

So Sweet

Over the top accessories and art funk up this nursery.



Knit butterflies, 12675, 12676, 12677, \$60-120



Sheepskin bear, 7537, \$49



Roh dresser, 12985, \$1390



Crib sheets, 12220, 12682, \$48

Luca glider, 8114, \$995



Junior canvas storage bin, 12685, \$98

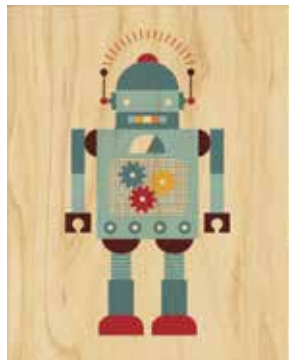


Leaf bouncer, 7467, \$220

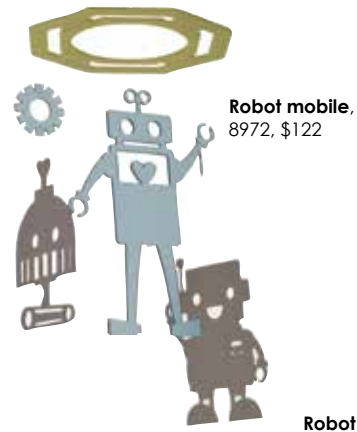




Robot march sleepsack, 12353, \$95



Blue robot on wood print, 12669, \$16



Robot mobile, 8972, \$122



Robot growth chart, 12670, \$60



Dekor plus diaper pail, 12593, \$45



Caravan crib, 6654, \$895



Robots tower, 2171, \$24



Coco Go Lounger, 5854, \$120

Domo Arigato, Mr. Roboto

Robots rule the galaxy in this nursery.



Caravan dresser, 6784, \$1495



Mega munny glossy edition, 10751, \$250



Grano glider recliner, 10565, \$1195



Large robot carpet, 12660, \$2900



Oasis crib bumper, 13971, \$169

Totally Toddler

Match your wild toddler with a jungle themed room.

