Luxury clothing brand Poppabum brings pop art to kids wear in India

High-end fashion collection flaunts unique pop-art illustrations created exclusively for the brand by global designers; clothes revive the 60's pop culture vibe

Poppabum, a sustainable premium clothing brand for children aged 0-4 years, has introduced in the Indian market a uniquely designed and vibrant range of jumpsuits and pinafores. The attractive collection with its bright neons is brought to life with pop-art illustrations created exclusively by global designers from Kiev to Quebec, a new concept brought to India for the first time by Poppabum founder Ananya Sharma.

Poppabum was conceptualized for little bums in pop clothes and aims to disrupt the monotonous kids wear category in India by offering a refreshing change from the standard 'kiddie' clothes available in the market with repeat patterns of animals, cartoon characters, rainbows and unicorns. The organic range, that revives the 60's pop-culture vibe with its unique illustrations, is intelligently designed to make changing-on-the-go easy, quick and hassle-free for fashion-conscious, active, professional parents of millennial tots.

"As a busy and well-travelled first-time parent of a toddler, I often found myself struggling to change my son while on the go because of inconveniently-located zippers and multiple buttons. Being a creative professional, I was also bored seeing the same old patterns and uninspiring pastels in kids' clothes. Poppabum came into being because of my desire to see kids in fashionably & consciously designed bright colourful clothes. All our jumpsuits and pinafores not only have the spunk and style reflected through the neons and jazzy illustrations but are also really convenient to change with uniquely designed zippers never attempted on jumpsuits before. We take our motto — 'Kids Be Poppin' — very seriously. I'm looking forward to revolutionising the kids fashion industry in India and setting new trends in the children's clothing space with the launch of Poppabum, because kids deserve fashion too!" said Ananya Sharma, founder & CEO, Poppabum.

Poppabum offers unisex jumpsuits and pinafores in neon shades and in the classic black and white combination. Their clothes called 'Pops' come in two styles — 'Pops Originals' which are solid neons with stripes and 'Party Pops', with special art and comic illustrations. The high-quality fabric of Pops makes them durable and is designed to last and allow children to grow and move comfortably all day.

Poppabum's 'Pops' are crafted in 100% luxurious organic cotton and manufactured by GOTS 6.0 certified sustainable fashion manufacturers and factories. The brand's entire end-to-end manufacturing process is compliant with and certified by the latest version of the Global Organic Textiles Standard and ensures payment of fair wages to its workers. The brand ensures minimum wastage of fabric during the manufacturing process and uses only organic dyes in all its prints. All Poppabum clothes are packed in reusable and biodegradable never-before-seen metallic pouches. The brand retails at www.poppabum.com.