



Infant Boys
Spring/Summer 2021

Mikayla Kearney

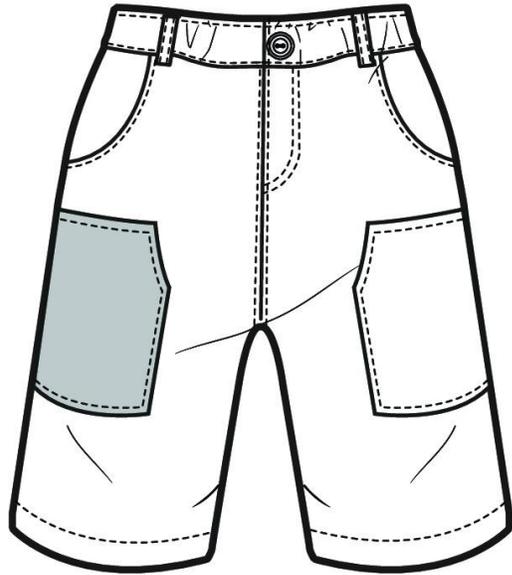
Market Information

This line is made for infant boys which includes babies 0-12 months old.

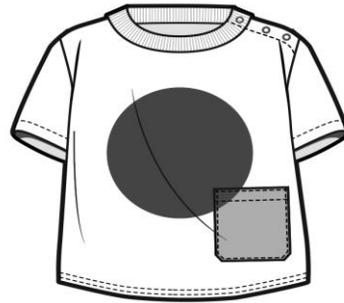
Since babies can not shop for themselves, their parents will be buying clothing for them. Studies show that parents of infant boys on average make \$58,628 per year and about 69% of parents of infant boys are married according to the Department of Labor.

The highest population of infant boys are in California, according to Wall Street Journal reporter Cheyanne Buckingham.

Predicted Styles & Colors



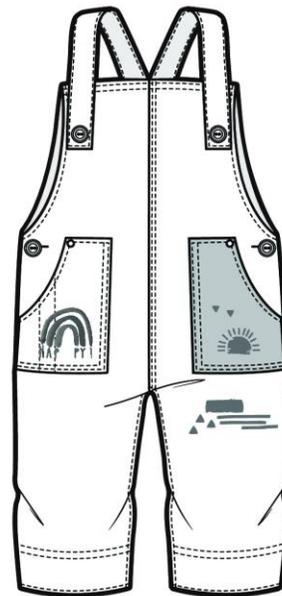
Carpenter Pant



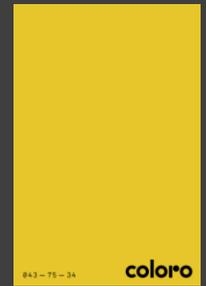
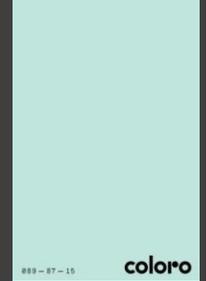
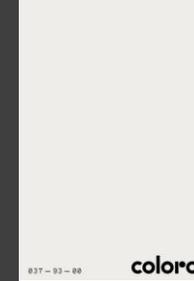
Graphic Tee



Printed Bodysuit



Artist Overalls



The Spring/Summer 2021 season for infant boys clothing is inspired largely by artistry. The styles, prints, and colors will be unique, fun, and mainly gender neutral. These styles are all meant to be loose and comfortable to allow for maximum movement.



Predicted Fabric & Print Trends



- Spring/Summer 2021 patterns will have a retro theme, also accompanied by a lot of child-drawn original artwork inspired by animals and music. WGSN is expecting to see babies in very artsy clothing in the coming year.
- Fabric trends will include organic cotton jersey, linen, and organic muslin. These materials will be breathable and comfortable while moving around in the Spring and Summer climate.





H&M baby

Baby Gap

Carter's

My Line

\$29.99

\$21.00

\$25.50

\$20.00



H&M baby

Baby Gap

Carter's

My Line

\$4.99

\$18.00

\$5.00

\$6.00



H&M baby

Baby Gap

Carter's

My Line

\$9.99

\$18.00

\$8.00

\$12.00



H&M baby

Baby Gap

Carter's

My Line

\$5.99

\$9.00

\$8.99

\$7.00



H&M baby

\$9.99

Baby Gap

\$17.00

Carter's

\$6.00

My Line

\$10.00

My Line

This Spring/Summer 2021 line is marketed towards baby boys. The line is free spirited, light, and comfortable. The materials are linen and organic cotton jersey. Baby boys will be able to move and play freely and look adorable while doing it. I also wanted to make sure all the pieces could be mixed and matched with each other. I would like this line to be sold to H&M kids because I like the idea of a mom, dad, and child being able to shop at the same place for affordable clothing. I also appreciate that H&M has a sustainable line of clothing that children can wear as well.



