

Your
eDKC Online Shopping Guide
2011



Written by James Benulli on behalf of eDesignerKidsClothes.com

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Hello,

Thank you for reading the *eDesigner Kids Clothes Shopping Guide 2011* (short: eDKC Shopping Guide 2011). With this concise guide I want to help you identify online shops that sell kids clothes *of your likings* by categorizing online stores in ten groups. I have browsed countless of kids clothing sales offers and realized that it has become harder to find *webshops with distinct styles and fashion*. There is a vast amount of online retailers selling kids clothes but no way to find out *what style is sold where*. Thankfully, I was able to put together a sort of categorization that I hope you'll find helpful.

I have thought through *many versions* of this guide. In its core, a categorization of fashion in itself is doomed to fail. Fashion is *very subjective* and any outfit's impression is always going to be judged by each person individually. Nevertheless, I believe that there are *some* commune understandings of fashion that we share in our western culture that I have tried to base my categorizations on. With this in mind, I hope you will be able to agree with most of my webshop suggestions.

How to make cool outfits:

This guide will help you find kids clothes of your preferences *fast and easy*. I have created named groups and assigned different online shops to each group. Most groups are about styles but there are also some about special categories (i.e. cheap kids clothes). But buying the clothes is *only the first step*. The end result is always going to be a *particular outfit* that you have in mind. If you are looking for advice on how to make cool outfits with kids clothes, *I can only encourage you to read [my short Ezine article](#) about this*. Buying nice kids clothes isn't going to make up the perfect outfit by itself. You also need to know *how to put the pieces together* to create the stylish look that you want to see your child wear.

So right now you should quickly read about how to make cool outfits and then come back to look through my list of webshops.

[Click here to read my Ezine article "How to Make Cool Outfits With Kids Clothes"](#).

I now wish you a lot of fun with the eDKC Shopping Guide 2011!

Yours sincerely,
James Benulli

Notices:

1. Please take note of the following do's and dont's:

Do's

You **may** give away this report to anyone for free, as long as the content is not changed in any way.

Dont's

You **may not** sell this guide to anyone.

You **may not** change any of the content and then pass it on or sell it.

Also, you **may not** copy this content and then publish it under a different name.

2. Disclosure:

When you click on some of the links to various sites that are displayed in this report (and you make a purchase), this can result in a commission that is credited to my site <http://www.eDesignerKidsClothes.com>.

Some affiliate programs and affiliations include, but are not limited to, Commission Junction, Amazon.com and Webgains.com.

Legal Disclaimer:

I deny any responsibility for fraud and so on that might result from online shopping. **Solely you are responsible for your security when buying things online.**

Thank you,

Your James Benulli

Overview of the groups and online stores

- 1. Urban Styles (pg. 6)**
[Stardust](#), [A Little Bit Of Cheek](#), [Lil Woo Shu](#)
- 2. Big Brands (pg. 8)**
[ShopStyle](#), [Hansel & Gretal Clothing](#), [Childs Play](#), [Alex and Alexa](#)
- 3. "Childish" Clothes (pg. 11)**
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All these online shops are either from the **US** or **UK**. Click the links or images to be directly forwarded to an online store.

1. Urban Styles

With urban styles the "craggy" look of the streets that some clothes can convey is meant. There is something rebellish and *energetic* about these clothes that I really like. Interestingly, they make kind of different outfits depending on whether a girl or a boy is wearing these clothes. *Boys* can turn into little charming rascals that look so street smart. On the other hand, *girls* tend to look more creative, like artists (think of a hip hop dancer). Either way, I find urban style kids clothes make the *perfect outfits for playing* – especially outside. They are fresh and energetic, usually easy to wash, and very comfortable for children to wear.

Stardust

The Stardust label *only* sells urban style clothes; *it's their specialty*. If you are specifically looking for this style, I can only suggest Stardust to you. What I really like is their latest items of the Pixel Heroes!

[Click here to visit the Stardust online store.](#)



A Little Bit of Cheek

A Little Bit of Cheek is a *very unique* online store. They have specialized in “Rockstar Fashion”. It is very edgy, cool and I just *haven’t found this style of clothing anywhere else*. In my opinion, every kid should have one or two items from A Little Bit of Cheek to show his or her “rockstar” side.

