

## TOP 20 BLOGS: KIDSWEAR INSPIRATION

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By WGSN Kidswear team, 01 December 2010

WGSN's Kidswear team presents its top 20 kidswear-related blogs from areas including fashion and design, lifestyle and craft.

### Fashion and design

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#### Brothers Trimm



*The Brothers Trimm*

All too often, boys' fashion is overlooked and under-represented, but The Brothers Trimm is a blog that prides itself on featuring products and clothing exclusively with boys in mind. The content is nicely balanced - without the usual focus on stereotyped boys' interests, such as football and cars - and looks back at classic products while offering up-to-date interpretations. The Brothers Trimm also offers entertaining make-and-do projects and new boys' apparel.

**Contact:**

[www.brotherstrimm.com](http://www.brotherstrimm.com)

#### Quirky Collective

**quirky** collective

cultivate the i...



*Quirky Collective*

Quirky Collective is a new online shop that aims to bring out every child's unique qualities through its carefully chosen pieces. The site's blog drives the content and serves as both look-book and virtual changing room. By keeping text to a minimum and posting only in video and image, author Michelle Marshall aims to "create a visual language, which can then be left open to many interpretations".

At the moment, the blog's focus is on creating a fluid online platform, with future plans to potentially include greater reader interaction and street shots to develop the brand. I Am Quirky has a fresh perspective on kidswear and delivers hip clothes for modern kids.

#### ✦ WGSN ANALYSIS

There are a vast number of inspirational blogs for the kidswear market. But each of WGSN's featured kidswear blogs provides a more focused view and insight into current trends for kids' apparel, product and lifestyle. The Kidswear team chose blogs that offer clarity, a fresh perspective and effectively communicate and inspire.

**Contact:**

iamquirky.com

**Little Fashion Blog**



**BLOG EPHEMERE**  
**IDEAS INSPIRATION SPIRIT CREATION**  
**LABORATOIRE CONTRIBUTORS**



*Little Fashion Blog*

Little Fashion Blog is the fast-moving counterpart to Little Fashion Book, the print and online magazine. In contrast to the magazine, which has been beautifully produced to be savoured and enjoyed, the blog throws together a variety of inspiring imagery, people and artwork as a “window into the artistic laboratory that is LFG”. Little Fashion Blog has a refined feel, featuring themes more familiar on adult blogs, with features on modern artists and photographers in place of cute illustrations.

**Contact:**

www.littlefashionblog.com

**Little Scandinavian**

**Little Scandinavian**

Designerwear for your little one, presented by Scandinavian mum



*Little Scandinavian*

Bianca Wessel of Little Scandinavian is dedicated to finding the latest Nordic fashion brands and products for children. On moving to the UK, it was the popularity of Scandinavian brands and the interest shown in her children’s clothing that prompted Bianca to start blogging.

Little Scandinavian focuses on contemporary and easy-to-wear Scandinavian style with a nostalgic and youthful edge. Other sections include children’s design, Scandi kitchen by Scandi Dad, which provides traditional seasonal recipes, and Scandi life, the day-to-day blog.

The author is currently looking at ways to expand the offering, with potential being seen in the Scandi kitchen section, but “regardless of opportunities and future expansions, I think it’s important to keep our niche focus on all things Scandinavian”, Bianca told WGSN.

**Contact:**

littlescandinavian.com

**Pirouette**

# PIROUETTE



Pirouette



Florence Rolando, the founder of Bubble tradeshows and a regular contributor to Milk magazine, runs Pirouette, a blog that offers a focused view on kid's products, fashion and design. Rolando felt that trade blogs were often not visually stimulating and final consumer blogs were too much the view of one person, and her idea was to combine both worlds.

Pirouette features parent and child Q&As, interviews with bloggers, store owners and industry individuals. The blog will soon celebrate its first birthday and "2011 will definitely see some major changes in its form and content", Rolando told WGSN.

**Contact:**

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

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## Planet Awesome Kid

# planet awesome kid



Planet Awesome Kid



Julia Samersova Adler has 20 years experience in the fashion industry as a former model agent and casting director. Planet Awesome Kid aims to showcase the uniqueness of children through its street shots of New York's most fashionable or its "submit your awesome kid" section, which allows parents around the world to show off their awesome offspring.

