



CONTACT
Marina Echavarria
Realm Media Productions
Phone 609.372.4121
marina@realmny.com

FOR IMMEDIATE RELEASE

OEUF UNVEILS FALL 09 COLLECTION AT BUBBLE NEW YORK, MARCH 8-10, 2009 SEASON MARKS DEBUT OF LAYETTE LINE; EXPANDS SIZE RANGE TO 8 YEARS



Brooklyn, NY – March 2009 – Oeuf, the New York-based design company known for smart, modern design, continues to expand its offerings of beautifully designed, handcrafted knits for its Clothier Collection. Oeuf will show the full collection in New York during the Bubble Trade Show that runs from March 8-10, 2009. With this collection, Oeuf continues to raise the bar on affordable, well-designed essentials for children that never compromises on quality.

While Oeuf continues to update its classics like the Hug Me Sweater, Reversible Hoodie and Squeeze Me Mittens, this season also marks the debut of many new items including a new Layette collection which abounds with sweet rompers, hat sets with booties and new crocheted items. It's a "welcome" set of soft knits that harks back to an era when babies were adorned in beautiful garments from the moment they were born.

Other new introductions include the Reversible Bootie in three colors; a new whimsical Kanga sweater with, you guessed it, a front pouch; striped Woody pants which gather at the ankles and the new Lucien scarf and hat. There are also plenty of new sweaters like the Chunky Cardigan and Stripey sweater that makes winter weather oh so tolerable and cozy.

And the collection would not be complete without a host of new Goodies. Even more whimsical and fun than ever, the new Goodies are sure to be a hit with little ones that like to let their imaginations fly. There are tons of new tails and masks for dressing up like the Cheeta, Dog and Giraffe. Plus lots of plush toys including a snake, Eiffel Tower, a homage to the company's Paris-born designer, and a fun, spooky pirate skull – ahoy!

"It's very gratifying to be able to offer parents products that will last both in terms of wear and style," said Sophie Demenge, co-founder and designer of Oeuf. "Consumers now, more than ever, need to buy items that offer real value and quality at accessible prices and I'm proud that with Oeuf Clothier we can provide that."

Like the contours of its namesake, Oeuf™ (which means "egg" in French, pronounced like the "uff" in stuff) is about simple, clean design applied to the necessities of modern day parenting. The Oeuf lifestyle, encompassing a growing line of furniture, clothing and accessories makes sense for parents. The lines are not just well designed but also synonymous with quality and practicality. Oeuf's thoughtful and whimsical designs are what our inner child wants our actual child to wear and play with, and styles that our actual child agrees to wear and use.

Oeuf's™ founders and designers, Sophie Demenge and Michael Ryan, are a French-American husband-and-wife team based in Brooklyn, New York. Oeuf™ was created when Sophie and Michael became first-time parents in 2002. As part of a new generation of design-conscious and environmentally-aware parents, they realized they had to redesign everything themselves to merge their existing aesthetics with traditional children's design. They believe strongly that while children don't need many items, they do need some essential pieces. Oeuf's™ mission is to make those essentials practical and stylish, without compromising quality and safety – their top priority. For more information on Oeuf's™ growing line of products, please visit www.oeufnyc.com.