

Monster Baby Introduces Rockabilly Style for Rugrats with New Rockabilly Baby, Toddler and Kid's Wear

Edgy Australian children's clothing label, Monster Baby, have added a rockabilly twist to their kid's range this season. The range, named Rockabilly Heaven, oozes rampaging rockabilly flair across baby, toddler and kids clothing sizes.

July 29, 2009 - [PRLog](#) -- Dig out your hair grease and your old Stray Cats albums, because your toddlers may be pestering you for them someday real soon - rockabilly for rugrats is red hot. Australian children's clothing label, Monster Baby, has just added a touch of wild retro Rockabilly style to their new season's range, and the results are truly infectious. Think loads of tiny hip designs inspired by old school tattoos and double basses across colours like hot cherry red and black, then blended with a healthy dose of anti-establishment for the little wild child in your life.

Available from June 2009, the extended Monster Baby Rockabilly Heaven range will fit mini style-masters from baby sizes 000 - 2 all the way up to children's size 5.

So why launch a rockabilly kids clothes range in 2009? Rockabilly as a musical genre may have peaked in popularity in the 1950's, but the subculture it spawned is alive and well. The new Monster Baby Rockabilly Heaven range pays homage to the music, the hot cars, the tattoos, the slick hairdos, the motorbikes, the dance moves, and all the little things that make rockabilly style still fresh and relevant today. "Rockabilly has always been about rebellion, which is timeless. Modern rockabilly takes the core of 40-50's rock and roll style and adds a touch of chaos, which is why it is perfect for kids," explained Monster Baby founder, Jo Wilcox.

That sense of chaos and cool also makes rockabilly a perfect fit for Monster Baby. Since stage diving onto the baby wear scene three years ago, Monster Baby has carved a distinct niche for itself with its rebellious skate-meets-punk rock feel. Think lots of black, skulls and crossbones, and loads of attitude – not dissimilar to rockabilly fashion sensibilities. "The new Rockabilly Heaven range was influenced by our deep love of alternative musical subcultures and the real lack of cool clothing options for kids that reflect that alternative ethos. Not every family wants to dress their kids in pastels or to look like a walking billboard for some mass-produced cartoon character. That's where we come in." explained Wilcox.

The new Rockabilly Heaven prints include Rock N Roll featuring a slick double bass, Little Birdy with its old school tattoo swallow graphic, Knuckle Tat which pictures love/hate knuckle tattooed hands gripping a rose, Mermaid which pays tribute to all the femme fatales with hot tats, and Wild Child which features a mohawked toddler against a crown graphic backdrop.

So what else can you expect from the new Monster Baby range? New season offerings also include:

- A new walkshort called BOMBTRACK for the bigger rock and roll kids – these shorts are slick, black and long with a kabootie full of pockets so your little rocker can stash loads of stuff.
- A new rockstar kids cap named THE GROOVE is on its way. Modelled off the best-selling Monster Baby Castro Cap for infants 0-2, this stylish black short brimmed canvas cap has been redesigned to fit 2-5 year old cool cats.
- And finally, coinciding with 2009's Rockabilly kids clothing line launch a hot new colour will be introduced across the range, CHERRY RED. Available in onsies (size 000-1) and t-shirts (00-5), this

vibrant tone rounds out the range and looks amazing with all your favourite prints, both old and new!

The new Monster Baby Rockabilly Heaven range of rockabilly baby clothes and kids wear will include t shirts, shorts, onsies, caps, and short and long sleeve rash vests made from top quality Italian fade-resistant lycra that offers SPF 50+ sun protection.

For media enquiries:

Monster Baby: Jo Wilcox

Phone: +61 755356915

Fax: +61 755082691

Website: <http://www.monsterbaby.com.au>

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About Monster Baby: Fresh 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 worldwide. Not content to simply shake the baby clothes scene on it's head, Monster Baby expanded to offer toddler and preschooler-sized rockstar t-shirts, skate punk shorts, hip hats, swimwear, and more. All Monster Baby products are designed and hand-printed in Australia using only the finest quality materials. The Monster Baby range features two divisions: Anklebiters (sizes 000, 00, 0, 1 & 2) and Rampagers (sizes 3,4 & 5) and is available at select boutiques as well as via their online store:

<http://www.monsterbaby.com.au>

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