Spring/Summer 2021 Lookbook







### About the collection:

As a brand that focuses on the well-being of babies and families, our goal is to tread lightly on the earth and to be ever mindful of the footprint we leave behind. Our NEW Premium Baby Basics collection is not just a celebration of babies and all of the joy they bring, but it is also a celebration of our planet. The fabrics in our new collection are made exclusively with TENCEL<sup>TM</sup> Lyocell fibers and organic cotton jersey knit. These fabrics are sumptuously soft against baby's skin, while also being extremely gentle on the environment. TENCEL<sup>TM</sup> is completely biodegradable and has one of the best thermal regulating properties, lending itself as the choice for baby wear.

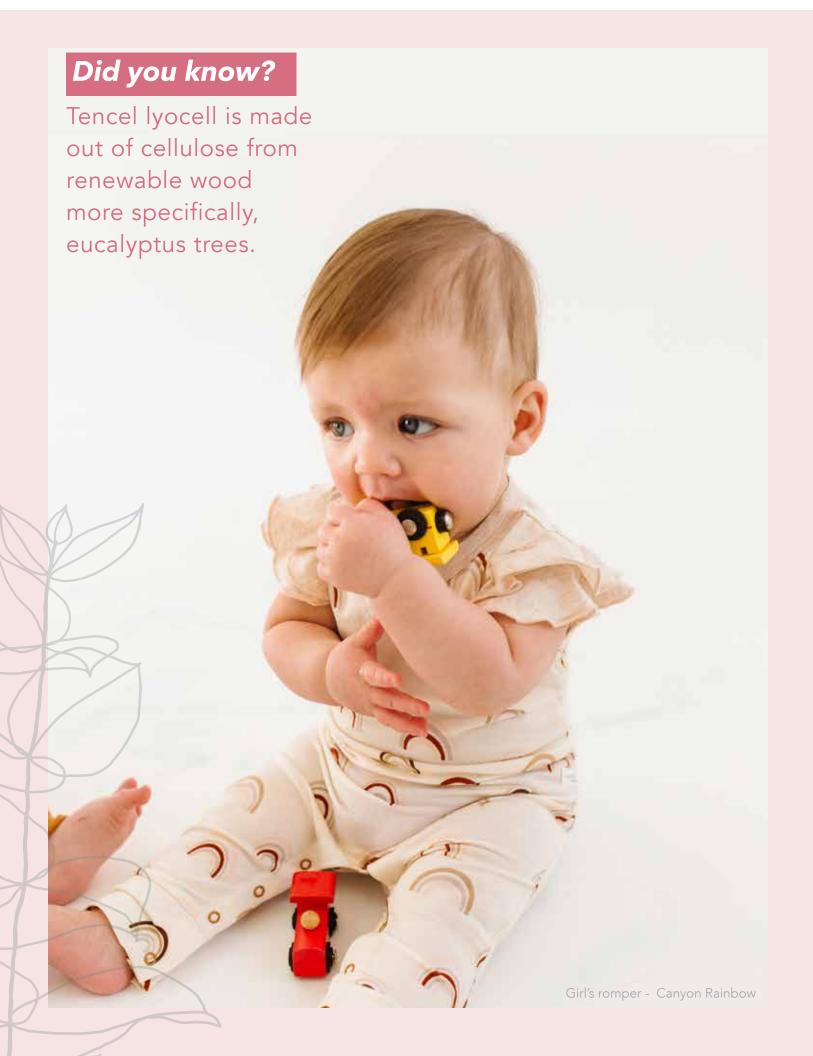
### **Key selling points:**

- TENCEL™ Lyocell is completely biodegradable. Parents can feel good knowing their baby's products are also gentle on the environment.
- TENCEL<sup>™</sup> Lycoell has excellent thermal regulating properties that provide ultimate comfort for babies.
- TENCEL™ Lyocell uses Eco-Soft technology that's exquisitely soft on baby's delicate and sensitive skin.
- On trend prints and solids that can be mixed and matched.
- Easy simple care: machine washable and tumble dry!
- Thoughtful design details include tag-free care labels and flat seams for itch-free comfort,
  2-way YKK zipper on sleepers for easy diaper changes, folder-over hand and foot cuffs on sleepers in smaller sizes.



BABY 0-3m/ 3-6m/ 6-12m/ 12-18m/ 18-24m













### Smart design:

Our Tencel™ lyocell sleeper features 2-way YKK zipper and a **BIGGER** zipper pull for quick and easy change.









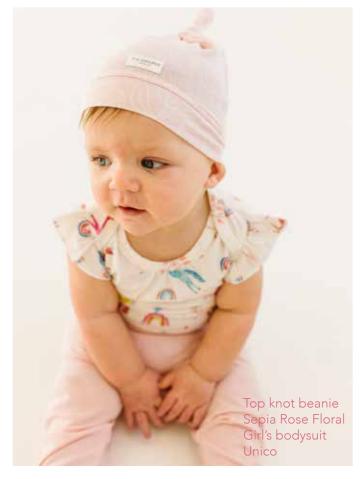


Designed by moms, our Tencel™ lyocell clothing is tagless and label free for ultimate ITCH FREE comfort.











