

Subject: Live Life In Dresses (At 20% Off) 🌈

Pre-Header: It's more fun, right?

give 'em a twirl



give kids (& yourself) the ease of magnets,
plus easy dress silhouettes that twirl & float
as light as the summer breeze

SHOP SALE

hip hop

20%
off

the inspiration blooms from vibrant flowers
& bunnies hippity hopping around



2T - 8Y

[SAVE NOW](#)

@amandajfriedl

20%
off

groove is in
the heart

when hearts grow, they get more colorful,
more fun & whole lot groovier



2T - 8Y

[SAVE NOW](#)

@amydotscott

magnetic mè™

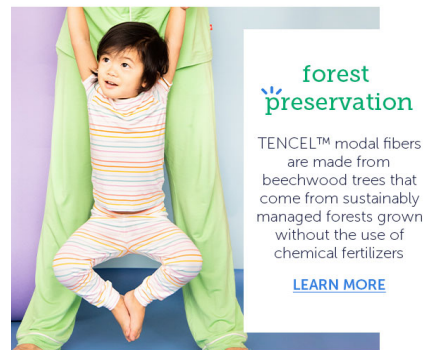
Subject: Reason #25365 Why We Love Modal Fabric 🌍🌱

Pre-Header: And its sustainable properties.



we've got major **heart eyes** for modal because it's supremely soft, sustainably made & *environmentally conscious*—no wonder it's our best-selling fabric

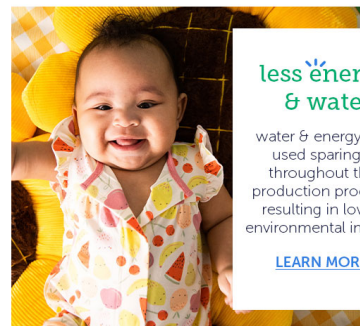
[Learn More](#)



less waste

50% of TENCEL™ modal is transformed into pulp & other biobased products while the remaining residue is used for bioenergy

[LEARN MORE](#)



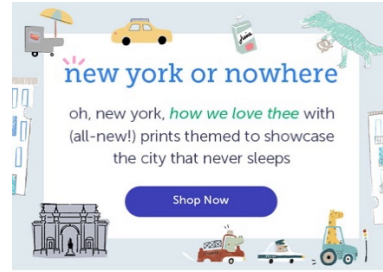
100% biodegradable

fibers are fully compostable & biodegradable under soil, freshwater, & marine environments

[LEARN MORE](#)

Subject: New Yorkers, You Want These 🗽🚗

Pre-Header: Three NYC prints.



day at the museum

the steps of the met are where it's at,
so is this adorable museum print

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door dashing dinos

cue the cozy night with brontosaurus & t-rex
delivering local eats right to your door

[Shop Now](#)



giraffic jam

new york city's finest save the day in
police cars, fire trucks & more

[Shop Now](#)

Subject: Hey Mama! We Do Pajamas Differently ✨

Pre-Header: Modal, magnets...they're magic.

comfy and
cute



be the best dressed at home in pajamas that are just as comfortable (silky soft modal) as they are stylish (new colors & styles!)

[Shop Now](#)

the softest
modal

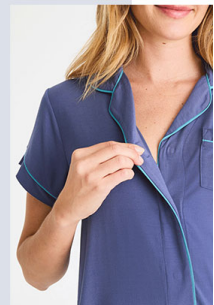
dreaming of a sustainable fabric that's as soft as silk? it's not a dream. *modal is real.*

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easy-access
nursing

magnets to effortlessly pull apart during the early days, when you're nursing, like a lot.

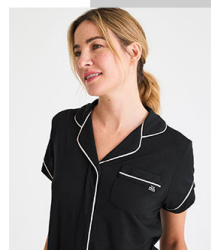
[Shop Now](#)



always a
classic

if it looks classic. if it has pockets. if it's black. it's an automatic yes.

[Shop Now](#)



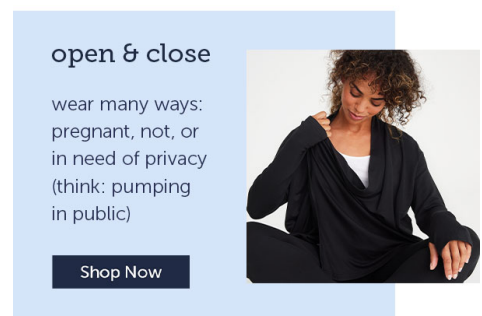
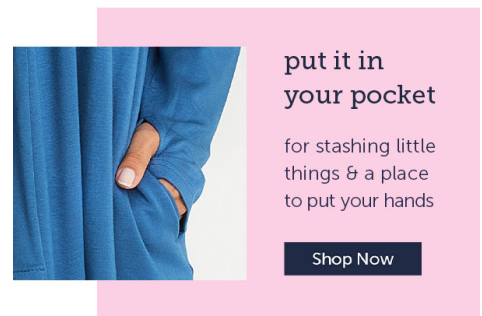
Subject: Introducing The Women's Do It All Cardigan 🐱

Pre-Header: Wait 'til you see this.



chic & totally effortless, it's a must-have layer for everywhere and everything: the office, out with friends, traveling, nursing, or pumping.

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Subject: The Easter Collection Is Hare! 🐰🐣

Pre-Header: Three prints, lots to choose from.

easter treats 🌸

feast your eyes on our *easter collection*
with day & nighttime styles that feel as
soft & sweet as they look



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don't worry 🌸
be hoppy

in a bunny-nose
twit, furry rabbits
become hoppy
little farmers

[Shop Now](#)



hip hop 🌸

bunnies hippity hop
around & vibrant
flowers bloom

[Shop Now](#)



hopscotch 🌸

bunnies hoppin' hare,
there & everywhere

[Shop Now](#)