Cotton Jersey



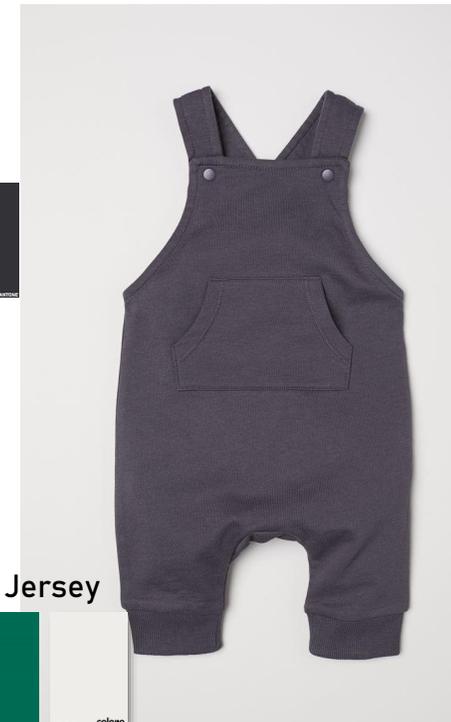
Cotton Jersey



Cotton Jersey



Linen



Cotton Jersey



References

- Linen photo: <https://baltic-flax.com/product/natural-linen-fabric-150-gm2-2/>
- Jersey: <https://www.fabricwholesaledirect.com/products/cotton-jersey-knit-fabric>
- Muslin: <https://www.etsy.com/sg-en/listing/653773151/orange-poplin-fabric-in-organic-cotton>
- Palmer, Samantha. "Little Artists Design Capsule." WGSN.com, February 28, 2020. https://www-wgsn-com.gatekeeper.fontbonne.edu:2048/content/board_viewer/#/86321/page/1.
- Watkins, Hannah. "Musical Doodles." WGSN.com, March 9, 2020. https://www-wgsn-com.gatekeeper.fontbonne.edu:2048/content/board_viewer/#/86492/page/1.
- Palmer, S. (2019, November 14). Baby and Toddler Apparel: Core Item Updates. Retrieved April 21, 2020, from https://www-wgsn-com.gatekeeper.fontbonne.edu:2048/content/board_viewer/#/84972/page/1
- Watkins, H. (2020, January 28). Prints & Graphics: Core Updates. Retrieved April 21, 2020, from https://www-wgsn-com.gatekeeper.fontbonne.edu:2048/content/board_viewer/#/85736/page/1
- **Carter's:** https://www.carters.com/oshkosh-shop-baby-boy-clothes/V_1H990510.html
https://www.carters.com/carters-baby-boy-tops/V_1H921614.html?carters-xsellCartRecentlyViewed
https://www.carters.com/carters-baby-boy-shorts-1/V_1H395710.html
<https://www.carters.com/carters-preemie-clothes/192136809487.html>
https://www.carters.com/oshkosh-baby-boy-tops/V_18074612.html

- **Baby gap:** <https://www.gap.com/browse/product.do?pid=542777002&pcid=999&vid=1&searchText=baby+overalls#pdp-page-content>
<https://www.gap.com/browse/product.do?pid=546512002&pcid=999&vid=1&searchText=aby+boy+tshirt#pdp-page-content>
<https://www.gap.com/browse/product.do?pid=593984002&pcid=999&vid=1&searchText=aby+boy+shorts#pdp-page-content>
<https://www.gap.com/browse/search.do?searchText=baby%20boy%20patns>
<https://www.gap.com/browse/product.do?pid=547539002&pcid=999&vid=1&searchText=aby+boy+bodysuit&akt=34075EE148A94366BEBE6CABA170A4C91738AF3EDA1D00001554A25EBA241024#pdp-page-content>
- **Hm baby:** https://www2.hm.com/en_us/productpage.0773821001.html
https://www2.hm.com/en_us/productpage.0813804001.html
https://www2.hm.com/en_us/productpage.0828921001.html
https://www2.hm.com/en_us/productpage.0841544004.html
https://www2.hm.com/en_us/productpage.0525563039.html
- **My line:** <https://www.kohls.com/product/prd-3813252/baby-girl-carters-tiger-tee-twill-overalls-set.jsp>, <https://www.spearmintlove.com/2-5-years-boy/?sort=bestselling&page=3>
https://www2.hm.com/en_us/productpage.0549961004.html?ef_id=
<https://www.amazon.com/EYIIE-Toddler-Cotton-Bloomers-Bottoms/dp/B083ZTVG5G>
https://www2.hm.com/en_us/productpage.0841544008.html