

babyface®

kidzface®



✕★ BLUE REBEL



PLAYFUL
BRANDS
OF
KIDS

EURETCO
LABEL
COMPANY

PLAYFUL BRANDS FOR KIDS

SO
WHO
ARE
WE?

Our primary task is designing and making interesting and surprising collections for the kids of Europe. It is a task in which we delight, day in day out.

We draw our inspiration from any and every place where kids are to be found.

We are ELC, Euretco Label Company, an independent business unit of Euretco which in turn is one of Europe's leading retail service organisations in the field of fashion, sports and living.

ELC is an exclusive producer and wholesaler of different international clothing brands and private labels for babies and kids.

ELC brands are carefully tuned to how children think, how they move and what they want. The result is a successful portfolio of brands and private labels.

BRANDS

Successful and established brands are Babyface, Kidzface and Blue Rebel.

Customers include individual children's stores and children's store chains. Over 1.200 baby and children's stores in Europe and USA currently owe their success to these brands.

Besides that we offer private labels for various store chains. In almost constant daily dialogue with stores and buyers we develop exclusive private labels for our customers.

RESPONSE

To ELC parents' and children's responses to our collections are critical, and that across a diversity of cultures. Every day we dive into children's perceptions of their environment, their role models, their loves, and indeed their dislikes. At the playground, on the internet, through market research and trend reports, or simply by studying our own kids.

Every piece of information is important in creating new collections that makes the difference for both children and their parents and therefore for our customers.

CUSTOMERS

The success of our customers is the main measure of our own success. For that reason, the professionals here at ELC work hand in hand with customers. Partnership, mutual trust, hard work and unfettered imagination are just some of the key terms describing the route to new solutions.

This dedication – working together as partners – can be found throughout our organisation, along with sincere involvement and good personal contact with customers. Whether it is a question of new designs, or the tough world of distribution, marketing or pricing.

QUALITY

ELC feels a strong connection with CSR: Corporate Social Responsibility. Because to us quality also means producing collections in a responsible way, bearing in mind both the environment and the people behind the collections.

That's why we are a member of BSCI (Business Social Compliance Initiative). This provides us the best system to improve working conditions in our global supply chain. In India all ELC partners are BSCI compliant or SA9000-certified. As a result we can, also with our business partners in the Far East, guarantee sustainable quality at competitive prices.

THE SMILE IN YOUR MIND!

Eye-catching clothing that offers a great price/quality ratio and distinctive design... that is the success behind Babyface.

The Babyface collection is designed for babies and on up to toddlers.

BABYFACE NEWBORN

Sweet, alluring, in soft materials and most importantly: practical and comfortable. Babyface Newborn offers everything a baby needs.

Sizes: 50/56 - 68

Mark up: 2.5

www.babyface.nl

info@babyface.nl

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BABYFACE TODDLER

For today's self-willed and curious toddlers who are discovering a whole new world: playful, sturdy and great-looking clothing which can be combined endlessly with other Babyface garments.

Sizes: 68 - 116

Mark up: 2.5

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babyface[®]



SO EASY TO
COMBINE



SO EASY TO
WASH



SO EAGER TO
EXPLORE



SO EAGER TO
PLAY

kidzface®

Kidzface, the big brother of the cheeky baby brand Babyface, is a greatly coordinated collection in the sizes 98 up to and incl. 152.

The strength of the Babyface collection has been translated into Kidzface. The colour spectrum, labels and artworks are slightly more adult and cheekier, matching the daily experience of 8-year old boys and girls.

Kidzface makes the switch from cool cheeky to cool adult possible with a clear wink to the Babyface collection!

Sizes: 98 - 152

Mark up: 2.5

www.kidzface.com

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BLUE REBEL



Blue Rebel jeans draw their inspiration from original vintage styles, with authentic details and genuine washes. At the same time the jeans keep up with contemporary fashion trends making sure the kids who wear Blue Rebel stand out in school and on the block. And, yes, we're sometimes pushing the trends to the limits - just as the kids who wear our brand! Blue Rebel is a collection of statement jeans for boys and girls.

Sizes: 92-176 / Mark up: 2.5

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