### Thoughtful detail:

Our Tencel™ lyocell clothing features flat seams that are smooth and soft against baby's skin.





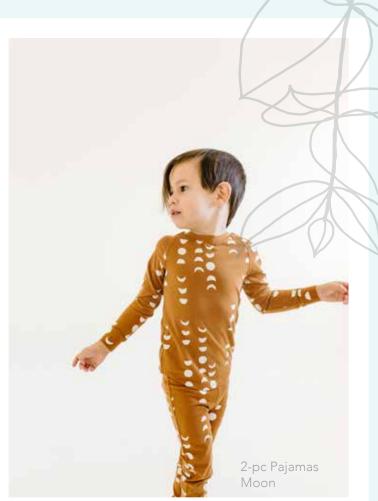
















## Safari



5. Unisex pants - Umbra

6. Muslin sleep bag - Safari

## Planets



- 1. Top knot beanie Planets
- 2. Unisex sleeper Planets
- 3. Soleil pacifier clip Navy
- 4. Tencel™ Knit blanket Planets
- 5. Silicone bib Space

### Avocado



- 1. Top knot beanie Sage
- 2. Unisex bodysuit Avocado
- 3. Colour Block pacifier clip Sage
- 4. Muslin sleep bag Avocado
- 5. Silicone teether Avocado
- 6. Unisex pants Sage

## Canyon Rainbow



- 1. Top knot beanie Heather Oatmeal
- 2. Unisex sleeper Canyon Rainbow
- 3. Mini Lolli pacifier clip Clay
- 4. Tencel™ knit blanket Canyon Rainbow
- 5. Silicone bib Canyon Rainbow

### Bluebell



- 1. Knotted headband Sepia Rose Floral
- 2. Girl's bodysuit Bluebell
- 3. Luna pacifer clips Pink Quartz
- 4. Muslin bib Bluebell
- 5. Girl's bloomer Sepia Rose Floral
- 6. Muslin sleep bag Bluebell

## Sepia Rose Floral



- 1. Knotted headband Sepia Rose Floral
- 2. Unisex sleeper Sepia Rose Floral
- 3. Bubble rattle Pink Quartz
- 4. Muslin bib Secret Garden
- 5. Muslin sleep bag Secret Garden

### Flower Vine



- 1. Knotted headband Umbra
- 2. Girl's bodysuit Flower Vine
- 3. Jubilee pacifier clip Clay
- 4. Tencel™ knit blanket Flower Vine
- 5. Girl's bloomer Umbra
- 6. Bunny teething ring Sand

## Butterfly



- 1. Girl's headband Butterfly
- 2. Unisex sleeper Butterfly
- 3. Soleil pacifer clip Pink Salt
- 4. Muslin bib Butterfly
- 5. Knit blanket Butterfly

Unisex Sleeper 2.0 BA1002UD Tencel Jersey Blend 0-3m, 3-6m, 6-12m, 12-18m, 18-24m 18 colourways

Wholesale: 18.00 USD/ 21.00 CAD Retail: 36.00 USD/ 42.00 CAD Classic and comfortable sleeper in our ecofriendly and sustainable Tencel fabric. Full of features to keep your little one comfortable including foldover hand and foot cuffs for our smaller sizes, full length two way YKK zipper and soft, flat seams.



Unisex Bodysuit 2.0 BA3003UC Tencel Jersey Blend 0-3m, 3-6m, 6-12m, 12-18m, 18-24m 11 colourways Wholesale: 12.00 USD/ 14.50 CAD This basic bodysuit is a perfect addition to your baby's wardrobe. It's made from our ecofriendly and sustainable Tencel fabric.



BA3003FC Girl's Bodysuit 2.0 Tencel Jersey Blend 0-3m, 3-6m, 6-12m, 12-18m, 18-24m 6 colourways

Wholesale: 12.00 USD/ 14.50 CAD Retail: 24.00 USD/ 29.00 CAD Ruffled sleeve bodysuit adds a feminine touch to this basic wardrobe staple. It's made from our ecofriendly and sustainable Tencel fabric.



Sepia Rose Floral SRF



Bluebell BBL



Butterfly BTF



Rainbow Dye RBD



Unicorn Dream UNI



Flower Vine FVN

Girl's Romper 2.0 BA2003FC Tencel Jersey Blend 0-3m, 3-6m, 6-12m, 12-18m, 18-24m 4 colourways

Wholesale: 18.00 USD/ 21.00 CAD Retail: 36.00 USD/ 42.00 CAD Our girls romper has feminine details including ruffled sleeves and a keyhole back neck opening. It's made from our soft and cozy Tencel fabric.