[Click here to visit the A Little Bit of Cheek online store.](#)



Lil Woo Shu

Lil Woo Shu has specialized in toddler designer kids clothes in *urban Japanese fashion styles only*. Maybe you didn’t know this, but the Japanese fashion industry is very big in urban styles. So if you are into this, you should *definitely look at the jeans and t-shirts* they got. The website is sometimes a bit slow when loading but it pays off to take the time and look through their items.

[Click here to visit the Lil Woo Shu online store.](#)



2. Big Brands

Brands – in many forums, big brands are a “love it or hate it” topic. But I can assure you, *big brands are a good thing!* Even if you haven’t found one, yet, that you like. Each brand represents its *own style and quality of clothing*; it’s like a *preview* of what you’ll find in their stores. There are numerous of good designer kids clothes brands that I couldn’t cover all in this group. It wouldn’t make much sense, either. Instead, I decided to only use what I consider the “big brands” for this group in case that’s what you are looking for. All the other brands that I find really nice are covered in a different section of this guide (i.e. Stardust is under “Urban Styles”).

ShopStyle

The first place to go for famous designer kids clothes brands is the ShopStyle online store. Many search options help you find clothes quickly and they use really nice pictures with good outfit suggestions. Their website offers a good online shopping experience and covers all the big brands.

[Click here to visit the ShopStyle online store.](#)



Hansel & Gretal Clothing

This is a British Retailer of high quality brands. Among others, they have *Armani Junior* and *Dior kids clothes*. The website is easy to use and well laid out.

[Click here to visit the Hansel & Gretal Clothing online store.](#)



Childs Play

This is a *very luxurious* online store. You can find all big designer kids clothes brands here: *Dolce & Gabanna, Burberry, Prada, Roberto Cavalli, Dior – and even Gant!* Usually, they also have nice photos with very neat outfits to look at that make you dream about future possible outfits for your own kids. And the best of all: They very reasonable shipping costs!

[Click here to visit the Childs Play online store.](#)



Alex and Alexa

This is one of the *most renowned* online store for kids clothes. And they have surely deserved their *reputation!* Even though they offer a wide array of kids clothes, they stand out by offering a lot of items from the most famous brands. While hard to attribute to a group, this is certainly *one of the best* online stores out there in terms of style and quality clothing.

[Click here to visit the Alex and Alexa online store.](#)

The logo for Alex and Alexa, featuring the word "alexandalex" in a lowercase, sans-serif font. The "alex" part is blue and the "alex" part is red.

3. "Childish" Clothes

Another one of my special groups for finding kids clothes. But let's be honest, *lots of times*, kids fall in love with their "Buzz Lightyear" t-shirt or the pink Barbie hat. They see the movies and *fall in love with* their heroes. Hence, if you are looking for these kinds of rather "childish" kids clothes (in other words: clothes that are exclusive to kids), you need to have a Disney online store.

Disney Store

This is the *official* Disney Store. I don't think I need to explain any more. One thing I'd like to add though is that the website is *easy to browse and they use nice large pictures* which makes the website more appealing to the eye.

[Click here to visit the official Disney online store.](#)



4. Accessories

I have long thought about whether or not to add this group to the 2011 shopping guide. There are just *no* online shops out there that are really specialized on accessories. I'm talking about *real accessories* not some plastic toys. Accessories like bracelets, necklaces, hats, belts, sunglasses, socks, earrings – all those little things *that add character to an outfit if spotted*. This is definitely something I will have to do more research in *for the 2012 shopping guide*. If you are thinking about opening a kids fashion online store, you should specialize in accessories; you'd be the only one!

I believe it's an *important group* (even if I can't add any links, yet) and maybe you know of an online shop that I could add here. Then *please* let me know and I will update the shopping guide *asap!*

5. Shoes

Shoes – a huge topic by itself! As I have written in [one of my articles](#) ([click here to read](#)), shoes, in a way, are the *face of an outfit*. Lots of women and mothers judge, sometimes even sub-consciously, kids (and also adults) by their shoes. *Why* is that? Shoes show *how much you care* about your outfit. Shoes can make an otherwise well chosen outfit look really *bad, almost embarrassing*. I'm not trying to be over sensitive here, but shoes really are the one item of clothing to *really invest your money in*. That's why below I have listed two dedicated online stores for shoes where I hope you'll find what you are looking for.

