

TRENDS KIDSWEAR FAST TRACKS

Kids' hot picks: New York

LISA DI NAPOLI, WGSN, NY 27.03.08

A new feature for WGSN's Kidswear team, this month we focus on New York. Favourite stores in Manhattan and Brooklyn are explored, with multitasking retail and kids' brands also highlighted.

Stores that multitask

The appeal of a **general store** is that you can find "it all" there - and catch up with your neighbours as well. In Brooklyn, as well as other parts of the city, the concept is making a comeback.

apple seeds

apple seeds, located in Chelsea, is an **indoor play space, boutique, hair salon, bookstore, cafe, and a place for children's classes**, all under one giant 15,000sq ft roof.

The playground has a NYC theme and classrooms are spacious and bright. Membership gains you priority for the classes and unlimited playground time, but is not necessary for shopping the **boutique, which carries a great assortment of casual clothes and accessories from the likes of Chick Chat, EGG by Susan Lazar, Junk Food, GLUG Baby, Kea & Joby, Appaman, Ben Sherman, Egg + Avocado and Pink Chicken.**



Photos courtesy of apple seeds