

# kids today™

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## Kaloo bows furniture

By Lisa Casinger

**K**aloo, manufacturer of high-end plush, gift and accessory products, bowed juvenile furniture and apparel here as a way to extend the brand.

"It's an evolution of our brand," said Leif Quraeshi, president of Kaloo North America. "Customers love the product line and asked about clothing and furniture and we did it."

The furniture has a modern look and is available in white, wood or multi-color finishes and comes not only with a selection of sweet plush knob covers but also a resin Kaloo bear consumers can affix to the pieces.

"This is a high-end line so you'd expect extra touches," Quraeshi said. "With the furniture and other products, customers literally can step into a Kaloo room."

The crib, \$900, converts to a twin bed without a conversion kit and has a roll-out storage drawer. Other pieces include an armoire, \$1,100, and chest, which has a roll-out



Kaloo's 123 chest is one of three furniture SKUs debuting here. It is available in three colorways and has a roll-out drawer for storage.

drawer for quick access to diaper changing necessities.

The 123 furniture line will ship in January.

The apparel debut is part of the Spring 2007 line with swimsuits and separates as well as more traditional, European looks. ✕