Julia told WGSN that the street shot format is used because: "It's spontaneous, it's what is happening in real time. I think the world at large is tired of looking at images that are unrealistic, fake and not current.

"To be an awesome kid, you need an awesome smile, an amazing energy, a cool hat, a dope skateboard, a great haircut, a fierce sock! It can be anything. But it has to be awesome."

**Contact:**

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

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## Smudgetikka

# smudgetikka

Only the best kids fashion in the world by one who knows



Smudgetikka

Smudgetikka is a fashion blog that draws on inspiration from adult high fashion, art and architecture. Created by an industry insider, it follows the strongest fashion trends and new releases from major kids' brands and prides itself on delivering a wide range of seasonal updates as well as predictions for future hot trends. It is an excellent source of up-to-date information.

**Contact:**

[smudgetikka.wordpress.com](http://smudgetikka.wordpress.com)

## Lifestyle

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### Babyccino Kids



Babyccino Kids

Created by a host of contributors spanning the UK, France, the US and Australia, Babyccino Kids delivers content on hot brands, DIY projects, city guides and daily tips to make life with kids easier. The city guide section has great suggestions for days out that are tested and proven to be "kid friendly and cool".

**Contact:**

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

### Bambino Goodies



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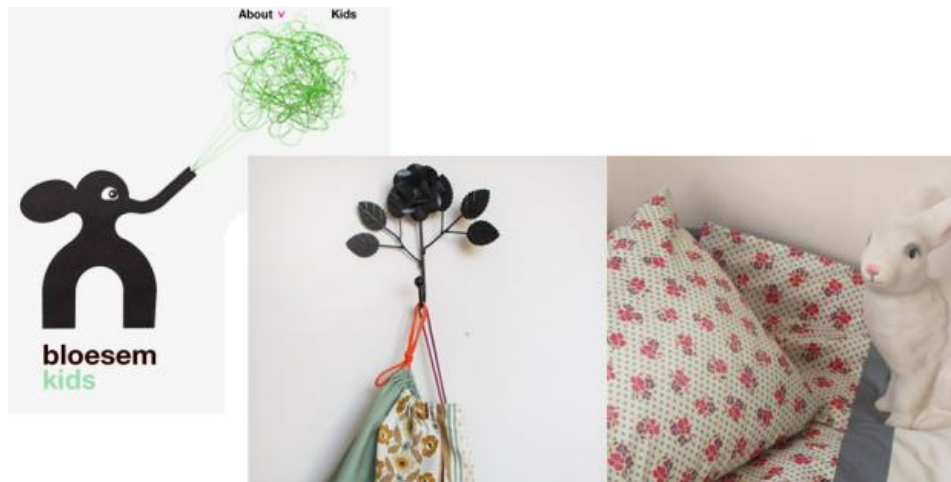
Natalie Lue created Bambino Goodies out of despair at the lack of available high-quality and stylish baby products and clothing. With its variety of easy-to-browse categories including clothing, decor, essentials and equipment, furniture and hot buy of the day, Bambino Goodies takes the hassle out of scouring the Internet for suitable kids' products.

**Contact:**

[www.bambinogoodies.co.uk](http://www.bambinogoodies.co.uk)

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**Bloesem Kids**



*Bloesem Kids*

Bloesem Kids, the offshoot from popular design blog Bloesem, is also run by Irene Hoofs and is filled with as much interesting and original content as its parent blog. Featuring crafts and recipe ideas, book reviews and a "what to wear" section that picks out quirky clothing from exiting kids brands, Bloesem Kids is always an inspirational read.

**Contact:**

[bkids.typepad.com](http://bkids.typepad.com)

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**Child Mode**



[ABOUT](#) [CELEBRITIES](#) [CHILDREN'S FASHIONS](#) [FAMILY TRAVEL](#) [GEAR](#) [GIVEAWAYS](#) [LINKS](#) [MISC.](#) [MOM STYLE](#)



*Child Mode*

Child Mode is a comprehensive site that delivers up-to-date information on the most useful and fashionable items for kids. With well-managed sections dedicated to celebrity, children's fashion, gear, giveaways and moms, it is easy to use and boasts a range of informative articles for parents about functional kids' products.

