

JoJo Maman Bébé

maternity | baby and child | nursery and toys

Press Release 2011

JoJo Maman Bébé the multi-channel independent brand has been offering new parents inspirational collections for every stage from pregnancy to pre-school for the past 18 years. Collections for babies and children are charming without being fussy; traditional yet quirky and beautifully made with attention to detail. The gorgeous retail only collection is available in stores and online, not by the mail order catalogue, the collection has fantastic pieces for boys, girls and babies. Sizes range from 0-5 years. For little ladies there are pretty jersey dresses **1** in pink hues, knitted Breton dresses great for everyday and jumpsuits in dainty ditsy prints. Voile skirts and dresses are available in punchy raspberry, blue and white; these easy to wear styles are perfect for warmer days in the lightest of cotton. Pretty designs in vibrant fuchsia and lime summer checks are sure to make toddlers stand out.



Funky t-shirts in jazzy yellow and blue, with bus and car appliqués

brighten up casual summer outfits. **2** Boy's designs from the main collection, such as dungarees, skater shorts and hats, are available in ocean blue and leafy green checks. Similar designs are available in natural pin stripes accented with red detailing, for the more sophisticated tot.

The delightful striped knitted all-in-ones are perfect fuss-free outfits for babies, available in a variety of colours for both boys and girls. **3** A new selection of sleepsuits is available in zesty lemon, lime and orange stripes as well as vivid blue, purple and pink stripes all with contrasting trim. **4** For baby boys there are charming polo shirt rompers, jersey dungarees in modest marl grey, baby blue and navy blue stripes. **5** The designers at JoJo put a lot of thought into the childrens' designs to create classic pieces of the highest quality that you'll want to pass down to siblings, cousins, friends.... anyone! With such a broad range you'll be sure to find something to suit everyone, however small the customer.



NOTES TO EDITORS:

For high res images or product samples, please contact **Alice Treharne, PR Assistant** on alice@jojomamanabebe.co.uk or 0207 924 3144

To view the JoJo LOOK BOOK for Spring/Summer 2011,

[please click here >](#)

For interviews or company information, please contact **Laura Tenison MBE, MD** on pr@jojomamanabebe.co.uk or 0207 924 3144

For further information on our charity: www.jojomamanabebe.co.uk/charity.php

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