



## **BRIGHTS AND STRIPES BRINGS KIDS CLOTHING TO LIFE**

London: 25 January 2010. Brights and Stripes, the children's clothing brand, has launched the world's first interactive clothing for children. Launched in late 2006, the brand offers bright, bold, fun, modern easy-care clothing for children who like to play.

The Brights and Stripes child is described as 'the one who bowls in, runs around the room a few times and then goes off to play'; making it the perfect brand to introduce the world's first interactive clothing for kids. Items from the Brights and Stripes' 'Rainbow' range can be brought to life, by visiting [www.brightsandstripes.com](http://www.brightsandstripes.com) and interacting with the computer's webcam.

Brothers and Sisters (Brights and Stripes' creative agency) has used unique augmented reality technology to develop and produce 'The Rainbow Story'. When the child stands in front of their webcam, wearing the trademarked Magic Tee, a 3D animated weather story comes to life and unfolds in time to the child's movements. With each move the child makes clouds form, rain falls, the sun shines and a rainbow appears. This is the first example of genuinely interactive, augmented reality clothing, available to buy now.

Kevin Brown, Digital Director at Brothers and Sisters said 'Brights and Stripes was the perfect brand to take augmented reality and use it as a pure entertainment vehicle for kids. Rather than being a gimmicky use of technology, The Rainbow Story builds on the existing product; giving kids an entirely new experience beyond the boring business of getting dressed.'

Mark Harris, Creative Director adds 'Brights and Stripes is a fun, energetic and independent brand. And we wanted to unlock these qualities and make them live beyond just the design of the fabrics. For us the solution to imbue every piece of clothing with meaning, and bring it to life using AR technology played up to all of those childlike sensibilities of discovery, learning through play and genuinely believing that the world is a magical place.'

The unique 'Rainbow' design is available now from [www.brightsandstripes.com](http://www.brightsandstripes.com), where you can also see which items are magic, and from selected retailers, including Fenwicks in London, Leeds and Edinburgh.

For more information please contact Helen Kimber on 07970 163232 or email

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**Notes to editors:**

**Brights and Stripes:**

**'Born in the heart of the English countryside, Raised in cities everywhere.'**

Brights and Stripes is a clothing brand for kids aged 0 to 5, founded in 2006 by Julie Fowler-Drake. As a mother herself, she was growing increasingly bored by the kidswear available in the shops, and by the trend of dressing kids up as mini-adults. So she set about designing her own range of bright, colourful and practical clothes that both kids and their mums would love.

All garments wash at 40°C and due to the print and dye process used, will not fade. By using a fabric combination of 95% cotton and 5% lycra, the garments are guaranteed to stay in their original shape, whilst fitting snugly to any baby's body. All of our fabrics meet with the Oeko-Tex Standard 100, which certifies that our fabrics are free from harmful substances. Our manufacturers also comply with the 'Wrap' Worldwide Responsible Accredited Production standard.

**Stockist Information:**

For full list of stockists please visit: <http://www.brightsandstripes.com/stockist>

**Brothers and Sisters:**

Brothers and Sisters is a London based communications agency who specialise in a full range of integrated communications from broadcast advertising to digital and experiential. Founded in 2007, key clients include Sky, Sky One, Sky Sports, Arsenal FC, National Geographic, The Discovery Channel, Teenage Cancer Trust and Brights and Stripes.

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