Premium fashion retailer Reiss has this week unveiled the first-ever kidswear offer that it flagged with its results last month. It launches Wednesday on its webstore and will be available via Next, John Lewis, Selfridges and Nordstrom too.

Priced from £12 up to £358, sizes go from age four to age nine with ages up to 12 to be added next season.

The company has created an upscale line that reflects the wider brand’s overall profile. It said it was created by “the same in-house team under the same aesthetic philosophy and with the same approach to design, quality, and detail seen in the grown-up ranges”.

Reiss
That means house signature pieces such as a tailored overcoat, suede jacket and “refined knitwear”. Leisurewear (which has been a recent hit category for the brand given the lifestyle changes of consumers during the pandemic) also comes in children's versions in the same neutral tones featured in the adults’ offer.

There are also stretch jeans, puffer jackets and T-shirts – all of them items for which the brand is known.

Una Joyce, womenswear director, said that the company “listened to our customers and the children around us to help create this collection”.

The launch comes as more and more upscale retailers see kidswear as a key growth category.

A report last month from Farfetch suggested that its customers increased their spend on children's clothing by 66% during the pandemic period.

But it's not something that all companies are investing in. Superdry very publicly axed its plans to launch into the kids’ category when co-founder Julian Dunkerton returned to the helm after ousting previous management.

By Sandra Halliday