



## IMPS & ELFS

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Children are sometimes very naughty (Imp)... sometimes very sweet (Elf)... but mostly (unfortunately for us, poor parents) both at the same time: Imps & Elfs!

I just had to tell you about [Imps & Elfs](#) - one of the coolest kid's clothing brands around! And it happens to be Dutch, like so many other cool things! 😊



The philosophy behind the brand is '*a child should be a child*'. And this philosophy

is present in every aspect of the clothing line.

I think what is so cool about Imps & Elfs is that their clothing is designed to be fitted, concentrating on the shape of the child's body. That hollow back, that big belly with those tiny shoulders and that short neck... - isn't that just what makes little children so adorable?

At [Imps & Elfs](#), they try to *accentuate* these features instead of hiding them in over-sized or bad-fitting clothes. And they make THE coolest skinny jeans - you should see Courtney's little boy in them, big belly and all - adorable!

All clothes are no-nonsense, with no frills and fancies - nothing should take away from the emphasis on the child: *hello*, you're looking at a KID - not an outfit! They do however tend to use secret pockets or clever slogans...



Part of the philosophy is also that the colours used are

different, especially for babies. The designers at Imps & Elfs prefer to use darker colours instead of traditional pastels; babies are already sort of pale by themselves they find, and darker colours just give more of a contrast! So, more emphasis on the child, again... And I must say I've had some raving thank-you-notes on the Imps & Elfs baby outfits that I have sent my friends abroad - in black, dark brown or dark grey!

Speaking of which - I just gave my cousin this cool outfit for her baby boy. Isn't it clever, how that zipper opens all the way? Finally somebody who pities us poor parents, having to fasten a gazillion little buttons in between those tiny little legs! A zipper - of course! And last but not least: not only are all clothes cool, trendy and practical, but they are also designed to be comfortable, so the child can move freely.

Did you think I was finished? Noooo...

The philosophy behind the brand goes further than that! In China or India, *a child should be a child* as well! So [Imps & Elfs](#) is working on a 100% child labour-free production, using only organically grown cottons and fair-trade material.

Are you convinced now? Then, if you're in the neighbourhood, you just HAVE to stop by the flagship store here in South Amsterdam (Sloterkade 41-44)! It is as cool as the clothes! And the staff is super kind - I feel like I have made some friends there!

But, if you're not going to be around for a while :-(, you can try to find a shop near you by using the store locator on the [website](#), or you can find a good part of their collection online, like [here](#), or [here](#), or, for babies, [here](#)... Enjoy!

xxx Esther

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