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KIDORABLE'S ALL NEW BALLERINA STYLE RECEIVES STANDING OVATION

(November 15, 2010) – Kidorable, a leading wholesaler of children's apparel and accessories, is expanding its offerings with the addition of the Ballerina style. This design is dancing into the hearts of children everywhere. From brightly colored umbrellas, raincoats and rain boots, to backpacks and hangers, girls will connect with the design and details of Kidorable's Ballerina style, just as boys did with the Space Hero style last fall.

The ballerina style comes in sweet pinks and purples with friendly ballerinas dancing across each piece. Ruffles and sparkles were added to the umbrella. On the backpack a beautiful ballerina dances across a 3-d stage that girls can play with. Ribbons are raised from the boots just like real Pointe shoes. On the raincoat a tutu hem in alternating pinks and a rose detail on the hood are also a special touch.

“With each new style we push ourselves to connect deeply with a child's sense of imagination and play,” says company President, Jonathan Domsky. “So many little girls dream of being a ballerina when they grow up. Our new Ballerina Collection speaks to the joy children get from dance.”

Jeanne Trewhitte of A Child's Garden Boutique sees first hand how customers really connect with Kidorable. “For me, Kidorable is a great conversation starter line. People come in and immediately go to it. It's easy to engage the casual shopper in conversation when they are oooohing and aaaahing over it!”



About Kidorable

Kidorable, a leading designer and wholesaler of children's products, transforms everyday, functional kids' apparel and accessories into objects that excite children's imaginations and enrich their lives at play. Kidorable is distinguished by their high quality, unique collections – from frogs to firemen, fairies to dinosaurs, and ladybugs to lotus flowers – sold at apparel, shoe and gift retailers across the globe, and at www.kidorable.com.

