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**CONTACT:**

Tracie Gildea  
President  
Sozo USA

(860) 673-0396  
tgildea@sozousa.com

**SOZO ENTERS BABY APPAREL MARKET WITH ROOM TO GROW**

*Revolutionary layette items designed to fit baby longer*

**FARMINGTON, CT July 1, 2004** — Sozo™, the company that delivers a whole new world of kid stuff with style, will enter the baby apparel market with a line of layette items in September. The new apparel line is the perfect complement to the company's imaginative nursery and kids' furnishings and accessories.

While most companies segment the first year sizes into three-month increments, Sozo is targeting infants from zero to six months (up to 17 lbs and 27") with its debut line. "From personal experience, I found traditional American size ranges to be too narrow," says Tracie Gildea, president of Sozo USA. "Clothing would fit great early on, but would quickly become too snug. It just struck me as being both unnecessarily expensive and wasteful. Our philosophy is to stretch the size range to accommodate rapid infant growth, and at the same time, make it more affordable for parents."

Four of the collections—Koi, Plum Blossom, Jungle Land and Pandamonium—pick up high-quality appliqué and embroidered graphics from Sozo's fun and whimsical room themes, while the fifth, Posh Panda, is strictly an apparel option. Some of the apparel highlights include adorable rows of butt ruffles on the Plum Blossom onesie, and a clever graphic of bubbles and ripples on a pond, strategically placed on the rear of the Koi onesie.

The collections include caps (\$10), booties (\$12), tee shirts (\$16), long sleeve onesie (\$16), short sleeve onesie (\$14) and pants (\$16). The company offers these individually and as sets packaged in a Sozo organza gift bag, making them perfect for

shower gifts and other special occasions (price range of \$43-45 for a onesie, cap, pant). All prices listed are suggested retail.

Sozo layette items are made with the same super-soft cotton knits as the company's popular 'Parent Protectors™' line of bibs and burp cloths. The plush ribbed knit cotton fabric is double-layered to keep baby comfortable, and is prewashed to hold color and prevent excessive shrinkage. All tee shirts and onesies have snaps at the neck for easy-on, easy-off access, and the onesies also have a snap at the crotch.

Sozo is a Farmington, Connecticut-based company offering kids/baby furnishings, clothing and accessories. Sozo products are available on the company's e-commerce site: [sozousa.com](http://sozousa.com), and at select specialty retailers (see site for locator).

**Press Note:** For a product preview, log onto <http://www.sozousa.com>. Feel free to download images from the site, or request photography samples by calling Tracie Gildea at (860) 673-0396; [tgildea@sozousa.com](mailto:tgildea@sozousa.com).

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