



Media Contact:
Nancy Gut
(800) 422 9516 x 121
nancy@kidorable.com

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KIDORABLE'S ALL NEW DRAGON KNIGHT COLLECTION IS ON FIRE

(October 10, 2011) – Kidorable, a leading wholesaler of children’s apparel and accessories, is expanding its offerings with the addition of the Dragon Knight collection. This design is bravely galloping into the hearts of children everywhere. These imagination inspiring umbrellas, raincoats, rain boots, backpacks and hangers will connect with boys, just as girls did with the Ballerina collection this spring.

The Dragon Knight collection is steel grey with dark green as accent color, perfect for strong and brave boys. Some pieces accentuate the Knight, others the Dragon, but there is a nice interplay between both characters throughout the set. The umbrella has protruding dragon horns and wings, with a knight, fire, and a castle motif along the bottom. The helmet on the matching raincoat is Kidorable’s coolest hood so far. The child who wears it can imagine himself as a valiant knight fighting the dragon. The backpack is shaped like a shield for extra play value. It comes with a little stuffed toy sword.

“We’re experimenting with a new material for this raincoat, PU,” says company President, Jonathan Domsky. “It’s softer, lighter, and comfier than our regular coats.”

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.

