



PRESS RELEASE
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THE WONDERLAND COLLECTION

SPRING/SUMMER 2013

Effortless style by these easy-going Swedes. Within their frame childishly comfortable clothes the tropical Wonderland collection offers a sporty bohemian look with basic cuts, a tempting color range and fun fabrics to play around with.

"We avoided prints as much as we could and let each color be the Hero this season. It was fun to give each color a persona and it gives a fresh luxurious touch to a, in some aspects, very understated collection."

THE COMPANY

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 we are being represented worldwide by our agents and distributors in: Australia, Belgium, Denmark, Finland, France, Italy, Netherlands, Japan, Spain & the US.

But we also claim fame in selected stores in: Cyprus, Canada, Denmark, Germany, Great Britain, Greece, Kuwait, Lithuania, Norway, Russia, Sierra Leone, Singapore, South Korea, Sweden, Taiwan & Ukraine.

NEWS THIS YEAR

- Swimwear is something we added to the basics this collection.

OUR PARTNERS & THOUGHTS ON ENVOIRMENT

It was not a decision, it was more of a given to be a social aware company, to 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... we will keep you updated.

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 in XS to XL as well.

Sporty bohemian is probably the easiest way to describe our collections. Leisure (read: casual) clothes with a Shampoodle "twist". Often basic but never boring! Party or play, a Shampoodle outfit works for both. And yes, our clothes are great matching with other labels! Taking child clothes to version 3.0. Enjoy.

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