



for little citizens of the world

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### **Fresh Spring Colors and New Silhouettes for Daily Tea**

(San Francisco, California, January 7, 2009) Tea Collection, the globally inspired children's clothing company, is gearing up for spring with their first collection of Daily Tea available this month.

Fresh, lively color palette and new silhouettes with bold, exciting prints will make you eager for the warm days of spring!

Tea has added a modern mandarin collar in both long sleeve and sleeve-less tunic silhouettes - a chic look for girls. This addition freshens up the already popular assortment that includes a vast selection of dresses, fashion tops, and great layering pieces such as boot-cut leggings and long sleeve tee's. The raspberry pink, spring green, citron yellow and key blue color palette offers a plethora of mix and match prints in stripes, bold florals, and dots.

Daily Tea is always a favorite for boys with its cool, stylish graphics on t-shirts and pants in comfy 100% cotton knits. Spring brings out amphibians for the boys collection. A smart frog graphic is illustrated on both a raglan double-decker tee and a pant in this collection. Geckos and chameleons also adorn the boy's tees. In a color palette of seaglass, indigo and orange, with accents of smoke and brown, boys will love to wear this fun, playful collection.

Daily Tea is now available starting at 3 months with the recent addition of layette and is available up to size 5. At pricing of \$14 - \$28, this collection also maximizes a child's wardrobe with superior quality clothing. For example, 6 items can make 9 outfits, for under \$150 or just \$17 an outfit.



### **About Tea Collection**

Tea Collection ([www.teacollection.com](http://www.teacollection.com)), based in San Francisco, has been introducing children and parents to styling, colors, and textiles inspired by the beauty of cultures around



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the world through apparel since 2002. Every employee at Tea Collection receives a yearly travel allowance to use towards international travel, because it is so important to broaden our horizons and make the foreign familiar.

Tea Collection is available at specialty stores, including Barneys New York, Neiman Marcus, Bloomingdales, Takashimaya, and more than 500 high-end boutiques nationwide, Europe and Japan. Tea Collection recently expanded their multi-channel business of wholesale distribution and ecommerce with the addition of seasonal catalogs.

Tea Collection has been honored for the 2<sup>nd</sup> year in a row by *Inc.* as one of the fastest growing private companies in America. Tea, which has had 362% growth since 2004, ranks this year at #1024. Tea Collection ranks #51 in the Top 100 Consumer Products and #37 in the Top 100 businesses in the San Francisco bay area. In 2007, Tea ranked #241.

For more information or product samples please contact Krista Reinhard at 415-279-8647 or [krista@teacollection.com](mailto:krista@teacollection.com).