

Press release  
Spring / Summer

## **SS16 kids collection launch \_ Popupshop**

Popupshop's Spring Summer 2016 collection comprises 120 styles split between girls and boys for ages 2-10 years and babywear for 3-24 months. The collection will be available in select children's wear stores worldwide, and online at [popupshop.net](http://popupshop.net) store by February 2016.

SS16 came to life by using imagery of surfaces and natural spaces in nature and around us in the urban environment. Both through more abstract forms in all-over prints and by using the knitted structures in our organic yarns as a way of interacting with the prints and illustrations. We have made a collection that is both vivid and illustrative and easy to mix and match with our base of douche basic colors and styles where form, fabric quality and softness have been the main focus.

Popupshop's fabrics are all soft, durable, colorfast cottons in various weaves for ease of movement, fit and comfort. The fabrics used are mostly GOTS-certified organic knitted cotton and the digital prints are GOTS labeled securing that the colours used contain no harmful chemical residues.

Popupshop will be attending KID in Paris on the 5 – 7 July, and CIFF KIDS in Copenhagen on the 5 - 7 August, where they will be presenting the Spring Summer 2016 collection.

For more information on the SS16 collection, please contact:

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