

announcement

eeni meeni miini moh® + e3-M® Spring Summer 17 collection

Summertime evokes childhood memories of long balmy days playing outdoors, visits to the park, holidays by the beach, riding bikes and cooling down at the day's end with slices of delicious watermelon in the back yard. These fond recollections are the source of our inspiration for our spring summer 2017 **eeni meeni miini moh® + e3-M®** collections.

With flamingos, crabs, frogs, sharks, bicycles, seahorses, tropical palm leaves and fresh summer fruits the collection is fun and playful. Dusky delicate hues, cool maldive blues, natural neutral tones and crisp whites are given a pop of colour with sunkist and neon coral. From sporty kids through to mini fashionistas, from special occasions to everyday comfort wear; the collection has something for everyone.

Filles –

The girl's collection combines a mix of feminine styles and sports luxe. For the younger girls there's sweet painterly expressionistic brush strokes, pretty flamingos + swans and a fun tutti frutti theme. Think playful prints, ribbons, bows and soft natural fabrics.

For the older girls it's all about high fashion, sports luxe and an escape to the Maldives with hand drawn-fashion illustrations and subtle sports references.

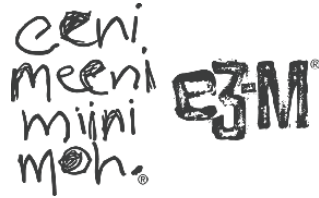
Budding ballerinas will love the ballet dress with its fitted metallic leotard style top and a tulle overlay skirt, along with the swing skirt which features a rolled waistband in jersey elastane (like our popular leggings and skeggings) and a sheer tulle overlay, giving it a transparent look. Perfect for twirling!

Make a statement in the keyhole dress with ribbon bow detail or the Parisian style pouf dress in this season's trending soft, structured neoprene. It has a fitted bodice, box pleats and capped sleeves with a fine bias trim around the neckline and sleeve – the perfect special occasion dress!

For a sportier vibe, there's the pique dress (a more feminine version of a polo dress), classic 5 pocket and active shorts, racer tops, leggings and to complete the look whilst managing that hair, our twist headband.

Garçons –

For boys it's all about soft, comfy, easy to care for fabrics with fun, naïve graphics for the younger boys and bold statement prints for the older, more confident garçons. For all day play, there's the popular 'pull up' slouch short, which now is also available in pique in addition to French terry, for a more athletic look. This season we introduce the sporty short – the same comfortable fabric and design as our classic 5 pocket jean but now in a shorter version for summer. Think the styling of a jean but comfort of a trackpant. Team with a signature t-shirt or tank singlet for relaxed, laid-back style. For a smarter look, classic polos can be worn with this season's cargo short in lightweight fine twill cotton.



Accessories:

Complete the look with our admired signature accessories including headbands, belle and bucket hats, all in fun, fresh new colours and print combinations to complement any outfit.

Enfant Collection:

Designed for babies and toddlers 0-18 months, the spring summer 2017 enfant collection is made from soft, comfortable cotton/elastane jersey knits, making dressing littlies a breeze. Delicate cotton voile trims/frills and crisp paper touch poplin adorn the baby girl's styles, adding texture and volume – perfectly pretty for summer! The colour palette is cool and fresh with yarn dyed stripes and sweet graphic prints. The collection consists of bodysuits, playsuits, onesies, overalls, singlets, t-shirts, shorts, dresses, bloomers, summer weight sleeping cocoons, headbands, hats and our very sort-after signature bibs.

Sleepwear + Underwear:

Bedtime has never been so much fun with our gorgeous short sleeve nightie for girls and comfy pyjama sets for boys. Our ever popular, great fitting briefs in new season colours are also available for both boys and girls.

About eeni meeni miini moh® + e3-M®:

eeni meeni miini moh® (0-5yrs) and **e3-M®** (2-12yrs) are unique children's lifestyle brands dedicated to creating timeless collections of contemporary, identifiable clothing for today's urbane child.

The **eeni meeni miini moh®** and **e3-M®** brands are available from selected baby/children's boutiques and lifestyle/gift stores throughout Australasia, as well as the **eeni meeni miini moh®** and **e3-M®** online store (www.eenimeeni.com) and Brisbane store.

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