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KIDS

1★2★3 FEBRUARY 2009

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Passion



for fashion

Show Directory

Your essential sourcing guide to the childrenswear industry

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Missing
something?



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Welcome

to Premier KIDS July 2009

Premier KIDS is your show, your key to discovering all that's new that your industry has to offer. From clothing to accessories, furniture to footwear you'll find it all under one roof over these exciting three show days.

Premier KIDS is also 60 years old this year, and I think that goes a long way in showing just how important this event is in the annual show calendar. And this year, maybe more so than ever before! With a recession taking its toll on both big and small businesses, never has it been more important to be up to date, innovative and flexible, ensuring that your business continues to attract by offering that little something different every time.

This year's show once again offers clearly edited sections making your visiting experience even easier. Discover Classic KIDS, KIDS Boutique, KIDS Gifts & Accessories, KIDS Street & Casual and KIDS Xpress. So, whether it's the old favourites or those new to Premier KIDS at this event you'll discover ideas, brands and products to boost your customer base and boost your revenues.

But that's not all, Premier KIDS continues to expand its own offering to bring you, the visitor, more. This year, not only are we bringing back the Premier KIDS fashion show, and the Trend Presentations, you'll also discover an unmissable seminar programme to excite and inspire. Our panel of industry experts have created a programme that is guaranteed to introduce you to new ways of working, new ideas and hopefully new opportunities for increasing your profits. For further details and the full programme see Page 6.

Also, for the very first time, Premier KIDS is running alongside Spring Fair International, the UK's largest home and gift show. With the chance to meet and do business with high end gift, toy and lifestyle retailers, visiting both shows

provides even more business opportunities for Premier KIDS visitors. Your show badge allows you FREE entry to both shows and with the two shows complimenting each other I would envisage all visitors benefiting from this additional sourcing opportunity.

This is your show and we are absolutely focused on giving the industry the best event each season.

Enjoy the show!

Lara Anderson
Event Manager

PS: Thank you for visiting! It's your show, and if you have any comments or suggestions on this show I would be delighted to hear from you.

lara.anderson@emap.com



What's on

Attend exclusive free seminars, trend presentations and the Premier KIDS Fashion Show this February

Premier KIDS Fashion Show

Styled in line with the WGSN trend predictions, the Premier KIDS Fashion Shows are designed to give you inspiration and merchandising ideas for Autumn / Winter 09. Bringing ideas to life has never been so much fun!

Trend Presentations

Be the first to hear and see the fashion forecasts for Autumn / Winter 09 kidswear. In association with WGSN, the world's leading online research, trend analysis and news services for the fashion industry, Jackie Cook will explain just how these predictions will play out in real life.



Seminars

This season, discover something new with the Premier KIDS seminar programme. Covering all aspects of business, including the art and science of buying and surviving a recession, well-known speakers will bring you their top tips for increasing your revenues and your customer base, as well as providing unmissable advice to help your business. All sessions are free so don't miss out.



Drapers

The Fashion Business

Drapers gives you unparalleled access to the UK fashion market. Read across the whole business, Drapers is undisputedly the voice of the UK fashion industry.

Week in week out Drapers delivers the trends and happenings in the UK market. With weekly fashion news, breaking trends, pages of international catwalks, great fashion job selection,

exclusive sales data and insightful features Drapers keeps you abreast of the issues that matter to your business.

From womenswear and menswear through to footwear and kidswear, Drapers has the entire industry covered. To find out more visit www.drapersonline.com

Seminar Programme

All take place on the central catwalk. Use the timetable below to plan your visit

	Sunday 1st February	Monday 2nd February	Tuesday 3rd February
11.00	Premier KIDS Fashion Catwalk	Premier KIDS Fashion Catwalk	Premier KIDS Fashion Catwalk
12.00	Kids Lifestyle Trends 2009/2010 Joanna Feeley <i>Trend Bible</i>	The Art & Science of Buying Thierry Bayle <i>Management One</i>	The Art & Science of Buying Thierry Bayle <i>Management One</i>
13.00	A licence to print money Richard Hollis <i>BBC Worldwide</i>	Franchising your business for success Dids McDonald <i>ACID</i>	Trends with WGSN Presented by Jackie Cook
14.00	Premier KIDS Fashion Catwalk	Premier KIDS Fashion Catwalk	Premier KIDS Fashion Catwalk
15.00	Improving Sales and Service Performance in a Recession Dennis Reid <i>RPS Global</i>	Trends with WGSN Presented by Jackie Cook	
16.00	Trends with WGSN Presented by Jackie Cook	Improving Sales and Service Performance in a Recession Dennis Reid <i>RPS Global</i>	
17.00	Premier KIDS Fashion Catwalk	Premier KIDS Fashion Catwalk	



