



Carter's Teams up With Chloe Bailey to Introduce a New Era of Holiday Cheer

November 14, 2024

The most trusted baby clothing brand recruits multi-talented singer, actress and real-life aunt to bring a fresh twist to holiday magic with the debut of S'Auntie Claus

ATLANTA--(BUSINESS WIRE)--Nov. 14, 2024-- Carter's, Inc. (NYSE: CRI), the largest branded marketer in North America of apparel exclusively for babies and young children, announces the appointment of multi-talented singer, actress and real-life aunt, Chloe Bailey, as the brand's first-ever S'Auntie Claus.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20241113504484/en/>



Multi-talented singer, actress and real-life aunt, Chloe Bailey, is named Carter's first-ever S'Auntie Claus. (Photo: Business Wire)

S'Auntie Claus is not your typical holiday helper; she's redefining the magic of Santa Claus as the "cool aunt" everyone dreams of—always ready with a big hug, a secret stash of treats, and, of course, the best gifts. In this new role, Chloe is inviting Carter's fans to submit their children's letters to S'Auntie Claus for a chance to win a magical shopping spree to help make holiday wishes come true.

through a child's eyes. I'm beyond excited to put on my S'Auntie Claus hat and team up with Carter's to help all the wonderful aunts out there spoil their little ones. Carter's has such an amazing selection of gifts that I can't wait to share with all the children in my life. I even picked out some of my favorites that fans can shop on [Carters.com](https://www.carters.com).

"Becoming an aunt has been an amazing milestone for me," said Chloe Bailey. "There's nothing like witnessing the magic of the holiday season

From now until November 29, 2024, Carter's fans can visit www.carters.com/sauntieclaus and share their children's letters to S'Auntie Claus for a chance to win a \$500 Carter's gift card to check off their holiday wish list. One entry per person is allowed, and 10 lucky winners will be drawn on December 3, 2024.

"At Carter's, we believe the holiday season shines brightest when shared with family and friends. Collaborating with Chloe Bailey, our beloved S'Auntie Claus, allows us to celebrate all the special aunts and aunt-figures in our lives while giving families a little extra joy to shop for this festive season," shared Jeff Jenkins, Executive Vice President of Global Marketing at Carter's.

Chloe has curated a selection of must-have gifts from the Carter's house of brands, including *Carter's*, *OshKosh B'gosh*, *Little Planet*, and *Skip Hop*. Fans can shop her top picks for babies, toddlers and kids, including clothing, accessories, toys and gear, all season long on www.carters.com/c/chloe-bailey-picks.

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 through over 1,000 Company-operated stores in the United States, Canada, and Mexico and online at www.carters.com, www.oshkosh.com, www.cartersoshkosh.ca, and www.carters.com.mx. Carter's is the largest supplier of young children's apparel to the largest retailers in North America. Its brands are sold in leading department stores, national chains, and specialty retailers domestically and internationally. 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 *Little Planet*, a brand focused on organic fabrics and sustainable materials, and *Skip Hop*, a global lifestyle brand for families with young children. Carter's is headquartered in Atlanta. Additional information may be found at www.carters.com.

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