



Media Release

October 19 2016

Collette Dinnigan collaborates with ALDI on a second limited edition childrenswear range – introducing boys wear

Following the success of her collaboration with award winning grocery retailer ALDI, Australian designer Collette Dinnigan has created a second childrenswear collection, featuring the introduction of clothing for young boys.

Young Hearts by Collette Dinningan, designed in collaboration with ALDI features the designer's first ever collection for boys. The all new collection features clothing ranging from babies through to 14 years old for girls, and babies to 8 years old for boys.

ALDI are experts at creating market leading products that never compromise on quality and the Young Hearts by Collette Dinnigan collection is no exception. The range includes sleepwear, daywear, board shorts, shoes and swimwear with items in the collection ranging from \$14.99 - \$34.99.

“My second collaboration with ALDI is a special one, as I have expanded on the success of our past girlsweare range and added a young boys collection. This is especially fitting as I have a three-year old son who helped inspire my designs,” said Collette Dinnigan.

“It's been incredibly rewarding to create a quality made, second collection for ALDI, this time for both young boys and girls that carries my design aesthetic. The all new boys range includes woven sets, knit sets and jackets for daytime dressing; rash vests, cover ups and board shorts; as well as two piece sets and pyjamas.”

“Similar to the young girl's offering, the boy's clothing is made with natural fibres including printed cotton knits and woven linen shirting. This time around, I have also introduced soft cotton, unisex shoes and espadrilles in a variety of colours,” continued Collette Dinnigan.

ALDI's stringent quality assurance and testing program includes finishing, durability and functionality coupled with a commitment to using natural fibres wherever possible. This reflects Collette's principles of impeccable design detail and premium quality established over a 25 year career in fashion.

Young Hearts by Collette Dinningan will be on sale as a Special Buy from Wednesday, October 19, 2016 exclusively at ALDI stores while stocks last.

The collection includes:

For further information or imagery please contact:

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Boys collection:

- Daywear including baby boy sets, knit sets, woven sets and jackets.
- Swimwear separates including rashies, board shorts and towelling cover-ups.
- Sleepwear including two piece sets.
- Shoes including espadrilles and slip on.



Girls collection:

- Daywear including dresses, bloomer sets and kaftans.
- Party and special occasion outfits.
- Swimwear including one piece and two piece sets, cover ups.
- Sleepwear including nightie and pyjama sets.
- Shoes including espadrilles and slip on.



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