

# kid's wear

## Playtime Paris

As a real kickoff of the summer season, **Playtime Paris** returns to the **Parc Floral** from **June 30** to **July 2** for its 24th edition. A season under the theme of '*Kindness*', as a praise to mutual help and sharing between professionals passionate about their profession.

In the same configuration as last season, the show will host this summer nearly 540 brands for children and future mothers, around 100 of which will exhibit for the first time. A renewal synonymous with beautiful discoveries for who will travel the three sectors of the show: Fashion, Lifestyle and Maternity.

Brands such as Barn of Monkeys, Bobo Choses, Carbon Soldier, CarlijnQ, kiSSe, Knast by Krutter, Lea & Jojo, Little Remix, Loud Apparel, MarMar Copenhagen, Miss L. Ray, Molo, Mumofsix, Paade Mode, Soft Gallery, Tago, Tocoto Vintage, Tinycottons, Wild & Gorgeous, Yporqué will reveal their SS19 collections.

As an inspired and inspiring show, Playtime Paris offers each season an enthusiastic and visionary dive in tomorrow's trends. Through the eyes of experts in fashion for children and maternity, you will discover the key pieces and the looks that will soon be spring-summer 2019 essentials. More novelties will be on the NEW NOW space, with a selection made for the second time by Cécile Roederer, president of the family concept store Smallable.

And kid's wear Magazine is ready to infuse a lot of good mood in the aisles of the show! We teamed up with Xaviera Altena, Playtime's season illustrator, to imagine pop and colorful accessories inspired by the trends of the season. It's up to you to choose the one that suits you or inspires you the most before posing in front of the photographer's lens.

See you in Paris!

Playtime Paris  
June 30 – July 2

Parc Floral de Paris  
Route de la Pyramide

Have a look at:  
[iloveplaytime.com](http://iloveplaytime.com)





Picture 1: left, Barn of Monkeys; right, MarMar Copenhagen

Picture 2: left, Paade Mode; right, Wild & Gorgeous

Picture 3: left, CarlijnQ; right, Miss L. Ray

Picture 4: left, Molo; right, Tinycottons

Picture 5: left, Soft Gallery; right, kiSse

POSTED BY enrico  
June 28, 2018