Woodland play blanket, 13244, \$88



Monkey painting, 8744, \$199



Tree top table with chairs, 2781, \$220

Wild reading jumbo wood panel, 12671, \$220



My world jumbo wood panel, 12672, \$220

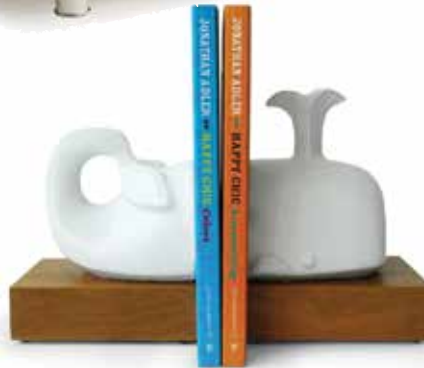


Classic toddler bed, 8700, \$648



Clothes tree, 2714, \$110

Lion nightlight, 5225, \$48



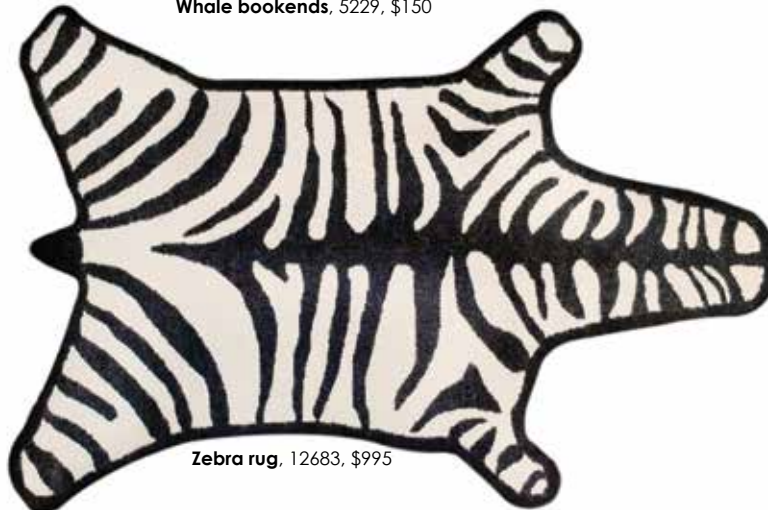
Whale bookends, 5229, \$150



Cubino loveseat, 10441, \$149



Toy store, 9326, \$498



Zebra rug, 12683, \$995



Kissing giraffe pillow, 5223, \$165

Two of a Kind

Sibs want dibs on an artful room filled with their own DIY creations.

Little one's easel, 2734, \$110



Season tree wall art, 10122, \$54

Perch bunk bed, 9905, \$1540

Panda zoo backpack, 13430, \$20



Shark zoo lunchie, 13431, \$14



Flip-in hamper bin, 12858, \$40



Cardboard house, 5179, \$50



Otto playable, 13426, \$450



Mini library, 7569, \$678



Twin flat sheets, 12180, \$78



Youth Gone

For Her

Bright color and quirky accessories delight the style sensibility of any little girl!



Donut plush,
12699, \$20



Toast plush,
12700, \$25

Gummi lights,
5608, 5606,
5605, \$50



Austin youth bed, 10426, \$1495



Hug panda
balloon print,
12730, \$60



Letter pillows,
12691, 12693,
12692, \$110



Deer print,
12725, \$30



Queen Anne mirror,
12690, \$595



Menagerie rug, 12694, \$165

Radcliffe etagere, 12695, \$2500



Balloon dog
wall stickers,
12673, \$48



Cabana vanity,
12701, \$1995

WILD

For Him

Cars, city & rock and roll make this pad rad!



Galaxy duvet,
13548,
\$156



Tribeca poster map, 8854,
\$50



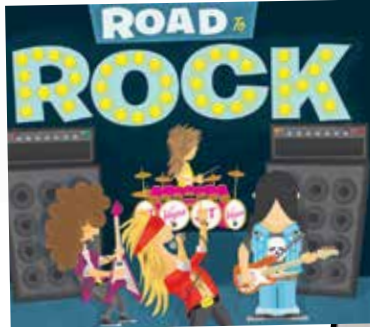
Dorma bed, 8159, \$995



Sparrow nightstand,
8708, \$400



Loog 2 guitar,
13017, \$149



Road to Rock coloring book,
10118, \$12



Amsterdam cabinets,
12658, \$1299



Austin desk, 9676, \$1195



Midi Speedy le mans,
12696, \$30



Mimmo aeroplane,
4526, \$64



Explorer block set tints, 13014, \$110

1 Create a comfy reading nook

Instill a lifelong love of reading with a special spot devoted to it. Choose a grown-up sized upholstered chair (for reading together) with an easy-care slipcover that can go in the wash. A reading chair should have its own lighting source. Skip the overhead lighting when reading in favor of a nearby standing lamp or table lamp.



photo by Ashly Covington

ELYSE KROLL, THE interior designer who transformed Babesta Threads last year, offers some tips on designing a standout nursery, toddler or kid's room.

Hip Tips

2 Involve your child in the design process

The surefire way to create a room your kid will love is to let him make some of the key choices, particularly with color. Since a favorite color can change from one year to the next, limit these decisions to things that are easy to change as well, like an accent wall or pillowcases.

3

Pick an easy rug to maintain

Indoor/outdoor area rugs are a great choice for kids' rooms - they now come in more patterns and colors than ever, and can literally be sprayed clean with water. Or consider a colorful mix of carpet tiles - it's easier to replace a stained tile or two than an entire rug.



Alma Papa crib, 7128, \$700

5 Mix old & new

The most interesting, dynamic rooms contain a mix of newer furnishings combined with unexpected vintage pieces. An old chandelier can be painted a fun color and used as the main lighting source of a nursery. Or turn an ornate, antique picture frame into a magnetic chalkboard. The charm is all in the mix.

