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FUNKY NEW CHILDREN'S CLOTHING RANGE LAUNCHES
- the ultimate pick and mix t-shirts

Urban Urchin, a unique and funky children's clothing range has just launched. Each t-shirt is printed to order giving the flexibility to choose any design on any colour in any style - the ultimate pick 'n' mix.

After the birth of her daughter, Urban Urchin Founder Luisa Tisdall struggled to find unique, good quality children's clothing that wouldn't be sported by every other child at playgroup. She decided to resurrect the family fashion and retail business and nine months later Urban Urchin was born!

Luisa's aim was to break away from the mass produced 'Mini Me' mould favoured by many retailers to create a look that captured both the innocence and mischief of childhood. Each design has been exclusively created for Urban Urchin by hot young designers who have added a unique urban flavour.

The utmost care was taken to source a factory that produces all of their clothes using ethically and ecologically sound practices. All items are made in Portugal from premium quality 100% cotton with a weight of 220gsm, giving extra softness and durability.

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Extensive 'road-tests' ensure each garment can withstand rigorous baby and toddler action as well as numerous spin-cycles. What's more, all of this comes with a tempting 'won't max the credit card' price tag as prices start at £13.99.

Luisa said: "At Urban Urchin, we believe kids should be kids so have created a look that reflects just this. With big bold colours and a splash of glitter and gloss, we bring you a stylish and unique collection of baby tees fresh for the street. We have 25 funky and original designs - there really is something for everyone".

Notes to editors:

< T-shirts can be bought at www.urban-urchin.co.uk