Shoeby launches children's collection in collaboration with TV personality Nicolette van Dam

By Shomara Roosblad - September 3, 2018

Dutch retailer Shoeby has launched a children’s clothing collection in collaboration with Dutch TV personality Nicolette van Dam.

The Back-to-School themed collection is available for girls aged between 2 and 8 and consists of 12 pieces, including a coat, dresses, T-shirts, jeans, skirts, joggers, blazers, sweaters and jumpers. The items are priced between €14.95 for a T-shirt and €49.95 for a winter coat. Sizes run from EU girls' size 92/98 to 116/122.

The retailer said that the collection was inspired by colors and prints that young girls like and features soft pink, butterflies, stars and army. There is also special attention on details, in the form of prints and sequins.

Nicolette van Dam, TV personality, said about the collaboration: “I truly enjoy dressing up my own girls. The fact that I now have collaborated [with Shoeby] on a clothing collection for girls, and that it is available in stores, is amazing.”

Shoeby’s range is available for men, women and children and includes clothing, accessories, footwear and cosmetics. The retailer offers its own labels such as Eksept for women and Refill for men. Childrenswear labels by the retailer include Jilly, Jill, Mitch and MTC. Other brands on offer are: Pieces, Vila, Esprit, Tumble ‘N Dry, Object, Vero Moda, Jack & Jones and Castor.
Vero Moda, Jack & Jones and Garcia.

Shoebuy was founded in 1981 by John and Mieke van Deursen, who opened the first shop in Den Bosch. Today, the retailer operates 230 stores across the Netherlands. In 2008 Shoebuy launched its own web shop, followed by an app in 2016.

Nicolette van Dam is a Dutch TV personality and actress who is best known in the Netherlands for her roles in the TV series Zoop and Voetbalvrouwen.

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