4 Choose furnishings that grow with your child



Giraffe fabric growth chart, 10723, \$60

Invest in pieces that don't scream "baby furniture." While bedding and accessories can be easily changed with your child's evolving tastes, a foundation of white and neutral furniture with clean lines will last through childhood and even the teen years.

babesta **crikoz**

nursery,
toddler



kids' furniture

curated selection



personal consultations



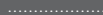
gift registry



multi-item discounts



hold it til you need it



white glove services

HOT WHEELS

How do you roll?

Are you looking for a primary stroller or a second, lightweight stroller?

CHOOSING A STROLLER is like picking a new car for a city parent. Do you need the pram equivalent of a Range Rover or a Smart Car? Here's a quick cheat sheet of features & trade offs for our most popular models!

PRIMARY

For neighborhood use or for on-the-go (lots of cars, cabs, buses, planes & trains)?

FOR THE HOOD

What's more important - custom colors, styles & accessories or more storage?

TONS OF TRAVEL

What's more important? Easy fold or extra comfort (better suspension)?

CUSTOM

The Bugaboo Cameleon features city-friendly wheels and customization options. Change the colors with your mood or when there's a new addition to the family!



Bugaboo Cameleon 3
Andy Warhol tailored fabric & base set, 9778, \$1088

STORAGE



Uppa Baby Vista, 4586, \$729.99

The generous storage underbasket makes the sleek Uppa Baby Vista a great about-town ride.

COMFORT

The Bugaboo Bee is aces for comfortable travel. Not only does the seat recline to be newborn-ready, but your little one can also face you.



Bugaboo Bee, 62941, \$649

EASY FOLD



City Mini GT single, 3829, \$350

Seamless folding is what makes the City Mini GT by Baby Jogger an excellent fit for globetrotters.

DOUBLE TROUBLE

Looking for the perfect double stroller?

What do you prefer, in-line or side-by-side?

IN-LINE

SIDE-BY-SIDE

Are the children mixed age or twins/close in age?

MIXED AGE

CLOSE IN AGE

The Phil & Teds Navigator is a great in-line for a newborn and older sib. It's compact and can transform from one to two.



Phil & Teds Navigator
11479, \$499.99, with double buggy kit, 11377, \$149.99



City Select, 3799, \$499.95, with second seat kit, 3800, \$169.99

The City Select gives tons of options for seating, earning it an "A" for flexibility. The inline stroller can accommodate carseats and the kids can even face each other.

Which is more important - added comfort or easy fold?

EASY FOLD

COMFORT

When it comes to folding, the City Mini Double stands above the rest. It's amazingly easy to use, and can be packed up in a jiff.

City Mini Double
stroller, 12703, \$450



Bugaboo Donkey Duo base, duo extension & tailored fabric set, 78721, \$1499

The Bugaboo Donkey has the smoothest ride (thanks to great suspension), is fully customizable and accommodates twins or mixed age siblings.



SECONDARY

Do you need it to be newborn-ready?

YES

NO, IT'S FOR A TODDLER

Maclaren Quest Sport
stroller, 12702, \$270



The Uppa Baby G-Lite is a featherweight. Although it's not newborn ready (and doesn't recline), it's a great fit for toddlers, and when folded even stands on its own.

Uppa Baby G-Lite, 8995, \$150



The Maclaren Quest can see you through from newborn on up. Its recline and light weight make it an easy second stroller for quick trips and fun jaunts about town.

EXTRA! EXTRA!

Accessories from bag hooks and cup holders to stroller organizers and liners make stepping out on the town a snap.



Alphabet Zoo stroller bar, 11945, \$20;
Treetop Friends stroller bar, 11946, \$20; **Hug & Hide Bear,** 11960, \$10.



Mighty Buggy Hook, 10436, \$15



Snuggle Pod sheepskin footmuff, 7584, \$259



Liquid Holster cupholder, 3796, \$19.95



Grab-and-Go stroller organizer, 12666, \$20



Stroller seat liners in blue & red, 5487, \$30



Swipe wipes case, 1410, \$8



FLUO-RIDA

Fluorescent touches light up the day and the night.

