

# HUDSON'S

CHILDRENSWEAR REVIEW

JANUARY 2011



particularly valuable: Most hosts selected for House Partypalooza are active not only in their local markets but also in social media, which significantly multiplies the reach and impact of a brand message. In addition, House Partypalooza makes it personal – company representatives reach out to moms one to one to answer questions, address issues and assure that everything goes as planned. The program, customized for each client, generates a flurry of website traffic and sales. Successfully launched in 300 homes around the country for the new Fuzzoodles toy line from Giddy Up! Based in New York City, Child's Play Communications, specialists in reaching moms through traditional public relations, social media and word-of-mouth marketing, has launched an exciting array of proprietary services including the award-winning Team Mom™, the agency's own network of mom review-bloggers. Recent company awards have included PR Innovation of the Year (2009) and Social Media Innovator of the Year (2010). The agency is currently signing companies for its 2011 House Partypalooza events. Visit [HousePartypalooza.com](http://HousePartypalooza.com), or email Julie Livingston at [jl@childisplaypr.com](mailto:jl@childisplaypr.com).



For over 20 years, **Venettini** has been designing and manufacturing better children's footwear with an emphasis on fashion and style. The brand has grown organically and steadily under the management of family business **Kinderland, Inc.** A team of top European designers has kept Venettini at the cutting edge of design. The exceptional craftsmanship and quality of each shoe assures a proper, healthy and very comfortable fit for each child. Venettini can be found on top online shopping sites and

specialty shoe retailers in the U.S. Internationally, Venettini can be found in better children's stores in Canada, the United Kingdom, Israel, Japan, China and Nigeria. [Venettini.com](http://Venettini.com).

**Wallaby**, a brand new family development center in the heart of Silver Lake in Los Angeles, CA, recently opened its doors to cater to families of children from birth to three years. Wallaby offers parent & me classes, drop-in hours, parent education, support and hobby programs, as well as children's birthday parties. Created by **Erica Tullis**, a Los Feliz mother of two with a Masters in child and family policy, Wallaby offers a comprehensive, developmental and dynamic preschool-like curriculum that includes freeplay, music and movement, arts and crafts, storytime and a healthy snack. In addition to their parent & me classes, Wallaby offers support groups for new moms and dads, as well as hobby groups including guitar lessons for

moms. Wallaby is in the process of building their parent hobby program to include additional offerings such as knitting classes, crafting classes, and writing workshops. Wallaby offers a free trial class for prospective new students. [Wallaby-LA.com](http://Wallaby-LA.com).



**Charles River Apparel** is named on Boston Business Journal's **100 Largest Private Companies** annual list. This marks the first year the company has been ranked on the publication's Lists, which provide standings of hundreds of leading Boston, MA-based companies in their fields, by ranking. Charles River comes in at 94. These lists give insightful information about industry leaders and businesses in the Boston metropolitan area. "To be recognized by Boston Business Journal as one of the area's largest privately owned companies is such an honor," says president and owner **Barry Lipsett**. "The growth we've experienced over the past few years has been tremendous despite an unstable economy and we have both our employees and customers to thank. Our mission has always been to provide superior quality, service and style and remember that our customers drive our business and ultimately, our growth." This isn't the first time Charles River Apparel has been featured in the



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