



for little citizens of the world

FOR IMMEDIATE RELEASE

New collection inspired by the Street Styles of Japan

(San Francisco, CA, July 15 2009). Tea Collection (www.teacollection.com) has announced for Fall 2009, Japan in their next cultural inspiration.

We explored the streets of Tokyo, and had everyday encounters with the ancient and the modern—like Geta shoes and green tea desserts. We watched children tag along with their moms in playful outfits of mismatched patterns, graphics and colors ~ a mild version of the Harajuku teens in their layers of ingenious style.

On June 26, Tea will release **Street Styles** to the public. The **Fall Collection** includes 15 styles for girls and 13 for boys (we couldn't help ourselves) with a large assortment of new **Journeywear**, **FASHION ESSENTIALS PRICED FROM \$25 TO \$39**.

For girls, we offer light weight, easy-to-wear femininity with wrap necklines, drop waists, and layered sleeves. We love the printed knit **Mohri Floral dress**, top, and layette-fashion romper that capture the beauty of Tokyo's garden of the same name. The **Shibuya Floral Dress**, in printed French terry, is an original interpretation of a dramatic vintage Kimono print, recreated with vibrant colors.

For boys, we loved ancient symbols and modern motifs. We brought back 17th-century history in the **Edo Firefighter Pullover**, made in French terry, for big comfort and casual cool. The relaxed fit, knit **Sukumo Denim** pants and the layered-sleeve **Sayonara Graphic Tee** (a favorite street pic) celebrate the energy of daring strength and playful thrill that we experienced at every corner.

Tea loves Tokyo. We are excited to take you on a tour via the **Street Styles Collection** and **new Journeywear pieces**. Remember Street Styles on June 26, 2009.



Sayonara Graphic Tee with Omotesando Cargo Pant



Arigatou Graphic Tee over Tsukiji Graphic Shirt with Journey Pull-on Trouser



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About Tea Collection

Inspired by the beauty found in all cultures, Tea Collection (www.teacollection.com) of San Francisco has introduced children and parents to globally inspired apparel since 2002. Every employee receives an annual allowance for international travel because the company believes so strongly in broadening horizons and making the foreign familiar.

For the second year, *Inc.* has identified Tea Collection as one of the fastest growing private companies in America. Its clothes are available at specialty stores, including Barneys New York, Bloomingdales, Nordstrom, and more than 500 high-end boutiques in the U.S., Europe and Japan. Tea recently expanded its multi-channel wholesale distribution and ecommerce business with seasonal catalogs for its growing customer base.

For more information or to receive product samples, please contact Krista Reinhard at 415-279-8647 or krista@teacollection.com. For additional press releases, please visit: <http://teacollection.com/site/InfoPgs/pressreleases.htm>

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