Fashion show production
Styling & choreography:
The Production Team

NB: No filming or photography of the fashion show is allowed unless by accredited press or permission has been granted by the organisers.

Show sections

Plan your visit with the Premier KIDS dedicated show sections, guaranteed to make your buying experience even easier



Classic KIDS

Showcasing timeless collections suited for all occasions, ranging from party wear to formal wear.

KIDS Boutique

Offering modern and innovative styling together with designer brands from some of the world's leading fashion houses.

KIDS Gifts & Accessories

Bringing you accessories, high quality lifestyle products and gifts for today's active child.

KIDS Street & Casual

Introducing urban inspired and cutting-edge lifestyle collections focussed on creativity and original designs.

KIDS Xpress

Presenting high fashion and casual wear for a quick delivery from the current season.

Leukaemia Research

Help us save lives - get involved



Leukaemia Research has been fighting childhood leukaemia for 50 years and has made great achievements but now we need the money to fund clinical trials so that we can beat this terrible disease. More children than ever before are surviving thanks to our work but treatments are very harsh and can leave youngsters infertile or with damaged hearts.

It's our 50th anniversary in 2010, if you'd like to help Leukaemia Research beat these diseases and ensure children go on to lead normal lives please call Alison Smith on 01664 841190. We've got lots of ideas, both big and small, for how you can get involved.

www.lrf.org.uk

Premier KIDS 2009 is proud to support



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New from down under

Bobux of New Zealand offers another stunning collection for 2009

Famous for creating the leather soft-shoe category, Bobux Originals, almost 20 years ago, the brand continues to develop its offer of premium quality products using only the finest natural materials. Bobux Originals are still handmade in New Zealand with the finest Eco Leather, capturing the imagination of a child through its colourful and fun collection.

Recommended by Podiatrists, the shoes comply fully with British and European Safety Standards and Bobux have extended this ethos to its packaging, which is now fully recyclable.

I-Walk Junior and I-Walk shoe ranges allow Bobux to care for small feet through their next stages of development. Their Eco-Leather Inners and Uppers allow for the comfort and full breathability of a child's foot. Additional insoles aid the correct fitting of the shoe.

UK Distributor, Jackie Crocker comments; "Retailers and mothers have been delighted with I-Walk as it fills a much needed gap in the market. I am selling into multiples, independent shoe retailers and childrenswear outlets with great success. Mums are looking for a high quality alternative at an affordable price, to what is currently available on the market. I-Walk shoes are extremely flexible and allow the foot to breathe."

Clothes too....

Bobux now offer mothers a stylish and practical



choice of baby clothing in 100% natural materials. Fine Merino wool, silky Modal and cotton organic ranges, available in a soft pastel colour palette and classic navy.

Bobux is an aspirational brand for Mothers worldwide and already has a strong celebrity following including Angelina Jolie and Geri Halliwell.

Bobux ticks all the boxes for Mothers worldwide, so make sure you have Bobux on offer when your customers come looking!

Essential information

Banking

The following cashpoints are available at the NEC: Nationwide, Lloyds TSB and NatWest. There are cash dispensers near Hall 4. There is also a National Westminster Bank located on the Piazza. Tel: 0121 780 3111

Cloakroom

The cloakroom is situated inside Hall 16. All proceeds go to the Premier KIDS charity, Leukaemia Research.

Premier KIDS 2009 is proud to support



Hotels

For great deals on travel and hotels call the Premier KIDS' chosen agency Expotel on +44 (0)845 054 8470.

Lost Property

Any lost or found property should be reported to the security offices situated between the entrances of Halls 1 and 2 on the Piazza. For any enquiries please call 0121 780 4141.

