



## Carter's Announces the Launch of Apparel for Children Now up to Size 14

July 16, 2018

### *New Line Delivers Carter's Iconic Quality and Style for Fast Growing Kids*

ATLANTA--(BUSINESS WIRE)--Jul. 16, 2018-- This month, Carter's, Inc. (NYSE: CRI), the largest branded marketer in North America of apparel exclusively for babies and young children, has launched Carter's KID, a new product offering designed for boys and girls sizes 4 to 14. Carter's KID combines the styles, colors and graphics kids want, with the quality and value parents expect.

"Generations of families have looked to Carter's for the best value and experience in baby and toddler clothing," said Michael Casey, Chairman and Chief Executive Officer. "The launch of Carter's KID allows us to better serve the needs of families with young children and strengthens our position as the leading brand in children's apparel."

Carter's KID debuts with a full assortment of more than 700 styles, many incorporating themes related to sports, emojis, unicorns, dinosaurs, and gaming and relaying positive messaging that kids can relate to. The collection includes active and layering pieces created to appeal to boys and girls who are starting to make their own style statements. With mixing and matching in mind, the collection allows kids to show their independence and personality through what they wear and how they wear it.

The Carter's KID line is now available in the U.S. through [carters.com](http://carters.com), in Canada through [cartersoshkosh.ca](http://cartersoshkosh.ca), in over 1,000 Carter's stores in North America, and at retailers carrying Carter's apparel.

To learn more, please visit [carters.com](http://carters.com) and follow on [Facebook](https://www.facebook.com/Carters) (Facebook.com/Carters), [Twitter](https://twitter.com/Carters) (@Carters), [Instagram](https://www.instagram.com/Carters) (@Carters), and [YouTube](https://www.youtube.com/Carters) (Carter's). #lovecarters.

### **About Carter's, Inc.**

Carter's, Inc. is the largest branded marketer in North America of apparel exclusively for babies and young children. The Company owns the *Carter's* and *OshKosh B'gosh* brands, two of the most recognized brands in the marketplace. These brands are sold in leading department stores, national chains, and specialty retailers domestically and internationally. They are also sold through more than 1,000 Company-operated stores in the United States, Canada, and Mexico and online at [www.carters.com](http://www.carters.com), [www.oshkosh.com](http://www.oshkosh.com), and [www.cartersoshkosh.ca](http://www.cartersoshkosh.ca). The Company's *Just One You* and *Genuine Kids* brands are available at Target, its *Child of Mine* brand is available at Walmart, and its *Simple Joys* brand is available on Amazon. The Company also owns *Skip Hop*, a global lifestyle brand for families with young children. Carter's is headquartered in Atlanta, Georgia. Additional information may be found at [www.carters.com](http://www.carters.com).

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Source: Carter's, Inc.

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