Soletrader

Soletrader is an online store that sells shoes *only*. Not just kids shoes, but they have *designated sections for kids shoes*. They sell all good brands and offer a huge variety of styles. *A hint*: If you want your child to be a trend setter this summer, buy your son a pair of *Espadrilles, Moccasins* or some *casual boat shoes*. For girls, *Ballerinas* are really popular this summer!

[Click here to visit the Soletrader online store.](#)

SOLETRADER

Kids Cavern

The Kids Cavern online store doesn't only sell shoes, but they have a *big section* designated to kids shoes. Not good enough for the "Big Brands" section in the 2011 shopping guide, but certainly a very nice online shop for kids shoes. All types of brands, good layout, *everything you need* to successfully find stylish kids shoes of your personal preferences.

[Click here to visit the Kids Cavern online store.](#)



6. Individual Designers

This is probably the *royal group of all groups* in this shopping guide: individual designers that design their own clothes, usually in a limited collection. Some of them even make clothes individually tailored to your child! When browsing these online shops, it is very important to *look at each item individually*. Yes, designers tend to have a certain style that can be found in every piece of garment they tailor. But most of them regard each piece of clothing as an *individual art item that they "produced" with all heart*. That's why you should check these types of online shops on a regular basis to always see what's new and if there's something that you like.

Lollipop Moon

Lollipop Moon have dedicated themselves to finding unique and eye-catching designer kids clothes. They carefully select each designer and each item that they want to stock. This is technically not an individual designer. Instead, you'll find *lots of different kids clothes from distinct designers*. Lollipop Moon does such a great job at *discerning individual designers* and their clothes that I couldn't think of any better way to do it. And on top of all they offer worldwide shipping!

[Click here to visit the Lollipop Moon online store.](#)



Janie and Jack

A *neat and sophisticated* online shop of a designer who tailors kids clothes in an all-American style. They have *really succeeded* in getting across the American clothing style without looking too vintage. Lots of nice colors are to be found in their clothes and I *can't imagine how anyone could not like their style*. Another one of my secret hints, I would say.

[Click here to visit the Janie and Jack online store.](#)



Little Sky

This is technically not an individual designer. Instead, you'll find *lots of different kids clothes from distinct designers*. Little Sky does such a great job at discerning individual designers and their clothes that I still think it can be added to this group. They use many *large pictures* that underline the beauty of their designer's craft. Definitely an online store that should be visited.

[Click here to visit the Little Sky online store.](#)



7. Cheap Kids Clothes and Wholesales

Designer kids clothes can't be cheap – that's what most people think. But that's not true, actually. While it's true that buying designer kids clothes in boutiques is expensive, there are other ways to shop for kids fashion. I must admit, it's *harder* to find good and cheap kids clothes. But it's possible *if you have a flair for this kind of shopping*.

On a side note: If you are interested in learning [how to buy original designer clothes cheap](#), you should take a look at this eBook. ([Click here.](#))

Amazon & Ebay

I really must say that Amazon and Ebay have the most unappealing shopping ambience. It just doesn't put you in the mood of buying kids clothes! Though, you *can* find good kids clothes both *fast and cheap* on Amazon and Ebay. Actually, you can find *tons of great kids clothes* on Amazon. In my opinion, they should have a separate and more appealing webshop where they sell their kids clothes so it looks classier.

A quick word about Ebay: On Ebay you'll definitely find cheap kids clothes. If you are buying brand clothes like Gucci (yes, that exists on Ebay!) *you need to make sure that you always ask for the recipe of the purchase*. That's the only way to vastly mitigate the risk that it's not a replica you're buying. If you want to go one step further, ask them to sell you their original i.e. Gucci shopping bag. Of course, these could be replaced but at least you know they have actually once bought something in an original Gucci store.

[Click here to access a nice Amazon kids clothes page.](#)

[Click here to access Ebay.](#)



Island Wholesaler

An online wholesaling website for all kinds of clothes – even kids clothes. The website is well done so you can *browse things easily*. Check it out if there is clothing of quality and style that you like!

[Click here to visit the Island Wholesaler online store.](#)



Kids Fashion Direct

An online wholesaler that *focuses on kids fashion only*. Especially nice because they have separate categories for newborn, toddlers, kids shoes etc.