Medical and First Aid

The Medical Centre on The Piazza (adjacent to Hall 5) will be operational during build up, open days of the show and the breakdown. There is

an additional Medical Centre located by the Atrium entrance 2 opposite Hall 8. For any medical emergencies please call 0121 780 4141 extension 2222. (Internally 2222).

Photography / Video

The use of cameras and camcorders is not permitted in the exhibition hall except by officially appointed photographers and TV Crews.

Taxis

Local taxi numbers are TOA Taxis 0121 427 8888; Birmingham & Solihull Taxis 0121 333 4334; Elmdon Taxis 0121 705 2222.

Telephones

Public telephones are located in the Piazza area by Weatherspoons, these phones can be used for overseas calls. In addition, there are also pay phones at Birmingham International train station that accept Euros.

Travel

For up to date travel information call:
National Rail enquiries on 08457 484950.
Birmingham Airport on 0870 733 5511.

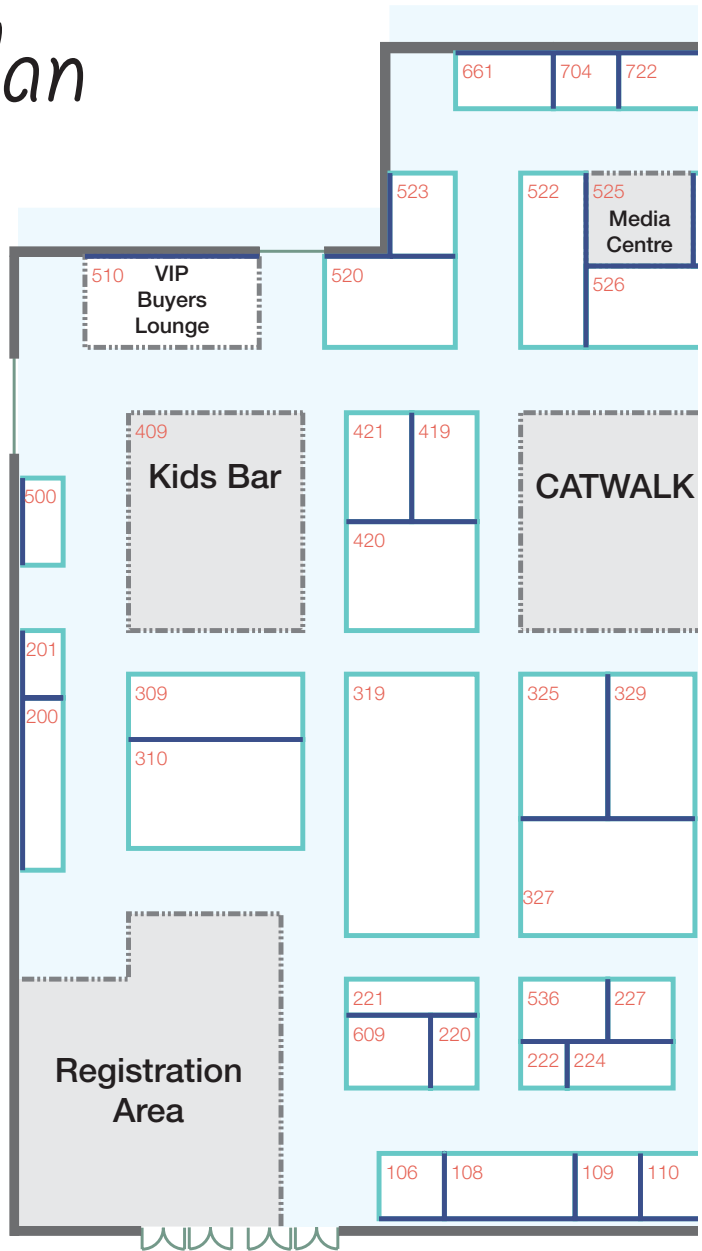


A-Z Brand list

Aardvark	560	Flap Happy	222
Aardvark Baby	560	Franzoni	351
Aliza Lilly	201	Frazer & James of Knightsbridge	546
American Exchange	136	Gitano Couture	224
Annafie	134	Goldbug	338
Antonio Villini	546	Green Cotton	523
Baby K'tan	338	Gumbies	500
Baby Marinier	556	Hatley	538
Barts	453	Hooligans Kids	221
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Boatilus	500	Indygo Artwear	235
Bobux	325	Intelligent Retail	463
Braap	258	I-Walk by Bobux	325
Bright Bots	221	Jakabel	457
British Country Collection	462	Joules - Little Joule	310
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Bykis	229	Katz Dancewear	460
Cashmere Heaven	329	Kiddees Socks	550
Chatterpants	735	Kidid	722
Cheeky Chimp	556	Kidorable	722
Clayeux	335	Kissy Kissy	329
CN Sales	355	Kozikidz	609
Couche Tot	340	Licences	351
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Cutey Couture	556	Little Bevan	110
Cutey Pie	556	Little Miss	549
D'arcy Brown	108	Little Temptations	546
Divinus & Dives	238	Lollipop	222
Dizzy Daisy	527	Luli & Me	419
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Elizabeth Hurley Kids Collection	327	Me Too	526
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Fatima Creation	201	Mebi-Root	228
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Merrell	520	Sebastian	340
Merry Berries	222	Sheldon Babywear	550
Minymo	522	Skibz	364
Moms Invented	338	Snuggle Baby Bedding	550
Mon Bebe Perfumes	458	Sterntaler	555
Mum 2 Mum	257	Sunrise Traders	560
my dwink box	258	Surfit	457
New York Kids	560	Sweet Elegance	560
Nimra Choice	201	Sweet Peanut	220
Nursery Industry	724	Swimsafe	457
Nursery Time Baby Shoes	550	Teddykompaniet	385
Nursery Time Babywear	550	The Ladybug Collection	233
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Orchid Packaging	645	Toothless	556
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Princess Doll	224		
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Rachel Riley	334		
Raja Fashion	201		
Reports	704		
RMS	704		
Ruth Lednik	740		
Saad Apparel	201		
Sarah Jane (UK) Ltd	109		