7AM Enfant's newest footmuffs feature neons and neutrals.



Bee igloo footmuff, 12705, \$109

212 footmuff, 8662, 12704, \$189



Bloom's Zen Stroller not only features a totally rad CMYK color scheme but also has a headlight for extra safety for night strolls. It folds in one piece making traveling a breeze. 8759, \$799.

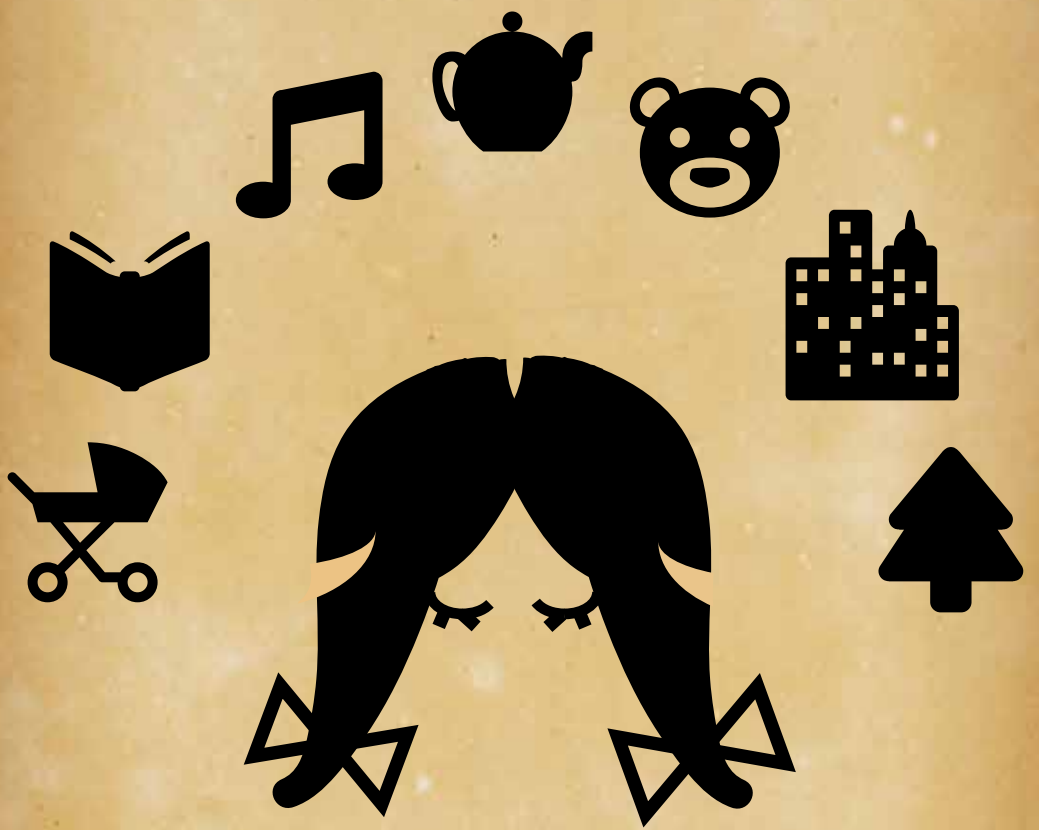


**STROLLER
WIPE DOWNS
AVAILABLE**

REVITALIZE YOUR STROLLER

Having a new baby? Or just want to spruce up your stroller? Find all your spare part needs at Babesta. Everything from wheels, carry handles, fabrics, rain covers, frames, harnesses and more.

FIND MORE INFO AT babesta.com/revitalize



Mimi & the Magic Forest



Photography by Katrina Tang,

Styling by Michel Onofrio,

Hair & Makeup by Laura Castellano,

Story by Jennifer Cattau.



