



SUNDAY, OCTOBER 6, 2013  
11:30 AM - 5:30 PM  
BOOTH 9137

Launched in August 2013 at ENK's Children's Club, Kids Shop is a show-site and social media initiative where kids, the ultimate consumers, get to play the role of retail buyers and models at Children's Club shows. Participating Children's Club exhibitors have the opportunity to pitch their newest collections to these pint-sized professionals. The Kids Shop fashionistas then have the chance to model their selections in a pop-up photo studio inside the show.

This season ENK has taken the project one step further and enlisted LIM College students to coordinate the Kid Shopper buying appointments as well as style the kid models for their photo-shoots.

Show exhibitors at the August 2013 event applauded Kids Shop as an innovative marketing initiative that fostered both social and traditional media exposure. It provided designers a real-world view of consumer experience and celebrated their brand within an environment that was fun and exciting for kids and moms alike. These colorful and spirited photo sessions can be found on: Children's Club Facebook page, ENK Children's Club website and other various publications and websites.

### **KIDS SHOP October 2013 Models**

Elias Wilkes | Hanna Abdallah | Owen Turner | Rima Reddy | Xander Van Gray | Zachary Abdallah

### **KIDS SHOP October 2013 Participating Brands**

100% Gumdrop | Andy & Evan | Autumn Cashmere | BabyLegs | BL Tee, Brian Lichtenberg  
Blue Belle | Collection B/Bernardo Fashions | Em-be Clothing | Falc USA | Flap Happy  
Fore!! Axel & Hudson | Happy Socks | Hudson Kids | Isaac Mizrahi for Jerry Leigh | Iscream  
JoJo Maman Bebe | Kalulu Kids | KidCuteTure LLC | Kids Dream | Klever Kids | Les Tout Petites  
Little Giraffe | Little Miss Twin Stars | Made with Love & Kisses | Malibu Sugar

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