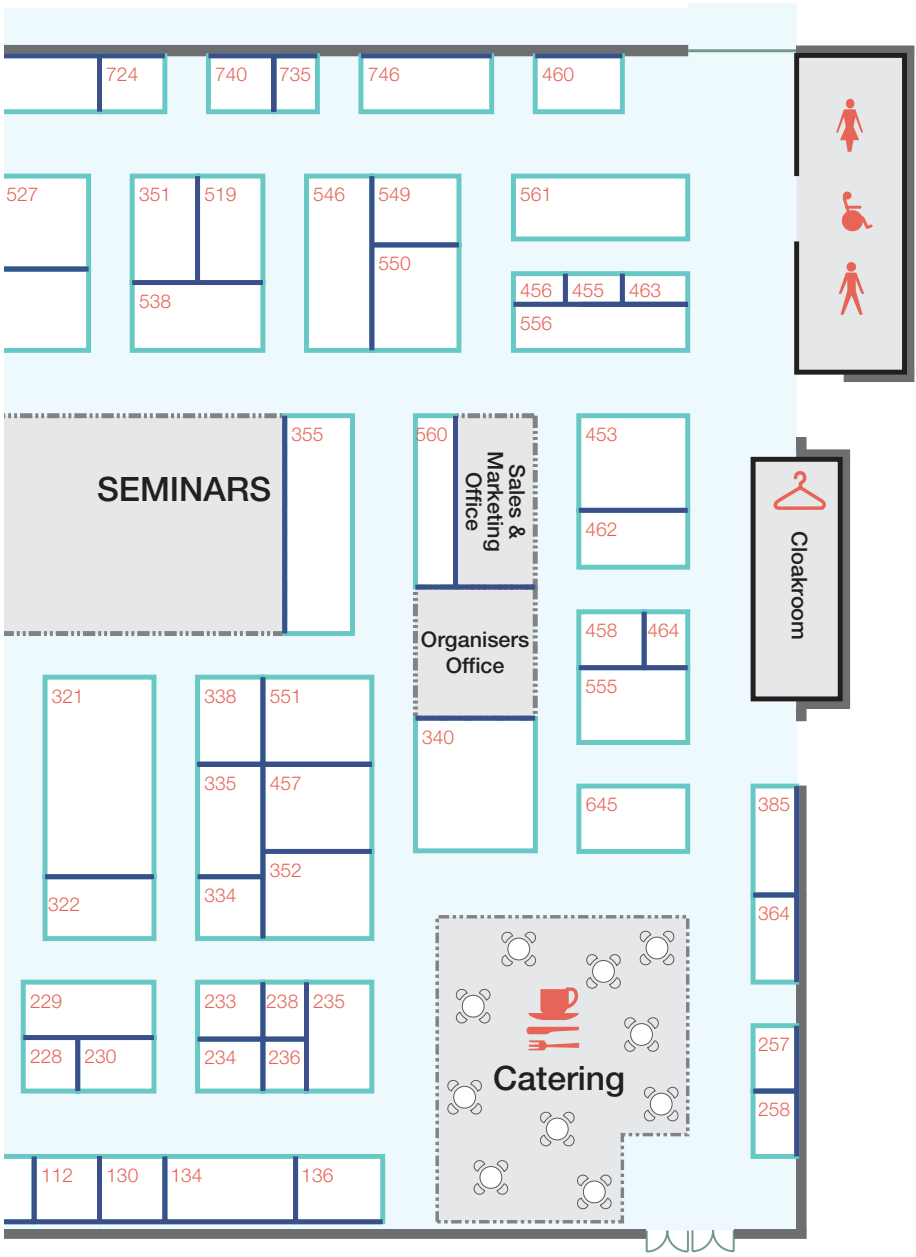
Floorplan




ENTRANCE

To Atrium
 (Halls 19/20)





News

Safer swimming

Jakabel is launching its first baby swim collection for 2009 at Premier KIDS. The new thermal baby wetsuits in wild camouflage designs, sunsuits from 3 months and non slip Kevlar shoes for all ages mean that Jakabel now serves babies, toddlers and kids up to 11 years old.

The wetsuits are available long sleeved and long legged in bright blue/reds, making it easy to spot your kids playing on even the largest of beaches. Jakabel is also exhibiting their array of fun dive toys/accessories and Swimsafe floatsuits, which are the only swimming aids with an anti-tip neck ring.



A step forward

Polliwalks™ brand of playful shoes for kids is taking their catch phrase, "Fun for Feet" to the next level.

The "Fish Lips" style features a playful fish shaped sandal with squishy lips that change from translucent white to light purple when exposed to UV rays of the bright sun.

Also available is a Firefly moulded clog complete with rubbery antennae and a tail that lights up as a

child jumps, runs or plays.

Both Fish Lips and Firefly are sure to delight kids with their playful features that also include Polliwalks™ patent pending Footprinter™ bottom which leaves a tiny trail of fun prints when kids step in dirt, firm sand, water or snow.

Both styles come in a variety of colours for girls and boys.



Continued success

Yet another winning collection from the Bobux and I-Walk brands is awaiting visitors at Premier KIDS.

Since its UK re-launch at Premier KIDS just over a year ago, the Bobux brand has kept UK Distributor Jackie Crocker and her company Purple Crocodile very busy.