Once upon a time, a city girl found herself in the country, skyscrapers traded for tall trees, gray concrete for green grass.



On her: Jewel dress, 12741, \$61, and leggings, 12806, \$45, both by **Mini Rodini**, **Native Shoes** Fitzsimmons boots, 12131, \$50, **Hello Ribbons** bow, 12386, \$12. On lawn: **American Retro** taxi pedal car, 3569, \$320, **Project No. 8** knitted wool pigeons, 12646, \$60, **Nook** LilyPad playmat, 8773, \$120.



She spent
long days
playing with
her city toys,
dreaming
about the
**hustle &
bustle** she
left behind.

She thought
the country
would be
boring.



One
afternoon,
while she was
playing with
her stuffed
pigeon & taxi,
she saw a
**bright
flash**
coming from
the woods.
She could
hardly
believe her
eyes.





A gaggle of colorful
monsters dared her to
follow them into
the forest,
and follow she did.

They led her to a clearing
guarded by scarecrows in all
different hues.

“Who goes there?”
they said in unison.



This page: Jackets by **Mini Rodini**: Blue check, 12807, \$197; Camo, 12738, \$140; Panda, 12749, \$212. *Right page:* Packable down jackets by **Jordan**: in pink, light blue and blue, 12804, 12803, \$90-\$105. **Uglydolls**, various, \$20.

Mimi introduced herself politely
and they let her pass.



“You’re just in
time for tea,”

they noted.

Mimi scrunched her nose.

“Kids don’t drink tea,”
she scoffed.

Much to
Mimi's
surprise,
a group of
children
were
gathered
around a
table
under
a tree.



Clockwise from left: Romper by **Mini Rodini**, 12740, \$68, hat (in hand) by **Bobo Choses**, 12826, \$45; Gray dress by **La Miniatura**, 11344, \$72, stockings by **Hansel from Basel**, 10731, \$21; Cardigan by **La Miniatura**, 11435, \$79, tee by **Rowdy Sprout**, 10673, \$37, sweatpants by **Munster Kids**, 11024, \$56; tiger tail by **Oeuf**, 12101, \$48; star dress by **Mini Rodini**, 12830, \$76, tights by **Hansel from Basel**, 10798, \$21, boots by **Chooka**, 9215, \$45; tee by **Mini Rodini**, 12831, \$30, cardigan by **Munster Kids**, 11006, \$70, jeans by **ESP No. 1**, 12769, \$54; hat by **Sand Cassal Kids**, 12783, \$15, tuxedo by **Mini Rodini**, 12832, \$129.



**“It’s about time
you got here!”**
(said a girl in a tuxedo clutching
a giant gummi bear.)

Mimi was delighted.
**Now this was
getting interesting...**

In background: Oeuf crib, 6657, \$970, filled with Uglydolls, \$10-\$50; highchair by Stokke, 9123, \$265, Bugaboo Bee, 6294, \$759 and Cameleon 3, 9551, \$1148 with special edition Pendleton canopies, dolls by Two Little Styx, 12801, \$60, purple carrier by Ergo, 9050, \$115, Gummi lights by Jellio, 5605, \$50, table and chair set, 2789, \$190, and rocker, 2779, \$80 by P'kolino, rabbit rocker by Playsam, 4563, \$190, teaset by Vilac, 13299, \$40.



Sweater, 11540, \$88 and jeans, 11357, \$55, both by La Miniatura, Spiff glasses by Sons + Daughters, 12792, \$65.

One by one, the kids introduced themselves...

There was

MAGELLAN THE MAGICIAN

who always had a trick up his sleeve (but, he confided, his tricks didn't always work the way he wanted them to).

& PENELOPE PINECONE,
who claimed to have discovered the fountain of youth
and promised to let Mimi in on the secret.



Sweatshirt by **Mini & Maximus**,
12033, \$46, sleeveless fleece
vest by **Bobo Choses**, 12810,
\$85, jeans by **ESP No. 1**, 12768,
\$54. Tutu model's own.

