

Meet the young-at-heart industry shapers

An insight into the childrenswear industry during the current business landscape.

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Letter from the editors

Creativity. Collaboration. Communication. Those are values we stand-by, and have never been more important during the past few years of turbulence. When Kid's Hub returned to New York in July 2022, and travel restrictions eased (post-pandemic) we knew it was time. It offered the perfect opportunity to meet friends, old and new.

Kid's Hub is an international trade show based in New York for the children's industry. For this edition, over 260 brands exhibited across five floors. That's a big community of design enthusiasts and playful entrepreneurs.

We interviewed our top brands from the show about their recent challenges. After all, we're currently in a period of transition. Despite recent global challenges, the show attracted 35% more buyers compared to last year (Picaflor Inc., 2022) and the building buzzed with negotiations.

So, we're hopeful that the industry can continue to grow. Business isn't always easy, but we're calling this an adventure for a reason. This trip was a mission to meet with trailblazers and enjoy new-found trends. The insights shared sparked our creativity, and we wholeheartedly hope it sparks yours too!

Thank you for being a part of our community.

— **Chloe and Abigail Baldwin**

Chloe x Abigail



Playtime & Kid's Hub New York 2022



Why Buttercrumble?

Why pay any attention to us? We pride ourselves on a specialist approach as experts (not generalists). We live and breathe family-focused brands, so our experience in the area makes us the best choice for community-sensitive organisations. Our unbridled passion holds strength – we don't let our community fall by the wayside.

Our personal touches and can-do attitude has enabled us to collaborate with many playful and like-minded brands. These include John Lewis & Partners, Mamas & Papas and UNESCO which has left us with an essential commercial mindset.

Buttercrumble is a creative communications studio formed by Chloe and Abigail Baldwin. We're a twin-founded studio sharing design-thinking and captivating campaigns for worldwide fun-finders and beauty-seekers.



Case Study 01

Lola & The Boys - Chicago, USA

Contact Nichole Moss - Brand Ambassador

About It's time for fun fashion, full of personality. We picked this brand because of the pure joy that's infused with every item of clothing. Feathers and tulle are plenty.

Current Challenges

"The greatest challenge for us is keeping up with the demand, we are thrilled to have hit a growth spurt with the brand and lots of moving parts to keep up with!"



Case Study 02 Hatley - Montreal, Quebec

Contact Esther Desjardins, Sales Manager

About A fun-filled brand. We loved Hatley's organic pyjamas featuring playful prints. Their Books to Bed collection encourages reading, and we couldn't be happier!

Current Challenges

"I would say that our biggest challenge at the moment is supply and chain... Getting the goods made and on time with still the same high quality that our customers are accustomed to".



Case Study 03 ternPaks - Texas, USA

Contact Mariana Güereque - Co-Founder of ternPaks

About They provide playful boredom-busters for families on the go. ternPaks aim to delay the screen by providing children with traditional activities with a twist.

Current Challenges

"Our biggest challenge at the moment is our ability to interpret and adapt to the changes occurring in the retail industry. After the pandemic, retailers are themselves trying to figure out how to best interact with their customers and fulfil their needs, and that is an issue that trickles down to us".



Case Study 04

Sweet Bamboo - California, USA

Contact Wendy Besio - Founder of Sweet Bamboo

About We absolutely loved Sweet Bamboo, and were drawn in by their hand-crafted, durable, silky bamboo fabric. It's incredibly soft – perfect for little lifestyles.

Current Challenges

“My greatest challenge at the moment is accessing and managing supply and demand. The economy has flexed drastically during and post pandemic.

Rising costs in manufacturing, importing, and shipping while competing in a global marketplace where consumers are buying direct from China and mega distributors have led consumers to believe that shipping should be fast and free”.



Case Study 05

Mon Coeur - New York, USA

Contact Louise Vongerichten Ulukaya - Founder of Mon Coeur

About A fun US-based brand with a gorgeous French influence. We loved their sustainability ethos – they dream of a world where the planer comes first. We couldn't agree more.

Current Challenges

“Greatest challenge is definitely a production challenge, as we know supply chains have been greatly affected especially with COVID-19, both from a monetary perspective as well as timing- everything takes more time, including shipping finished products. Also, with our great expansion, both on the direct to consumers and retail landscapes our demand increased and therefore keeping up with demand and being able to deliver it is at the top of our focus and priority, which allowed us to deliver stores on time- planning and forecasting has never been so important!”



Case Study 06

Andy & Evan - New York, USA

Contact Evan Hakalir - President of Andy & Evan

About Well made, well tailored, and well presented. This is luxury clothing for boys and girls. We loved meeting with Evan, the man behind the brand. An experienced leader in the market.

Current Challenges

“Our greatest challenge at the moment still remains the global supply chain disruption. While I believe there to be light at the end of the tunnel, our circumstances are not yet quite back to “normal”, and the shipping/logistics/COVID-19 situation still remains quite fragile.

It’s a real bummer, because you can do everything right as a brand, i.e. ideate; design, produce great product, and then still be affected by outside uncontrollable events presenting difficulties getting your product in the hands of your loyal retailers/customers. A frustrating experience for everyone, one which will [hopefully] soon be ancient history”.



It's your turn

The increase in inflation and interest rates, alongside supply chain issues may mark the beginning of an economic recession. This may cause panic amongst businesses if they see a downfall in customer numbers. However, it's essential to continue and adapt marketing campaigns. When you pause advertising, it's easy for competitors to swoop in and take your share (The Current, 2022). Therefore, it offers an opportunity for you to stand-out in a receding marketplace.

“It's only when the tide goes out that you learn who has been swimming naked”.

–Warren Buffet, Business Magnate

When planning your next steps, it's important to take time to listen to what is truly important to current society. This helps you gain meaning and purpose. You'll be relevant and needed by your customers.

Overall, The Kid's Hub show was a hive of creativity and positive action. We're optimistic that the children's industry will continue to develop worldwide because many brands revealed they are stable choices for buyers through their polished presentation. Well-developed brands provide a trustworthy guarantee of quality, removing the risk of buying.

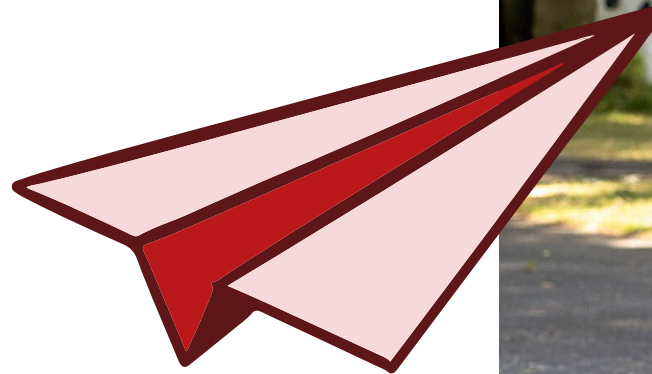
Contact Details

The only constant in life is change, so we have to learn to tackle it, head-on. Buttercrumble is partnering with clients to face challenges and provide support. To get started, please pop us a message. We'll set your business' stage for magic.

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References

- Picaflor Inc. 2022. Playtime & Kid's Hub New York Report. [Online]. 26th ed. [Accessed: 30 August 2022]. Available from [here](#)
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