Bobux Originals, still handmade in New Zealand from their famous Eco-Leather, will have even more fun designs to bring a smile to a baby's face. In addition, Bobux have delivered yet another

stylish collection for I-Walk, their First Walking shoe range.

The brand sells in over 27 countries worldwide and continues to grow. It recently expanded its offer to include a range of clothing made from the finest merino wool, organic cotton and beech plant fibre.

Jackie Crocker commented; "The re-launch has been phenomenal. Customers recognise the uniqueness of the Bobux brand in terms of quality and design".

From Mums to you

The Wonder Bib, designed by two New Zealand Mums who wanted to keep their babies dry and clean, can be seen for the first time at Premier KIDS.

Available in a range of bright colours, the Wonder Bib is the signature product of Mum 2 Mum and is distributed in the UK by Baby&More, who have recently secured a deal with a major supermarket chain.

Katie Murphy of Baby&More said; "The design is bright and modern. The front is super-absorbent velour towelling cotton. This holds up to two fluid ounces of spillage and can deal with reflux, spilling, dribbling and messy eating. The back is made from water-resistant nylon. This combination means that the garment is washer and dryer safe".



Always in style

AW09 sees Hush Puppies release its most progressive children's collection to date. Focussing more on current trends, styles for little ladies have chic button and buckle trims and fur lining. The boys range gets a utilitarian twist with rugged sole units and Velcro fastenings.