There was
little Benjamin,
the kindest of spirits, and a friend to all animals,
whether of the forest or of the fjord.



Raincoat, 12808, \$68 and sweatshirt, 12748, \$53, both by Mini Rodini.



Sweatshirt by **Mini Rodini**, 12815,
\$61, jeans by **ESP No. 1**, 13016,
\$54, boots by **Chooka**, 9215, \$45.

and Lena Leafwater

who tended to the trees. Mostly she told them jokes & when they didn't laugh she tickled their trunks, which always made them giggle.



From left: **Munster Kids** raglan tee, 10971, \$44, **Mini & Maximus** "Duh" pants, 12272, \$65, **Loog 2** guitar, 13017, \$149; **New Skool** headphone hoodie, 5564, \$48, **Goodie Two Sleeves** Captain Awesome tee, 10238, \$18, **Mini Rodini** cheetah print jeans, 12816, \$62; **Mini & Maximus** M-Mika dress, 12290, \$40, white framed Spiff glasses by **Sons + Daughters**, 12792, \$65, tights by **Hansel from Basel**, 12452, \$21; giant-sized Munny by **Kidrobot**, 5357, \$199.

Without missing a beat, Mimi started to have fun.

She danced to the chirps of blue & blackbirds and
grabbed the mic in a makeshift band,



Star combo nylon dress by **NUNUNU**, 12805, \$56, tights by **Sourpuss Kids**, 4746, \$10, sunglasses by **Babiators**, 9266, \$25.

as the Lilliputian lead singer
took a sunshine break.



She read a thousand books at least,
which took her through rabbit holes and back - that is
until Victor Vegetales (who stood quite vertically)
informed her it was dinnertime.



This page: Cardigan by **La Miniatura**, 11435, \$79, tee, 12771, \$42 and jeans 13016, \$54, both by **ESP No. 1**.

Left page: Dress by **Mini Rodini**, 12817, \$61, tights by **Hansel from Basel**, 10731, \$21, boots by **Chooka**, 9277, \$45; Bow dress, 12818, \$61, and leggings, 12820, \$45, both by **Mini Rodini**, boots by **Anais & I**, 10544, \$144, barrette by **Hello Ribbons**, 12387, \$10. A selection of books by **Chronicle**, **Harper Collins**, **Random House**, \$5-\$40; elephant nightlight by **Jonathan Adler**, 5226, \$44, swaddle blankets by **Aden + Anais**, 5353, \$50, fitted sheet by **Dwell Studio**, 13653, \$40.

Wearing a pair of Benjamin's gloves
(which made her hands look like flippers),
Mimi waved goodbye to her forest friends,
promising she would return again tomorrow.



This page: Gray cardigan by **Munster Kids**, 11006, \$70, tee by **Bobo Choses**, 12821, \$65, black shorts by **La Miniatura**, 12408, \$28, hat by **Sand Cassal Kids**, 12783, \$15, Guitar sweatshirt, 12822, \$85 and skirt, 12823, \$69, both by **Bobo Choses**; panda tee, 10233, \$18, by **Goodie Two Sleeves**, gloves by **Mini Rodini**, Tutu model's own, tights by **Hansel from Basel**, 12452, \$21, boots by **Anais & I**, 10542, \$144.

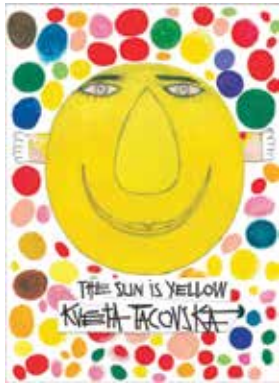
Right page: Dress by **Mini Rodini**, 12825, \$76, tights by **Hansel from Basel**, 10731, \$21, boots by **Anais & I**, 10542, \$144.



*That summer,
Mimi's wings widened and
her world expanded.
And when she returned to
the city, she was often
overheard telling tales
of a magical forest that
invited her to tea
one day.*

Gifted

The freshest toys, tunes & books for every age.



