

## **Global demand for ecologically-friendly and socially-acceptable clothing is increasing**

### **Successful start of the Green Kids Pavilion at Kind + Jugend 2013 in Cologne**

Tags: Green Kids Pavilion, children's fashion, Kind + Jugend, Cologne, Pololo, 2013

*Teaser: Interest from around the world in the Green Kids Pavilion is very pleasing, says POLOLO. The statement at the shared stand in 2013 was clear and groundbreaking: Natural goods = Beauty + Naturalness + ECO + Made in Germany + Health!*

[POLOLO, 02.10.2013] "The Green Kids Fashion Pavilion shows that ecologically produced children's fashion is smart, cheerful and attractive," said Franziska Kuntze from POLOLO, summarizing the shared presence of the natural-goods manufacturers ENGEL, HIRSCH NATUR, PICKAPOOH and POLOLO at Kind + Jugend 2013 in Cologne. The shared stand offered hats, scarves, gloves, clothing, socks, leg warmers, slippers and shoes – a fashionable variety of high quality; ecological and sustainably produced children's fashion from head to toe. This collaboration could even be expanded in coming years, stressed Kuntze.

Kind + Jugend 2013 is a prestigious forum for international contacts – according to details provided by the management of the Cologne exhibition centre, 70 percent of the 20,000+ trade visitors were foreign. Green fashion is becoming ever more important internationally, and production with the label Made in Germany is gaining significance globally. "Quality German products for children are very popular," explained Kuntze. POLOLO thinks it is very important that ecologically-friendly and socially-acceptable fashion be given a higher status within an international context. It is also essential that it be distinguished by fresh, cheerful designs, an ideal fit and top quality, Kuntze continued. The comfort offered by ecological products, i.e. breathable, uncoated, skin-friendly materials that are free of contaminants, is now in great demand.

Many decades of experience with natural textiles and natural leather were gathered together at the Green Kids Pavilion at Kind + Jugend, explained Matthias Kloppenborg from HIRSCH NATUR. "We all want the range of sustainable and locally-produced articles to grow. Many consumers are interested in ecologically and fairly produced articles. They will become increasingly important for trade."

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Kerstin Tollmien from PICKAPOOH was very pleased with the trend towards natural textiles. This could lead to the formation of a unique retail sector, especially since well-informed parents are increasingly selecting natural goods, she said. We are seeing a change in outlook that reinforces the demand for products free of contaminants.



Photo: POLOLO at the shared stand in the Green Kids Pavilion of Kind + Jugend 2013 (POLOLO OHG)

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Brief information about POLOLO OHG:

2013 is POLOLO's year. Verena Carney (shoe designer) & Franziska Kuntze (business manager) and their teams in Berlin and Oberreichenbach are celebrating their tenth anniversary. The idea of establishing their own shoe company came to the two founders during fruitless searches for pretty toddler shoes for their children. Soon they began working out their own designs. Following a positive start in 2003 – initially at a Christmas market in Berlin-Zehlendorf – POLOLO has grown continually and successfully. The company now sells to more than 800 specialist shops, catalogues and mail-order companies, etc. in Europe, Asia and America.