

## **Monster Baby Launches Punk Rock Clothing Range In Toddler And Preschool Kids Sizes**

*By Monster Baby: infant, toddler & preschool clothing*

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*Hot on the heels of their successful skate punk-inspired baby clothing range, Australian label Monster Baby have extended their catalogue beyond infant sizes to include toddler wear and little kids clothing with rock star attitude.*

Unique boutique Australian baby clothing label, Monster Baby, has super-sized its edgy infants apparel range to fit big monsters too. Previously only available in baby sizes 000 to 2, the extended Monster Baby range will now fit mini style-masters all the way up to children's size 5.

Available internationally from September 15, 2008, the scaled-up Monster Baby range will feature two divisions: Anklebiters (sizes 000, 00, 0, 1 & 2) and Rampagers (sizes 3,4 & 5) and will be stocked in stores across Australia and the USA as well as online at <http://www.monsterbaby.com.au>

"We look forward to increasing our range to include preschool children's sizes thanks to loads of helpful feedback from our customer, who have consistently requested our styles in larger sizes from the outset," said Monster Baby's mastermind and company Director, Jo Wilcox, adding that the new Rampagers range will continue to uphold the Monster Baby tradition of being outrageously cool little kids gear.

Since catapulting onto the baby wear scene two years ago, Monster Baby has carved a distinct niche for itself while raising eyebrows with its rebellious skate-meets-punk rock feel. Think lots of black, skulls and crossbones, the odd bullet hole and loads of attitude – a far cry from traditional pastel baby gear. "Monster Baby was born out of a frustrated desire for some hip, trendy, fresh clothes for my baby. Having worked in the fashion industry forever, I saw a burning need for some cool baby stuff that wasn't pink or blue!" explained Wilcox.

"Monster Baby has always been about edgy graphics-driven gear and funky, trendy clothes for babies, infants & toddlers, so it's a natural extension to keep all little kids dressed in style until size five, then draw the line – our clothes really are too cool for school!"

So what can you expect from the new Monster Baby range? Summer 2008 sees some deliciously cheeky new prints designed to temp even the fussiest little dressers. No dodgy fits here – everything is slim fit, and tight is good. "We're doing the most kick-arse kids skate shorts ever, and a mad, funky new black sun visor to keep your little ones a little bit freckle-free. There are black & white skeleton T-shirt prints for the Rampagers, and some sweet new long sleeve rash vests perfect for summer. Oh, and we've even added hot pink to the sun-protection range - and we stand by the claim our rashies are the best ever. We use top quality Italian fade-resistant lycra that offers SPF 50+ protection," said Wilcox, adding:

"Pop punk may go in and out of fashion, but Monster Baby will always stay true to its roots and offer your little individual something unique. So go ahead – dare to be different and lead the funky baby revolution with the hottest and downright funkiest kids gear around."

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About Monster Baby:

Fresh new Australian label Monster Baby launched in 2006 with a range of distinctly wild prints on a range of quality infant onsies, T-shirts and singlets. With its punk rock and skate culture inspired designs,

Monster Baby quickly grew a following across the country and is now distributed throughout the globe. Not content to simply shake the baby clothes scene on its head, Monster Baby now also offers toddler and preschooler-sized rocking little t-shirts, hip skate punk shorts, hats, swimwear, and more. All Monster Baby products are designed and hand-printed in Australia using only the finest quality materials. Visit us online at <http://www.monsterbaby.com.au>

Category	Family, Fashion, Music
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