[Click here to visit the Kids Fashion Direct online store.](#)



8. Toddler Fashion

Toddlers are in an exciting age, *both* for parents and the child. That's why lots of parents have *so much fun* shopping for toddler clothes. Toddlers can be dressed in sophisticated outfits as well as in cute rompers. On my [Posterous blog](#) I once posted a [YouTube video](#) with breathtaking toddler outfits – even I didn't know toddlers could wear such mature outfits! But I believe that *rompers* can be just as nice. Especially since they can *only* be worn in the toddler age, I *definitely* suggest buying some nice rompers that make you and your child both smile with delight. If this interests you, I have written a [nice article about rompers for toddlers](#) that you could read ([click here](#)).

Boden

Boden is *classy*. Boden is *cool*. Boden is *fun*! In terms of toddler clothes, Boden is the place to browse. Without being able to describe the details, I feel like they have their *very unique style* of toddler clothes. That's why it's an online store I can only suggest.

[Click here to visit the Boden online store.](#)



Kate Quinn Organics

Kate Quinn Organics, as the name implies, makes toddler clothes made from organic fabrics. But *not just any organic fabrics*: their clothes are made from finest 100% certified organic fabrics. Besides that, they really know how to make nice toddler clothes. The website rocks and puts you in a *shopping mood*. Once you've seen their clothes, you'll be happy to browse their collections *over and over again*. All in all, Kate Quinn Organics is a very nice online store.

[Click here to visit the Kate Quinn Organics online store.](#)



Babies"R"Us

This is a world-famous brand and obviously part of the Toys"R"Us house. And I must say they have some really nice toddler clothes. The fact that it's a *well established brand* is another reason why you should check it out for toddler clothes.

[Click here to visit the Babies"R"Us online store.](#)



9. Formal Kids Clothes

Formal kids clothes are usually needed for weddings, fancy Christmas parties, concerts or really fancy dinner events. Depending on *how often* you plan on attending such events, you might be very interested in the shops below. I must add though, that all the webshops in the "Individual Designers" and "Big Brands" groups *are just as suitable to find formal clothes*. Designers make high class kids clothes and the big brands usually also have a collection with rather formal clothes. Hence, you should *also* browse through those shops.

Sarah Louise

Sarah Louise is a designer from the UK with *lots of tradition*. On first sight, the website might look a bit meager but their nice pictures make up for it. Even though it could be added to the individual designers section, I chose to add them here: most of their clothes are so high class, that they'd be worn for formal events mostly.

[Click here to visit the Sarah Louise online store.](#)

The image shows the name "Sarah Louise" written in a blue, cursive, handwritten-style font.

Tuesday's Child

The Tuesday's Child online shop sells lots of *big brands*, basically. But to me they made the impression that they really focus on big brands that are rather classy and formal. You'll *definitively* find high quality formal clothes from very famous brands but you might also come across more casual designer kids clothes. Nevertheless, this is a *top pick* for formal kids clothes.

[Click here to visit the Tuesday's Child online store.](#)



10. Other

Here I have listed some webshops that offer kids clothes that I *couldn't categorize* under any of the other groups but still might be of interest to you.

Kidorable

Kidorable is a very special and very well made online shop. What do they sell? Basically, they sell rain protection kids clothes. But they have *really taken this seriously* and make very stylish products. *One of my secret hints*, as I like to think of this shop!

[Click here to visit the Kidorable online store.](#)



Home India

Here you can buy cultural dresses and clothes from *India*. I chose it because we are seeing quite an influence from *Bollywood* nowadays in our western culture so you might be interested in clothing from India.

[Click here to visit the Home India online store.](#)



A Better Shopping Guide:

I am updating the eDKC Shopping Guide on an ongoing basis. This is going to be a *process* and I hope to get lots of feedback so I can make the *best* online shopping guide on the web. What has top priority at the moment is finding more good webshops and *improving on the categorization* of the online stores.

If there is something else you'd find useful, *please* send an Email to info@edesignerkidsclothes.com with your suggestions; I'd *really appreciate* receiving your inputs and feedback.

Thanks for reading the eDKC Online Shopping Guide 2011,
Your James Benulli

**Please visit now <http://www.eDesignerKidsClothes.com>
for more pictures, articles and kids clothes!**