



Collection notes spring/summer 2016-17

Embargoed until July 2016

Combining the beauty of nature with an artistic sensibility, Australian baby and kids clothing brand - baobab - baobab.com.au celebrate their 11th year this spring/summer 2016-17 with the *In The Garden* collection for boys and girls from birth to 10 years.

Art movements Cubism, Futurism and Abstract Expressionism fused with the natural world have inspired Baobab's knockout SS16/17 range, but you don't have to be an art expert to appreciate this simultaneously soothing and stimulating collection of pants, shorts, tops, hoodies, skirts, jumpsuits and dresses which feature an include an artist's palette of colours, vibrant minimalist prints and creative tailoring details.

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 pleasure for parents: all baobab pieces are priced at under AUD\$60. Manufactured under a Fair Trade agreement, with the large majority of items made from GOTS certified 100% organic cotton knit, baobab's unique baby and kids fashion pieces deliver the feel good factor on every level.

Key colours for baobab SS16/17:

- On trend pastel pink, blue and mint;
- Rich primary yellow, blue, red and green and orange;
- Pink and grey marle;
- Chambray and deep denim blue; and
- Ink black.

Key print design motifs for baobab SS16/17:

1. The natural world: The sun, sky, clouds, leaves, trees, grass and flowers and animals and insects including fish, a cat, bear, bird and a ladybug.
2. The art world: Matisse inspired cutouts, Escher inspired optical illusion geometric prints, Calder mobile print. 1950's tattoo inspired fish motifs.



Key tailoring motifs for baobab SS16/17:

- Cuffed short sleeves;
- Contrast button fastenings;
- Raw hems;
- Asymmetrical colour blocking utilising contrasting fabric colours and weights;
- Oversized pockets with contrast stitching;
- Shirred drop waists;
- Dropped crotch pants;
- Radically asymmetrical hems; and
- Burned in colour features.

baobab spring/summer 2016-17 is available to order now for delivery in August 2016.

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

Contact head designer Belinda Blooman at baobab - belinda@baobab.com.au, or on 0416 151 426, for further information.

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