

# ROCKABYE ORIGINALS

## FUNKY FASHION FOR KIDS WHO ROCK

Rockabye Originals Manifesto :  
FOR KIDS ABOUT TO ROCK, WE SALUTE YOU.  
EVERY GORGEOUS, MAD ONE OF YOU IS A TOTAL ORIGINAL. YOU HAVE THE RIGHT TO WEAR FUNKY FASHION AND GREAT STYLE. DEMAND COOL.  
EMBRACE DIFFERENT. STAY ORIGINAL



Rockabye Originals - EASTER IS COMING...



March 2016, Rockabye Originals (formerly Rockabye-Baby) release their first capsule collection of the year with guitar cushions perfect for Easter gifts

Introducing Rockabye Originals Love Campaign: **EASTER ROCKS**  
*Classics Part 1 "The Mellow Yellow Collection"*

Inspired by the bow tie and baby bow this collection brings together the best selling of our tuxedo range and salutes our throwback pink necklace body suit one of the original designs made back in the very first collection.

This collection by our standards it completely chilled. Our usually bright and bold colour scheme, has been relaxed with a grey on grey collection, accented with yellow and pink. The ranges cover 0-6 years and this season offers original co-ordinates as well as stand-alone pieces with a selection of unisex items.

Every one of our garments comes in it's own record sleeve gift packaging making it the perfect gift. It's still designed right here in the UK and all our 100% cotton garments are made in Europe with GOTS standard certification.

Prices retail from £22

Stockists (see)

[www.rockabye-baby.com](http://www.rockabye-baby.com)

[www.notonthehighstreet.com](http://www.notonthehighstreet.com)

[www.houseoffraser.com](http://www.houseoffraser.com)

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<https://www.facebook.com/RockabyeOriginals>

<https://twitter.com/RockabyeOrigin>

<https://www.instagram.com/rockabyeoriginals>

[www.rockabyeoriginals.com](http://www.rockabyeoriginals.com)



# THE LADY BEHIND THE LABEL?

## About Emma Parkes-McQueen ( owner and designer)

After working for 8 years as an Art Director, Emma Parkes-McQueen popped out a sprog and decided things needed to change. She noticed her daughter possessed the room-trashing abilities of a rock legend, but simply didn't have the clothes to match. On the search for cool baby clothes, all Emma saw around her was a sea of flowery flounce and cutesy crap. None of this inspired her, or her punk-minded mates who were all popping out sprogs of their own. So Rockabye-Baby (now Originals) was born. As the collections grew, so did Emma's family. More kids. More clothes. Cuddle. Rinse. Repeat.

Now happily ensconced in the English countryside, Emma splits her time between designing and running Rockabye Originals and looking after her two originals, Scarlet and Fred. Oh, and still rockingout now and again. Usually in the kitchen.