Always bringing style to purpose, Hush Puppies expand their range of fitted school shoes that incorporate the Fit Left, Fit Right unique fitting system with new silhouettes.

For AW09 Hush Puppies will also introduce a Premium Range. Designed to cater for the boutique market this capsule collection will feature the highest quality materials and innovative design. Styles to look out for include a "mini-me" girls riding boot.



A new concept



With distribution agreements in both Eastern Europe and Japan, and an agreement on its way for the Canadian market, Green Cotton is now counting more than 100 sales points worldwide. Two of these are pure Green Cotton Concept Stores.

Green Cotton recently opened a store in the heart of Budapest and in March Green Cotton will enter Japan.

"Our autumn/winter collection 2009 will be the strongest so far" says Brand Manager Sanne Nørgaard, "so there are definitely more shops on their way in autumn, where we also add another

country to the list with a distributor agreement for Canada."

Autumn/winter 2009 is again dominated by the many beautiful prints that give the collections a characteristically Scandinavian touch. At the same time Green Cotton keeps the international look that attracts the many countries where the brand is now represented. In the coming collections the designer has also played with the new grey colours in the children's clothing, without making the collections dark or too grown-up in the look. Last but not least, Green Cotton is now introducing delicious organic lamb's wool.

Practicality meets style

Huggalugs, distributed in the UK by CN Sales & Marketing, are unique leg and arm warmers specifically designed for use from birth up to around 6 years. However, due to the material used they are suitable for older children, teenagers and adults to wear as traditional calf height leg warmers.

Made in Australia, Huggalugs simply slip on and will cover from the ankle up to the thigh or from the wrist to above the elbow. Huggalugs can be worn with socks, under trousers or a dress or skirt and make a great alternative to tights, especially at nappy change time or

when potty training. Huggalugs offer much needed protection to delicate knees while crawling on carpet or laminate flooring.

Available in a host of colours and patterns, Huggalugs are fun to wear and great to be seen in. A Picot Edge range is also available in selected patterns.



Aiming high



An Italian market leader in children's hosiery and underwear is launching their latest range in the UK at Premier KIDS.

Calzificio Franzoni Srl plan to address the needs of the UK medium-high level consumer group with their collection of children's tights, knee highs, ankle highs, leggings and children's underwear. All underwear garments are made in Italy from 100% cotton.



When comfort and quality meets fashion

Making their debut appearance at Premier KIDS, the Spanish brand Bykis continues to go from strength to strength

Founded in 1970 by Paz Rodriguez, the company started out by making handwoven clothing on a small scale. Today, the designs are one of the first choices of Spanish parents and Bykis garments can now be seen in countries such as the UK, Italy, Mexico, Norway and Russia.

The Bykis range includes classic garments for very small babies (size 00), babies and kids up to 10 years. This season will see timeless, simple styles, such as rompers, knitted baby sets, cardigans, coats and stylish christening dresses and shawls. All available in a wide range of colours, including pastel ones, and inspired by timeless Spanish handcrafted designs.

Bykis have diversified their product lines to meet the ever changing needs of parents and little ones. The premature infant's line consists of garments made with 100% hypoallergenic fabrics to provide the tender loving care needed by premature babies.

Paz Rodriguez explains; "Bykis offers stylish and comfy designs that are all made with care. Parents

see us as a very reliable brand whose products adapt to the kids needs, made by experienced hands and high quality materials".

A new line of totally natural garments made of organic cotton and extra fine merino wools is being launched at Premier KIDS following international demand. Bykis products are made entirely in Spain using hypoallergenic materials. The quality of the materials used in the manufacturing of its products has been tested for harmful substances by OekoTex.

The application of the latest advances in fabrics is accompanied by excellence in craftsmanship, design, elegance and attention to detail which creates a brand that is truly inspirational.

For further information, please contact:
Cristina Fuster
Texvigo, Calle C, Nave B4, 36315, Vigo, Spain
Tel: +34-986270139
Email: export@bykis.com

From Mama with love

Mama Babe has launched an exciting range of new brands in the UK and Ireland which include the contemporary designed range of baby wraps, sleep suits, bibs and booties & mitten gift sets from Fish Lilly

The beautiful Fish Lilly range combines colour, design and quality to provide Mums and babies with a product to remember. The products are available in baby girl, boy and unisex designs. 2009 will see an expansion of the range to include romper suits and beautiful greeting cards featuring the unique Fish Lilly designs. Fish Lilly, an Australian brand, is truly a beautiful gift that will be cherished by all.