The Sun is Yellow, 13676, \$24.95.



Rocking rabbit, 4563, \$190.



Circus juggling balls, 9839, \$10.



DIY Birdhouse, 12833, \$30.



Bit bike green, 4833, \$150.



Ice cream backpack, 11775, \$42.



Cardboard horse DIY, 12834, \$16.



Wig in the Window, 12710, \$17.



Mimmo Airplane, 4526, \$64.



Cupcake plush, 12516, \$10.



Stacrobats, 5915, \$56.



Mini Munny, 9783, \$9.95.



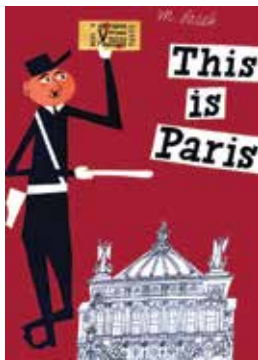
Barbapapa tea set, 13299, \$40.



Babo Bear, 10346, \$18.



Keith Haring pull toy, 8349, \$59.



This is Paris, 8614, \$17.95.



Go car, 12949, \$13.



Floating ducks, 11769, \$13.



Squirrel pull toy, 12943, \$20.



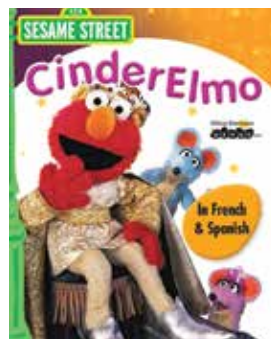
Ice cream skipping rope, 3010, \$22.



Explorer block set, 13014, \$110.



Classic ABC blocks, 9255, \$34.



CinderElmo DVD, 9232, \$15.



DIY feather crown, 10208, \$40.

EAT, PLAY, LOVE

URBAN FUN FOR GLOBETROTTING KIDS

We chatted with blogger Florence Rolando, of **Pirouette Blog** (www.pirouetteblog.com) and co-founder of indie fashion trade show **Bubble** about her top picks in the royal city.



1



2



3



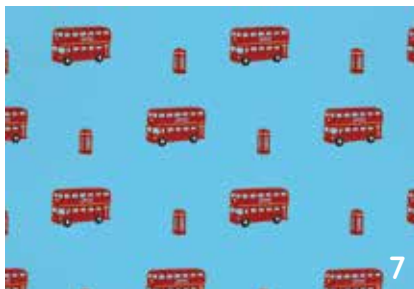
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9



4



7



6



5

1. Wellcome Collection 2. Pizza East 3. Florence Rolando with her family 4. David Bowie tee, 11498, \$53 5. Pizza East 6. The Smiths CD, 4314, \$17 7. British bus wallpaper, 12223, \$169 8. Victoria and Albert Museum 9. This is London book, 8613, \$17.95.

Best Place to Eat with Kids

Pizza East
Shoreditch

Large and lively, a bit New York style, with super friendly waiters and absolutely delicious pizzas. A great place for both parents and kids to share a fun moment and creative food.
www.pizzaeast.com

Best Place to Take Kids to Play

V&A Museum
South Kensington

For the great art on display, from ancient to contemporary (currently the David Bowie exhibit). Cherry on the cake: in the summer kids can soak their feet, play and splash in the pool in the central courtyard while parents enjoy a break over coffee & cookies.
www.vam.ac.uk

