



## Collection notes fall/winter 2016

It's a weekend in late fall and there's a chill in the air - winter isn't far away. The light is crisp, the sky overcast. You decide that a trip to the art gallery is just what you need. As you step in to the modern art section you see a group of children who look like they just stepped out of a Matisse paper cut collage, others whose garments evoke Mondrian's iconic colour block works, some with hand drawn birds and flowers on them and some covered with languorous loopy scribbles - it's like the art stepped right off the page into real life! Welcome to baobab - [baobab.com.au](http://baobab.com.au) - fall/winter 2016 collection, inspired by the beauty of art and nature.

Established in 2005 by designer Belinda Blooman, Australian baby and kids clothing brand baobab - [baobab.com.au](http://baobab.com.au), design and make original GOTS certified 100% organic cotton fair trade clothing for boys and girls from birth through to 10 years of age with pants, tops, hoodies, skirts, dresses together with bodysuits and babygros presented in fun, modern colours and shapes.

Print colours for fall/winter 2016 include grey, navy, black, electric blue, orange, pale pink and mint green with two denim wash fabrics completing the picture.

Key collection motifs are:

- fun - reinvented scribble print inspired by children's doodles;
- arty - inspired by Matisse and Mondrian;
- graphical - simple, primary placement prints on tees, tops and dresses;
- unique - hand drawn, original designs like the bird print.

Creative design details like hoods on dresses, feature button fastenings, asymmetrical colour blocking, combining different fabrics into one garment, centre seam tops, mitten seam pockets and curved hemlines raise the baobab look above the fashion pack.

Designed to be worn at playgrounds and parties alike, baobab pieces convey an artistic warmth that honours the energy of every child with comfort and freedom of movement.

baobab clothing is also an affordable joy for parents: all baobab pieces are priced at under \$55.

baobab fall/winter 2016 is available to order now for delivery in February 2016.

*Please see the accompanying lookbook to view the range. High quality lifestyle and flat lay images are available making stocking, showcasing and selling baobab a snap for retailers.*

**Contact Belinda Blooman at baobab - [belinda@baobab.com.au](mailto:belinda@baobab.com.au),  
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