

spring 2011

**outdoorreview**



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Torstensson family field testing!

# Kozi Kidz



## Designed for playing outdoors

The launch of the Swedish-designed Kozi Kidz range is every parent and retailer's answer for a high quality clothing collection for children that is not only weatherproof and highly practical but also, with the bright fun colours and designs, is highly desirable too.

Kozi Kidz is the brainchild of Tomas and Linda Torstensson who, after having travelled the world following highly successful careers in international sales and marketing with blue chip companies, were looking for a complete change and a new challenge. Through their own experience of raising children, they recognised a gap in the UK market for well-designed functional outdoor clothing for kids. This was fuelled by people constantly questioning where they had bought their own young daughter's outdoor clothing.

The ranges are designed with kids in mind and with the understanding that today's youngsters are no longer happy to just wear 'mini-me' scaled down versions of their parents' favourite waterproofs and fleeces. Children also have different needs and wants when it comes to being outside. Kozi Kidz rainwear is fully waterproof and includes all the practical safety features like reflectors and detachable hoods and, of course, all the clothing comes in the very latest bright and cheerful seasonal colours.

Whilst newspaper headlines were dominated by the benefits for children in playing outdoors in the fresh air and getting plenty of exercise, Tomas and Linda were busy planning the launch of a collection that would be the answer to families across the country

just wanting to get outside and play together. Kozi Kidz clothing keeps children dry and warm in the wet and cold UK climate so parents can rest assured that it won't be the weather that so

often spoils the fun and drives the family indoors. As Tomas put it, "In Sweden, we take bad weather for much of the year for granted so children are dressed to be comfortable outdoors and have fun. If we didn't go out when the weather was bad, we'd spend a lot of time indoors. Swedish parents are used to their kids coming home in a state. We just hose the kids down and get on with life!"

The Kozi Kidz collection includes waterproof Rain Suits, Rain Sets, Raincoats, Ski wear, fleece

and a host of accessories as well as super up-to-date Softshell to deliver dryness, warmth and weather protection.

The range was first shown to retailers in the Spring 2009 and has proved to be an instant success. Sales of Kozi Kidz have tripled and the range is now available in 10 countries with over 120 customers and around 150 outlets. The timing for the launch proved to be absolutely right with both social and economic factors contributing to the brand's success.

UK retailers benefit from providing good quality outdoor clothing for children which, of course, remains unaffected by the 2011 VAT increase. Statistics also show that even as families make significant cutbacks to their outgoings, parents will still ensure that their children have only the very best when it comes to protecting them from the elements.

Plans for the future include continued fine tuning and development of the collection and expansion into new markets across Europe as well as an increase in the number of Kozi Kidz employees in the UK. Kozi Kidz will be exhibiting at ispo and Slide with a number of new designs and highlights for AW2011. Highlights within the winter 2011 collection include the softpile baby suit and the Kozi Kidz down jacket. Colour trends will move away from the pastels of spring back to more vibrant, primary colours for the cold winter that is promised for 2011. Commenting on the brand's success, Linda said, "We are delighted with the way that Kozi Kidz has been received by both retailers and consumers throughout the UK and Europe. As attitudes towards the importance of being outdoors, getting lots of exercise and fresh air have changed dramatically the need for good quality outdoor clothing for kids has also changed. Kozi Kidz is practical and fun clothing, designed for playing outdoors which will keep kids warm and dry and help them get the most out of being outside."



Tomas added, "At Kozi Kidz, we have a strong commitment to building long term relationships with our customers and we are focused on working with them to maximise the potential of the brand and to boost their sales. We are very much looking

forward to presenting our Autumn/Winter 2011 collection to the trade at SLIDE and building the next successful chapter for Kozi Kidz. It's an exciting time for us and we are actively looking for agents in the UK and Ireland."

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