Other products launched include the Melobaby all-in-one nappy wallet which is aimed at fashionable Mums who don't want to compromise on style. This unique design looks like a smart clutch bag, fits neatly into most handbags and holds everything required for changing a baby or toddler on the go. It's already taken Australia by storm with thousands of parents falling in love with it!

The uniquely designed Braap, a multifunctional breastfeeding privacy wrap, helps mums nurse their baby discreetly and confidently when in company or in public places without covering their baby's head

with a cover or towel. This compact product has two burp towels attached, so no extra towels are required. They can also be used to protect baby when laying him / her in a shopping trolley capsule or on public changing mats. The Braap also protects mums clothes from refluxing babies, as well as cover up any post-baby weight around the tummy.

My Dwindle Box is a fantastic creation by a mum to help stop her toddler from squeezing juice out of cartons or pouches onto the floor. This American product is available in four vibrant colours and suits all major supermarket juice cartons and pouches. It has a non-skid bottom, soft handles and is BPA, phthalate and lead free. It not only makes a beautiful gift, but also a functional one that when

once used can't be done without.

Visit www.mamababe.com, email info@mamababe.com or tel 00353 86 8943712 for more details on the product range.



Making kidz feel kozi

A stylish new outdoor collection is set to take the UK market by storm

Let your children enjoy jumping through puddles with the stylish new Kozikidz rainwear collection. This exclusive range of high performance, fashionable and functional outdoor clothing for children aged 1-8 years promises to keep your child dry whatever the weather. The funky collection has been specifically made for the UK weather and combines trendy designs with practicality.

Cutting edge fabric technology has resulted in a range that is structured specially to keep children's bodies warm and dry, maintaining the natural humidity balance whilst keeping the wind and rain out.

The launch collection comprises:

- **Rainwear** – This range is perfect for equipping children with lightweight, easy-to-carry waterproofs for school. All of the rainwear clothing is 100 per cent waterproof and the rain sets have reflectors for visibility in the dark, as well as detachable hoods for comfort and safety. Available in: Cerise pink, navy blue, blue or pink stripe, grey pattern, also, with a fleece lining in lime green or turquoise.
- **All Weather Wear** – Waterproof and breathable jackets and trousers, the 3 in 1 jackets have detachable fleeces which, can also be used on their own for breezy summer days or to wrap up warm in Winter and perfect for exploring the great outdoors when camping, on residential trips or family fun days out. All items feature fully waterproof zips, fully taped seams and reflectors and/or

reflective piping for improved visibility.

- **Soft Shell** – An all round jacket made up of 3 layers. It's wind-proof, shower-proof and flexible, perfect for outdoor activities.
- **Fleece jackets** – Ideal for sitting and relaxing in after a day's activity. There are two types of jackets in this range; a reversible, wind-proof fleece and a soft pile (teddy bear like) jacket, both in eye-catching colours. Available in: cerise, lime-green and mid-grey.



Linda Torstensson, Managing Director of Kozikidz states: 'I created Kozikidz because I was frustrated by the lack of readily available, "trendy" rainwear for my daughter to wear and play in. We want kids to feel 'kozi' and comfortable outside and have the opportunity and freedom to play and be as active as they normally would whatever the weather'.

All rainwear from Kozikidz is made using intricate details. From cosy thumb-holes in the fleeces to elasticated waists in the rain wear, the brightly coloured range withstands the British weather so that children can be children and enjoy the outdoors.

Making a difference

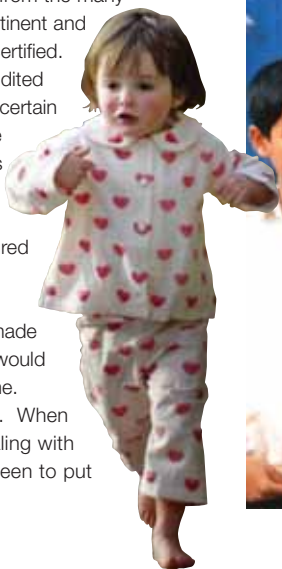
Designed in Dorset by Alexandra Sterck, the Turquaz range of Fair Trade children's nightwear is an entirely Western concept... with a twist

Crisply tailored classic styling with little added extras, such as embroidered details that can only be done by hand, the Turquaz range is made from the finest cotton which is then brushed to obtain that exclusively soft feel that children love to sleep in. This, according to Alexandra is the best thing about Turquaz; "Our pyjamas are made in the best conditions by a contented and well paid workforce, they are then bought by happy customers in Europe and part of the profit goes to help children live a decent life.