Canyon Rainbow CRB



Bluebell BBL



Butterfly BTF



Rainbow Dye RBD

Baby Girls Bloomer 2.0 BA6003FC Tencel Jersey Blend 0-3m, 3-6m, 6-12m, 12-18m, 18-24m 12 colourways

Wholesale: 9.50 USD/ 11.00 CAD Retail: 19.00 USD/ 22.00 CAD These adorable bloomers can be worn as shorts with a bodysuit or under dresses and the fold down waistband gives the option to be worn high waisted or at natural hip making it a very versatile piece.



Heather Oatmeal HOA



Sepia Rose SPR



Umbra UMB



Sage SAG



Canyon Rainbow CRB



Moon



Flower Vine FVN



Peace Dove PDV



Rainbow Dye RBD



Sepia Rose Floral



Bluebell BBL



Butterfly BTF

Unisex Pant 2.0 BA5003UB Tencel Jersey Blend 0-3m, 3-6m, 6-12m, 12-18m, 18-24m 8 colourways

Wholesale: 12.00 USD/ 14.50 CAD Retail: 24.00 USD/ 29.00 CAD Cozy pants with a gusset for a perfect fit and a soft and flexible waistband that won't dig into tiny tummies.



Heather Oatmeal HOA



Umbra UMB



Sage SAG



Sepia Rose SPR



Rainbow Dye RBD



Peace Dove PDV



Butterfly BTF



Safari SAF



Canyon Rainbow CRB



Moon

Unisex Romper 2.0 BA2003UC Tencel Jersey Blend 0-3m, 3-6m, 6-12m, 12-18m, 18-24m 3 colourways

Wholesale: 18.00 USD/ 21.00 CAD Retail: 36.00 USD/ 42.00 CAD Cuffed sleeve romper has a front plaket detail and full length snap opening for easy dressing and diaper changes. It's made from our soft and cozy Tencel fabric.



Moon MON



Safari SAF



Planets SPC

2- Pc Pajamas KA1004UC Tencel Jersey Blend 2T, 4T, 6T 13 colourways Wholesale: 20.00 USD/ 2

Wholesale: 20.00 USD/ 26.00 CAD Retail: 40.00 USD/ 52.00 CAD Two piece pajama set in our ecofriendly and sustainable Tencel fabric. Includes our signature soft branded back elastic waistband and stretchy foldover front waistband for extra comfort.



Top Knot Beanie 2.0 BA7002UB Tencel Jersey Blend 0-6m, 6-12m 13 colourways Wholesales: 7.00 USD/ 9.00 CAD Retail: 14.00 USD/ 18.00 CAD



Heather Oatmeal HOA



Umbra UMB



Sage SAG



Canyon Rainbow CRB



Moon MON



Rainbow Dye RBD



Peace Dove PDV



Sepia Rose Floral SRF



Safari SAF



Blue Bell BBL



Butterfly BTF



Avocado AVO



Planets SPC

Knotted Headband BA7004FB Tencel Jersey Blend 0-6m, 6-12m, 12-24m 13 colourways

Wholesales: 7.00 USD/ 9.00 CAD Retail: 14.00 USD/ 18.00 CAD



Heather Oatmeal HOA



Flower Vine FVN



Sepia Rose Floral SRF



Sage SAG



Moon MON



Bluebell BBL



Umbra UMB



Canyon Rainbow CBR



Butterfly BTF



Sepia Rose SPR



Fem FRN



Peace Dove PDV



Rainbow Dye RBD

Knit Swaddle BA8003UB Tencel Jersey Blend 45"x 45" 8 colourways

Wholesales: 19.00 USD/ 21.00 CAD Retail: 38.00 USD/ 42.00 CAD



Canyon Rainbow CRB



Moon MON



Rainbow Dye RBD



Peace Dove PDV



Sepia Rose Floral SRF



Bluebell BBL



Butterfly BTF



Planets SPC

Adult Scrunchie AA8004UB Tencel Jersey Blend O/S 8 colourways

Wholesales: 5.00 USD/ 6.00 CAD Retail: 10.00 USD/ 12.00 CAD

Kids Scrunchie KA8004UB Tencel Jersey Blend O/S 8 colourways

> Wholesales: 4.00 USD/ 5.00 CAD Retail: 8.00 USD/ 10.00 CAD



Heather Oatmeal HOA



Moon MON



Sage SAG



Canyon Rainbow CRB



Umbra **UMB** 



Fern FRN



Sepia Rose



Rainbow Dye RBD



Flower Vine **FVN** 



Unisex romper - Planets Unisex bodysuit - Planets Top knot beanie - Planets

A Canadian lifestyle brand that designs and creates modern baby goods for the whole family.

INTERESTED IN CARRYING THE LOULOU LOLLIPOP BRAND?

Email us: Jim or Marlo carolinababyco@aol.com 864-882-3183





SPRING/SUMMER 2021







