



James Gironi's  
online guide  
to the children's  
marketplace



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ON THE INSIDE WITH MARILYN KIRSCHNER

**October 2009 Children's Club:  
Newcomers for Spring/Summer  
2010 - Part II**

**Old Soles**

Soft leather baby shoes designed in Australia

Designer: Vicki Lever

Wholesale: \$18

Sizes: 0 - 24 months

Standouts: The Cowboy Toe Tip in suede with metallic tip; the sporty lace up Hip Hop and Urban Joggers in leather; the gold, silver, and leopard print Luxury Ballet Flat; the silver and gold leather Petal Ballet Flat



FYI: The company was founded in January 2008 (this is their second Children's Club), and came about as a result of Ms. Lever's inability to find "fashionable shoes" for babies. From the beginning, she has been inspired by "current runway designs" for her pre walker and baby first step leather shoes. The shoes are designed in Australia but made in Vietnam; they are distinctive for their soft leather and high quality, and everything is sewn, no glue is used. Their tag line is "Pure Comfort-Pure Fashion."

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