



## Carter's Debuts Annual Little Baby Basics Collection at Mother's Day Brunch

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### Catherine Lowe and Daphne Oz Join Carter's to Unveil the New Line and Celebrate Motherhood

ATLANTA--(BUSINESS WIRE)--May 10, 2019-- Carter's, Inc. (NYSE: CRI), the largest branded marketer in North America of apparel exclusively for babies and young children, launched its Little Baby Basics Spring 2019 collection with a brunch celebrating Mother's Day and in recognition of mothers across the country. Parents, press, influencers, and stylists enjoyed a first look at the snuggly, soft Little Baby Basics collection and a funny, heartfelt conversation about being a mom with Catherine Lowe, entrepreneur and TV personality, and Daphne Oz, Emmy-winning TV host and bestselling author.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20190510005085/en/>



Carter's Mother's Day Brunch -- Daphne Oz and Catherine Lowe (Photo: Business Wire)

Designed to provide everything parents need for their baby's first wardrobe, the Little Baby Basics collection features soft, sweet styles with lasting quality for a great value. From bodysuits and sleepers, to easy outfit sets and baby shower gifts, the Spring 2019 collection has functional designs and adorable prints on super soft

cotton fabrics. The Little Baby Basics collection is available in sizes preemie to 24 months. The new collection is available now in Carter's stores, online, and at leading retailers worldwide.

"Carter's is with moms from the start and today we proudly celebrate them," said Kendra Krugman, Executive Vice President, Merchandising and Design. "From new beginnings in our original bodysuit to wardrobe essentials for sleep and play, Little Baby Basics provides parents with everything they need at every step of their journey."

"Both of my children came home in a Carter's body suit," said Catherine Lowe. "I'm thrilled to join Carter's as they introduce the new Little Baby Basics collection – the fabrics are yummy, the designs are adorable, and the quality is top notch."

"Moms have loved and trusted Carter's for generations," said Daphne Oz. "All three of my kids have worn Carter's and I'm sure number four will too! Today's conversation was special – real moms sharing real stories – and I'm thrilled that Carter's brought us all together to celebrate the journey of motherhood."

Highlights from the Little Basics collection include:

- The Original Bodysuit – America's #1 choice, the original bodysuit is available in nine sizes and a wide selection of colors, prints, and styles
- Sleep & Play – designed for all day comfort, from sleeping to playing, and available in five sizes as full-zip up or full-snap up in a variety of soft cotton fabrics
- Little Character Sets – with more color, characters, and prints the 3-piece sets feature iconic art on the bum and new art placement on the knees and cuffs; all sets include two bodysuits or t-shirts and easy pull-on pants
- Snuggle Bundles – curated collections for newborn to 12 months that make great gifts and can be beautifully wrapped in our stores with a gift box; new collections include Any Little Peanut, Gracie the Giraffe, and Kobe the Koala

To shop the Little Baby Basics collection, visit [carters.com/littlebabybasics](http://carters.com/littlebabybasics). To learn more about Carter's follow us 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 *Child of Mine* brand is available at Walmart, its *Just One You* brand is available at Target, 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.

Jennifer Shipe  
Sr. Director, Brand Marketing  
(678) 791-7236  
[jennifer.shipe@carters.com](mailto:jennifer.shipe@carters.com)