**Contact:**

[www.childmode.com](http://www.childmode.com)

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**Kenziepoo**

kenziepoo  
for the little ones



Kenziepoo



Dedicated to blogger Rachele's 3-year-old daughter Kenzie, this blog is focused on finding sophisticated and innovative kids' apparel. It also features cool new stores, interior design ideas and a combination of both with the brilliant "turn this room into an outfit" feature. Kenziepoo is a great resource for quirky brands and fun kids' spaces.

**Contact:**

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

**Minor Details**



Minor Details

Jennifer Ward has an architectural background and is the creative director of Minor Details, a New York-based children's interior design consultancy firm committed to providing spaces that promote independent play while maintaining a fresh aesthetic. The blog reflects this attitude and showcases engaging new kids' products, furniture and artwork with the contemporary family in mind.

**Contact:**

[minordetails.typepad.com](http://minordetails.typepad.com)

**Ohdeedoh**

ohdeedoh home. design. children.

[kids' room tours](#) [archive](#) [small cool book](#) [room for color contest](#) [20/20 home cure](#) [small kids, big color](#)

*Small Kids, Big Color Contest Prizes*



Ohdeedoh

As part of the Apartment Therapy family, Ohdeedoh is solely focused on kids' spaces and lifestyles, providing an inspirational and envy-inducing glimpse into the homes of others. It also provides parents with ideas for craft projects, seasonal costumes and recipes and DIY decoration.

**Contact:**

[www.ohdeedoh.com](http://www.ohdeedoh.com)

## Craft and design

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### Fine Little Day



*Fine Little Day*

Fine Little Day is the personal blog of Swedish designer and photographer Elizabeth Dunker who stylishly documents her day-to-day life and interests. Her posts are rich with inspirational yet accessible photographs of family life in Gothenberg, as well as the author's art, design and craft inspirations. Forgotten skills like wood carving and crochet are venerably undertaken and photographed with the intention of inspiring others.

**Contact:**

[finelittleday.blogspot.com](http://finelittleday.blogspot.com)

### The Journals of Giddy Giddy



*The Journals of Giddy Giddy*

The Journals of Giddy Giddy follows Terri Dimalanta and her daughters who are passionate about repurposing and hand making. The result is a delightful mixture of steps and inspirations that take the reader on a journey right through to the family's finished craft products. The pieces made are often available to buy through the blog's web store.

**Contact:**

[blog.giddygiddy.com/giddygiddy](http://blog.giddygiddy.com/giddygiddy)

### Handmade Charlotte

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Handmade Charlotte

Handmade Charlotte aims to inspire readers through any category of handmade product available, including high-end and home-made products, buildings, baked goods and toys. There is a strong eco-consciousness throughout and a desire to not let traditional techniques become obsolete.

**Contact:**

[www.handmadecharlotte.com](http://www.handmadecharlotte.com)

**Kickcan & Conkers**



**Kickcan & Conkers**  
*kids, modern vintage living & sunshine galore*



Kickcan & Conkers

Described by blogger Deborah as "a lovingly curated collection of vintage and modern treasures for kids", Kickcan & Conkers has a great collection of vintage illustrations, furniture and classic kids' toys. Also popular are modern crafts and photography with a nostalgic feeling. This blog serves as a rich source of vintage inspiration.

**Contact:**

[kickcanandconkers.blogspot.com](http://kickcanandconkers.blogspot.com)

**Rimambelles & Rimambins**



Rimambelles & Rimabins



Rimambelles & Rimambins is a French design blog with a strong vintage influence and focus on illustration and graphics. Posts

regularly feature classic collectors' cards, book covers, advertising posters and mid-century modern furniture. The aim is to inspire through these products' form, colour usage, texture and workmanship. Accompanying each post is an informative paragraph that puts the engaging visuals into context.

**Contact:**

[ribambins.canalblog.com](http://ribambins.canalblog.com)

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**Vintage For Kids**

## vintage for kids



*Vintage for Kids*



Carole Daprey, a collector of vintage children's furniture, focuses on unearthing vintage products from a range of eras. She uses her blog as a filing cabinet for her inspirational finds and ideas and describes it as: "A drawer for this, a drawer serving as a place to store every detail open to others to share and to learn from."

Unsurprisingly, furniture is well represented, in addition to vintage photographs, signs, books and toys.

**Contact:**

[vintageforkids.blogspot.com](http://vintageforkids.blogspot.com)