So, if the look and feel is Western, where is it made and how can it be fair trade? The answer is that they are made in a modern factory but that factory is in Kerala, south-west India. The reason that this factory is different from the many sweatshops on the subcontinent and China is that it is SA8000 certified. This is an independently audited accreditation guaranteeing certain standards of welfare for the workforce in terms of hours of work, holidays and sick pay. Most importantly it prohibits the use of indentured and child labour. Turquaz products are therefore guaranteed to have been made ethically in conditions that would put many factories to shame.

That is not all of course. When Alexandra first started dealing with the factory she was also keen to put

something back into the community and has now been supporting the local SOS village for abandoned and orphaned children for many years. Through this charity, Turquaz supports a dozen children a year which includes everything from providing a home, food, clothing and schooling to these youngsters and giving them a real chance in life.





Kids need Togz

Togz Waterproofs for Kids

Togz offer a practical solution to outdoor playtime when the weather is wet and muddy conditions prevail. Their styles are designed with Active Outdoor Play in mind. Togz are totally weatherproof; children stay dry and clean underneath, which means less hassle and more fun.

Children should have fresh air and exercise daily

Many local authorities have been encouraging schools, nurseries and early year's groups to get children outdoors on a daily basis as part of the curriculum. Grants and funding for a whole range of outdoor resources – including all weather protective clothing – are being offered to encourage this trend.

Togz Original Waterproof Playwear has secured a reputation for quality and performance. They have even been selected to outfit entire local authority nurseries. Visit any number of parenting websites and you will find Togz recommended time and again.

Many Early Years Groups are now asking Parents to send their children to the nursery with a Waterproof Suit of their own. The level of demand is continuing to increase and soon major department stores and chains will offer waterproof playwear as part of their essentials or school uniform ranges.

People may be cutting back on the frivolous but waterproof outerwear is a basic that has real value. If you offer outerwear as part of your essential ranges then you should offer a good Weatherproof Suit. Your customers will welcome Togz; their friends will follow. Then, in a year or two, they will be back for the next size up because Togz do what they say: They keep the weather out!

All Togz garments are backed a lifetime guarantee.
Parents Love Togz!





Cool Drool

If Skibz founder Helen Bristol has learnt one thing since starting her dribble-bib company, it's that there's no short cut to success

Since launching the business in 2004 from her family's farm in Somerset, hard work and endless commitment have assured the company's gradual growth. From its humble beginnings in the farm's hen house, the business grew to take over the cow shed and finally into its own offices.

Helen had no experience of running a business before Skibz and admits that it was a steep learning curve. "The nursery industry is a highly competitive market for new businesses, and trading in the current financial climate is definitely not for the faint-hearted!"

The general economic gloom has put most sectors of retail under intense pressure, and yet the baby retail sector appears to be bucking the trend.

So what has contributed to the success of small businesses like Skibz? Helen believes in being proactive.

"This is our third Premier KIDS show and it's always proven invaluable to us for making new

contacts. Yes, it's quite a large outlay for a small business but the return has always made it worthwhile – I've never regretted it."

High quality products that actually do the job will always be in demand. For example, Skibz products actually exceed British and European testing standards to ensure they can be washed at higher temperatures. This attention to quality pays dividends.

Helen has three golden rules for growing a small business successfully: maintain a good relationship with suppliers, never miss a deadline for an order and don't be afraid to take advice.

"Business Link in Somerset has been an incredible source of advice and information," Helen says. Perhaps this explains why Somerset seems to boast a higher than average share of booming baby businesses, with names like Cuddledry, Taggies and Sunsplash all sharing Skibz' limelight in the West Country.

One thing is for sure: with Helen's eye fixed firmly on the future and the farm's dairy herd glad to be back in their barn, Skibz is set to meet whatever opportunities and challenges it meets along the way.