



ALEX AND ALEXA E-COMMERCE SITE COPY

MINNA PARIKKA

Finnish designer Minna Parikka's mini collections include colourful and playful designs for kids, including the famous bunny sneakers for little people with big footwear style.

MAYORAL

Spanish brand Mayoral boasts over 70 years in the children's fashion industry, with dresses in pretty signature patterns for the girls and smart jeans, jackets and trousers for the boys.

BURBERRY

With timeless collections and classic British style, fashion house Burberry is the go-to for iconic children's fashions including mini trench coats and attire in the famous Nova check. This season, look out for playful sweatshirts and dresses with a twist on the brand's classic check print.



Stella McCartney Kids
Blue Chambray
Embroidered Dungarees

These effortless dungarees combine timeless style with a dash of quirky fun. Featuring straps to adjust for comfort, cute side pockets accessorised with colourful stitch details and side buttons, they bring easy comfort and style to your little ones' wardrobe.



Moschino
Blue and White Logo
Velcro Sandals

Update their beach footwear wardrobe with these blue and white Moschino sandals, featuring the fashion house's unmistakable logo. Features a soft insole and adjustable Velcro straps for comfort, and a jagged sole for traction and grip on all surfaces. Pair with a blue or white t-shirt for stand-out style.



Grevi
Beige Sun Hat with
Navy Bow

Protect them from the sun's rays with this tight weave straw hat from Grevi – the perfect accessory for staying safe and stylish. It features a black embellishment for a twist of grown-up fashion, while its neutral tone makes it easy to pair with any outfit. Team with a patterned summer dress and sandals for a sophisticated summer picnic.



Mini Rodini
Space Bomber Jacket

Let them pay tribute to their inner astronaut with this vibrant and colourful bomber jacket from Mini Rodini. Emblazoned with a funky moon and stars pattern, it features a durable super-soft lining and handy pockets for storing things that little hands might find. Perfect paired with jeans and sneakers for fresh street style.



Burberry
Red Check and Heart
Wellingtons

Let them splash out in these sweet red wellington boots featuring the signature Burberry Nova check and cute heart design. With non slip soles and a soft inner lining to keep feet dry and cosy, they're a perfect mix of practicality and style. Perfect when teamed with the Burberry Mayfair Heritage Trench Coat.



Dolce & Gabbana
Yellow Crepe Daisy
Applique Dress

Freshen up their spring wardrobe with this vibrant pick from Dolce & Gabbana. Featuring a sunny yellow colour, short sleeves and white daisy embellishment around the neckline and waist, this dress is light, breathable and perfect for warmer days. Made from a soft, pure cotton. Style with white sandals and a straw handbag to complete the look.