

# HUDSON'S

CHILDRENSWEAR REVIEW

OCTOBER-NOVEMBER 2008



starry night onto the ceiling and is also designed to raise awareness about endangered sea life. For more, visit [www.CloudB.com](http://www.CloudB.com).

Made in the USA **BonnBonn Baby** is the only baby line that uses patented technology to keep baby dry and virtually germ free. The wicking moisture control system pulls wetness away from baby's skin and the anti-microbial fabric kills over 650 strains of

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BABY **bōnn**



mold, mildew, yeast, fungi and the odors associated with them. For more visit [www.BonnBonnBaby.com](http://www.BonnBonnBaby.com).

**St. Lawrence Textiles** merges with three-year-old **Nick & Eddie**, adding to the company's current family of brands including **Baby's Own** and **Crème de la Crème**. **Russell Rosenberg** continues to lead the new Nick & Eddie division of boy's playwear in infant to size seven. Contact **Sandy Raderman** in the New York sales office at 212.629.3830 for more information.

**Entertainment Rights** launches a new soft line program based on the **Little Golden Books** publishing series at the recent Kids at MAGIC. New collections that begin rolling out at retail in early 2009 include juniors sleep and loungewear from **Briefly Stated**, juniors and missy retro t-shirts from **Giant Merchandising**, kids and adult accessories from **BioWorld Merchandising**, cotton and fleece fabric from **Cranston** and Halloween costumes from **CSS Industries, Inc.**

# Maggie Breen *too*



[maggiebrentoo.com](http://maggiebrentoo.com)



Family operated **dekoposh, Inc.** focuses on creating a fabulous buying experience for the entire family and offers a variety of products to "help empower your inner Posh" because they "know how fashionably smart you are." The company is also nurturing quite a social community. With **deko** and **posh** as the V.I.T.'s (very important tweens and teens), their mission is to create a generation of doers by using today's technology to be positive role models. Join their blog at [www.dekoposh.blogspot.com](http://www.dekoposh.blogspot.com).

Internationally recognized children's wear label **Greggy Girl®** is sponsoring the tracking of a female loggerhead turtle in Netherland Antilles. The turtle,