

Copywriting Portfolio: Press Release / Advertorial

New Trend in Kids Fashion: Pre-Schoolers Wear Ties to Party

Gone are the days when small girls got to dress-up for special occasions, while small boys went-about in plain casuals. Australian parents are now getting increasingly concerned about their little boy's attire. Many of them are spending generously on stuff like neckties, bow ties, and boutique caps to ensure that their little boys look sharp and fashionable at parties and school events.

Amanda Langazi, who is the mother of a little boy named Alex – bought a cool looking cheetah tie especially for her son's school day event. There are many others like Langazi, who think that little boys ought to be dressed appropriately for formal events such as: functions, parties and ceremonies.

Young lads (some as little as toddlers) dressed in suits and ties are a common sight at wedding parties these days. In fact, formal dressing is so much in trend that kids are wearing ties to school -- even on regular days. The only thing hindering the dress-up trend is the difficulty involved in finding boys dress accessories.

Generally, parents have to search high and low in order to obtain dress accessories for their boys. Things like boys ties and hats are seasonal items (as they're not available throughout the year), and are mostly sold at shops specializing in wedding dresses. Unfortunately, these shops offer a limited selection of ties and hats for boys, because these things aren't part of their mainstream product range.

Now, there is good news for parents who want their little boys to start dressing-up very early in life. Dress accessories for boys can now be obtained online from 'TiedToLove.com.au'. The website is a one-stop-shop for neckties, bow ties and designer hats that are custom-made for boys aged 1-13.

'Tied to love' offers a wide variety of neckties and bow ties in both pure color and print. The pure color range currently comprises of 19 gorgeous hues, which includes some popular wedding colors. There are many variations in the designer range which features: colorful snooker ball print and bright vibrant smileys for small boys (ranging from toddlers to 6 year olds). For slightly grown-up kids, there are plenty of plaids and stripes to choose from. In all, 'Tied to love' currently offers about 60 varieties of neck and bow ties, with more to be added shortly.

For kids who like to move around in style, 'Tied to love' offers a range of beanies, designer hats, boutique caps and sun safe hats. Currently 6 types of hats & caps are on offer, with 15 more to be added shortly.

'Tied to love' is a Queensland based company founded by Jodie Mottram, who has always felt a strong need for a dedicated dress accessories boutique for boys. According to Mottram, a boy needs to be dressed appropriately for occasions such as: wedding parties, a visit to dad's office, first day of school and in some cases for his first date.

'Tied to love' has clearly carved a whole new niche in the fashion industry. People like Jodie Mottram truly deserve a pat on the back for their efforts in fostering the developments of new fashion trends.