



PRESS RELEASE
2013-02-20

THE LIBERTY COLLECTION

AUTUMN/WINTER 2013

Shampoodle celebrates the young heroes of next generation with a collection filled with speed, space and freedom! Loose sweatshirts, super hero tights, windbreaker overalls and pants. Rock'n'roll on a happy day. We invite you to join!

Do not miss Shampoodle's mirrored collection for the grown-up crowd. Childishly comfortable as always!

"This seasons has the feeling of the cool crowd when off stage, a bit trashy and relaxed. The better the more worn it looks. A great feature for kids clothes anyway!"

Helene Stevenberg, Designer and Creative Director of Shampoodle

THE COMPANY

The Swedish brand Shampoodle saw the light in 2006. Since then Jakob Wästberg and Helene Stevenberg, the founders, have worked the company from a hobby project to become a worldwide known company. Today Shampoodle is represented by agents and distributors in: Australia, Finland, France, Germany, Great Britain, Greece, Italy, Netherlands, Japan, South Korea, Spain, Sweden, Taiwan & the US. But we also claim fame in selected stores in: Cyprus, Canada, Denmark, Lithuania, Norway, Sierra Leone and Singapore.

OUR PARTNERS & THOUGHTS ON ENVOIRMENT

We are a social aware company, and always have the welfare of our collaboration partners and the environment in mind. This is not always an easy target having most of our production made across the world in India. But today all of our jersey knit cotton products is organic certified and the production is made under good working conditions. The process continues...

THE DESIGN

Age, size or gender is a minor concern for Shampoodle. Our only restriction when it comes to design is to keep it within the limits of our own tag line: childishly comfortable clothes. Therefore you will find most of our unisex clothes from 0 to 14 years with some of the models from XS to XL as well.

Sporty bohemian is probably the easiest way to describe our style. Often basic but never boring. Often inspired and sampling our own interest in popular culture; movies, music, culture, tribal and things we like in general. Pet Shop boys title "We where never being boring" sums up a collection pretty well. Party or play, a Shampoodle outfit should work for both, taking child clothes to version 3.0. Enjoy.

CONTACT	Jakob Wästberg
PHONE/E-MAIL	+46 (0)8 50 31 31 31 / jakob@shampoodle.com
SHOWROOM	Bellmansgatan 22 C 118 47 Stockholm, Sweden
URL	shampoodle.com