

Stores we



CWB CATCHES UP WITH SOME RETAILERS WHO LOVE BRITISH BRANDS.

Carry Me Home Carnaby Street, London W1

Stockist of: Carry Me Home, Oh Baby London, My Happy Accidents, Beauty & The Bib, Dolly & Dimples, Arty&Bella, Hetty & Dave.



As a designer of a British childrenswear label herself, Gayle Haddock was keen to support other UK labels when she opened her own store four years ago.

"I don't think I ever set out to specifically support British labels, but they turned out to be the ones I liked the most," says Haddock who, since establishing independent retailer Carry Me Home, has selected other childrenswear brands to sell alongside her own label. "My brand is made here in the UK and hand-finished by me, and I have met so many other designers and makers along the way that the business has just evolved."

Tucked behind London's Carnaby Street in Kingly Court, Carry Me Home has become somewhat of a destination for unique, handmade clothes and gifts, most of which have been manufactured in the UK.

"When something is obviously handmade here in the UK, it becomes a selling point," says Haddock. "I don't actively promote the fact that we support UK brands in-store but, as we are the sort of retailer that talks to its customers, it generally comes up in conversation."

Haddock's own Carry Me Home label offers bibs, hats, bears and babygros, targeting the gift sector as well as the clothing consumer. www.carrymehome.co.uk

Olive Loves Alfie Stoke Newington, London N16

Ashlyn Gibson opened children's lifestyle store Olive Loves Alfie in 2006, and now sells over 40 brands including labels either designed, or designed and manufactured, in the UK.

Prior to opening Olive Loves Alfie, Gibson established her own British-made jewellery brand, before studying footwear design at London College of Fashion's Cordwainers and going on to become creative head of the iconic British footwear label Red or Dead. With her roots in British design, therefore, she felt strongly that UK talent should be nurtured and supported when she opened her own shop. "We have a history of manufacturing in this country," says Gibson. "There is a wealth of knowledge in our factories that should be supported and handed down generation after generation, creating employment and developing new skills."

British label Gloverall was one of Gibson's first suppliers when she opened Olive Loves Alfie, and she has since built up a portfolio of brands celebrating all that is great about British design and manufacture. "Gloverall was a natural partnership for us," says Gibson. "Its classic duffel coat has gained iconic status as a British design classic, and the brand has become one of the most respected and loved UK brands."

www.olivelovesalfie.co.uk



Stockist of brands including: Bobo Choses, Emma Levine, Gloverall, Marimekko, Mini Rodini

Lise Austen launched online childrenswear business Raspberry Red in October last year, retailing a selection of British and European brands.

For Austen, selecting labels to sell through her online business comes down to those that tick her boxes of quality, design and practicality. And, following a year in business, it is increasingly the UK labels that are proving to be popular on all three levels. "Being half-Danish, I used to buy many of my children's brands in Denmark but, since I started retailing clothes myself, I have found that many British brands are meeting my criteria," says Austen.

While Austen feels that customers are happy to support British brands, she does think the buying decision also comes down to the actual item itself, as well as its origins. "Customers' choices are still based on the look and design of the item, but UK brands are meeting and surpassing their expectations, and that is why British brands are selling," says Austen.

Raspberry Red www.raspberryyred.co.uk



Stockist of: Albetta, Chatterpants, Cupcake, Green Baby, Helen Gordon, Keedo, Kitekids, Organics for Kids, Pili Pala, Phister & Philina.

Urchin Kids Ripponden, West Yorkshire

Brands stocked: Mayoral, No Added Sugar, Hucklebones, I Love Gorgeous, Noa Noa, Toffee Moon, Oilly, Ernie et Rose, Powelcraft, Their Nibs, Little Joules, Etiane et Lena, Minira Ture, Scotch & Soda, Scotch R'bellet and Kiss Katch.



Just over a year old, Urchin Kids is an advocate of British design. Owner Nicola Smith knows a store's brand portfolio is paramount to its success and, for her, choosing UK designed labels is key. With a degree in fashion design and technology – followed by careers designing childrenswear and as a buyer – Smith has a good understanding of what consumers want.

"In the current climate, you need to be particularly careful when selecting any brand," says Smith. "Luckily at the minute, design in the UK is very strong. Bubble London shows more and more emerging talent, and customers love the point of difference from the classic designer shop."

As well as British-designed childrenswear labels, Smith carries a selection of gifts and accessories made by local mums, and actively promotes home-selling opportunities. She is also part of the Totally Locally scheme, which promotes local independent trading and celebrates the shops, businesses and people in the local area.

Going forward, Smith has identified older children's ranges as an area of growth, and plans to move her age range up as a result. She is also expanding the internet side of the business and plans to look further into the prom sector, which is proving big business in the local area.

www.urchinkids.co.uk

Monkey & Bo www.monkeyandbo.co.uk

Debbie Smith established Monkey & Bo in March 2010 as an online retailer of childrenswear, with a particular focus on lesser-known labels.

Having scoured the internet and independent stores for well-designed yet practical children's clothes following the birth of her daughter, Smith knew exactly the type of brands she wanted to retail when she opened up her own online business. "We primarily select brands based on the quality and design of their products and, while we are not solely a stockist of British labels, we do proudly support national brands," she says. "There are a growing number of UK designers launching exciting brands that meet our ethos of great clothing that is of great quality, and wears and washes well."

All of Monkey & Bo's independent labels – including Daisy Dumping, Kitschy Coo and Sophie 4 Sophie – are handmade in the UK and, according to Smith, the feedback regarding the quality of the items has been positive. "At present, we source our handmade items in the UK because there is such a vast number of talented manufacturers," she says. "Focusing on these labels allows us to explore different fabrics and designs, and we are always looking for new additions to our collection."



Stockist of: 4 Funky Flavours, Boys & Girls, Chatterpants, Daisy Dumping, Global Affairs, Green Eyed Monster, Kitschy Coo, Lurfish, Little Green Radicals, Little Shrimp, Positively Organic, Ruby & Ginger, Smáfak, Sophie 4 Sophie, Tootsie MacDomy.