Something I Love in London

Wellcome Collection
Bloomsbury

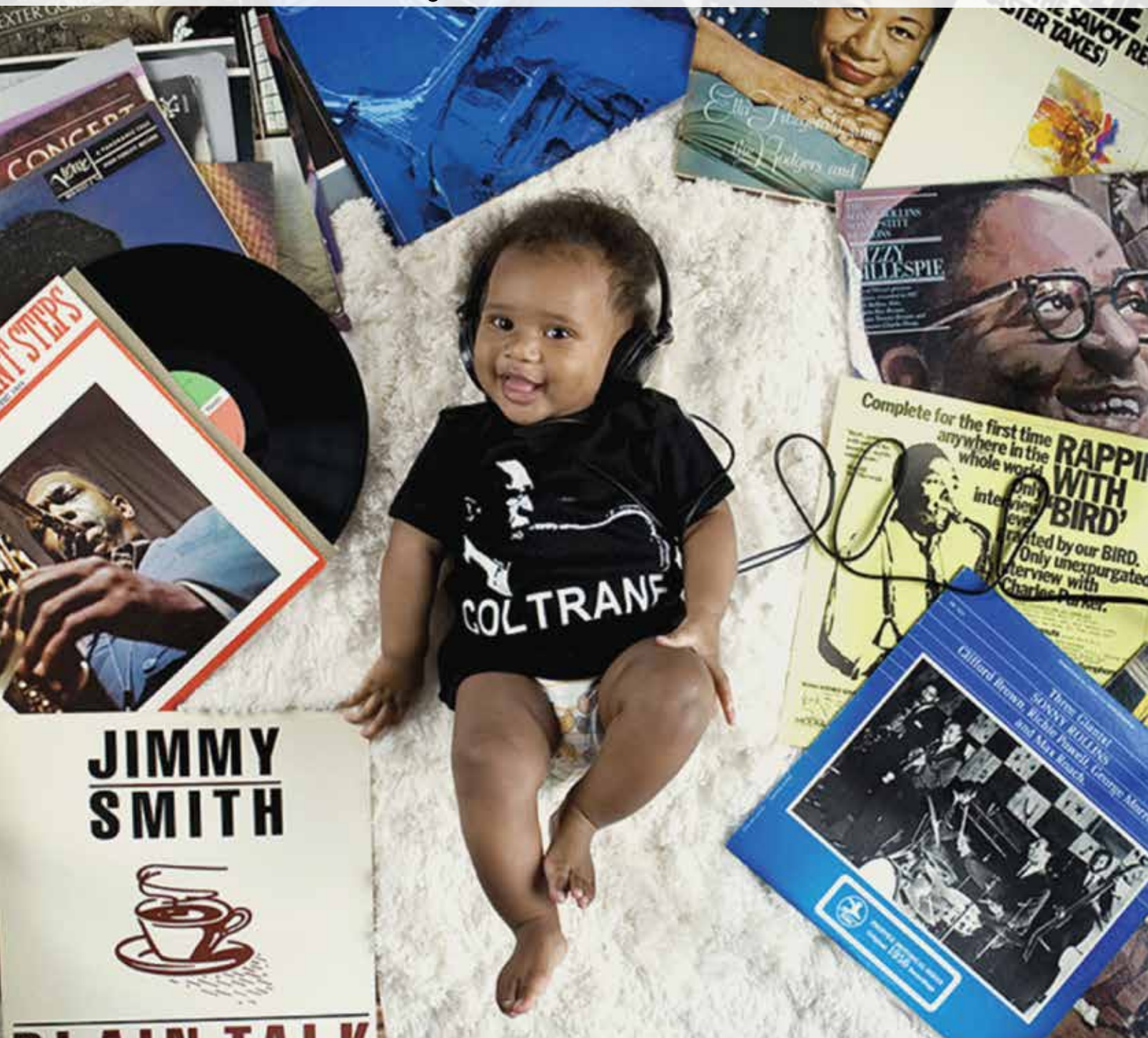
A museum exploring the connections between medicine, life and art. The museum is targeted to kids with focus on an interactive giant human body that helps in understanding anatomy, as well as films and stations to draw. My kids are fascinated.
www.wellcomecollection.org

Last Question:

What's your favorite thing about children's fashion?

I love fashion when it's playful, when it combines comfort with humor, when it lightens our souls with great color combinations, when it allows kids to dress like their games or in their dreams with elements of fantasy. It pays to dress kids in clothes that are special, different and well designed.

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