

## Me I like, Me I'm Proud, Me I Stand Out In a Crowd, Oui Me!

Written by Australian Business

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TORONTO, CANADA, November 08, 2013 /24-7PressRelease/ -- The boys clothing line Oui Me is rejuvenating the way boys ages 2-6 dress. With its launch in August, the clothing line is quickly making a name for itself with playful prints and thoughtful designs. Oui Me focuses on sustainable, high-quality clothing for boys ages 2-6. The brand designs all of their own prints and uses the most comfortable, durable, eco-friendly and organic fabrics. The dyes used for printing are environmentally-friendly and long-lasting.

There could be no better time for an emerging children's wear brand to solidify the need for sustainable fabrics and ethically-made clothing which is on the rise in today's fashion industry. Not only because these fabrics are easy to care for, soft and comfortable for our little ones, but also because consumers are becoming aware of the harsh conditions in which clothing is made and making a conscious effort to support local businesses and clothing that is ethically made. "It's the opposite of fast fashion," says creator Areta Gawrachynsky.

Oui Me's creator is Toronto-based designer Areta Gawrachynsky. She has worked in the fashion industry the last 10 years in different aspects, most recently as Fashion Advertising Executive in Harrods of London. Her design background is in women's wear however, she decided to change perspective after her son, the inspiration behind Oui Me, was born. After seeing the limited selection in boys clothing in general, not to mention sustainable boys clothing that is made in Canada, Areta decided to launch Oui Me. She spent a year sourcing the best quality fabrics and thoughtfully designing each piece of clothing for our active little guys. The original prints in the collection add to the line's appeal. Oui Me was born of a mother's love.

What makes Oui Me "stand out in a crowd"?

"The boys who wear Oui Me bring to it a personality of their own. We pride ourselves on designing cool prints which appeal to our little ones and the buyer or course. With heritage quality, we are proudly Made in Canada," Areta explains.

Oui me carries a range of great fitting organic cotton T-shirts, with and without prints, as well as stylish and comfortable trousers and denim that move with our children as they are out conquering the world. Hoodies are made from the softest bamboo fleece and french terry cardigans feature elbow patches, fun-coloured contrasting zippers and stitching.

Oui Me is now available at select stores in Toronto and will be at the One Of A Kind Show from December 3 - 8th at the Exhibition Centre in Toronto. For more details visit <http://www.ouime.ca>

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### About Oui Me

Oui Me creates quality clothing for active boys ages 2 - 6. Skilfully-designed with emphasis on detailing and original prints, we deliver cool style and originality using the most comfortable, soft, Eco-friendly fabrics. Oui Me is inspired by the amazing, unpredictable, expressive, spirited individuals our kids really are!

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