



## Carter's Delivers Big Style for Tiny Trendsetters with Debut of New Spring-Summer 2025 Collections

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*The most trusted baby apparel brand unveils its runway-inspired new assortment at The Playroom, Carter's first style studio during fashion's biggest week*

ATLANTA--(BUSINESS WIRE)--Feb. 6, 2025-- As the fashion world takes center stage and sets the trends for the season ahead, Carter's, Inc. (NYSE: CRI), the leading apparel company for babies and young children, today unveiled its new Spring and Summer 2025 collections featuring its most style-driven, yet affordable, assortment to date. Known for delivering stylish apparel with comfort and value at its core, Carter's has reimaged trends hot off the runway for the tiniest of trendsetters.

This season's sought-after patterns, color palettes and elevated fabrics meet kid-approved silhouettes and parent-friendly features. Carter's newest assortment leads the charge in children's functional fashion, from sleek off-duty looks to fresh playground 'street style' and naptime essentials, Carter's classic quality, value and versatility meet current trends, making kids' dressing both chic and effortless.

"Today's parents want affordable, on-trend clothes for their kids that reflect their own personal aesthetic preferences," said Kendra Krugman, Senior Executive Vice President, Chief Creative & Growth Officer at Carter's. "Throughout Carter's house of brands, we've infused design with modern prints and elevated fabrics for playful, comfortable and easy-to-wear looks. We've crafted each piece to ensure they're practical for daily adventures, available at an exceptional value and in line with current trends."

Straight from the runway to wardrobes of future fashionistas, new collections include:

- **Now Boarding:** *Carter's PurelySoft™ innovation takes off in style with the new City Collection, a travel-inspired dreamscape taking little wardrobes on a global adventure. Whether plotting a getaway or navigating nap time, the 2-piece PJs and Sleep & Plays in silky smooth, ultra-stretchy and comfortable fabric upgraded with iconic landmarks from New York, Atlanta and London, are little ones' passport to chic dreams.*
- **Sailor Core:** *Set sail with nautical-inspired looks seen all over the runways. Mini style mavens can rock the chic fisherman trend with a navy and white striped tee or thick cream cable-knit sweater paired back to loose-fitting, light-wash denim. For summer fun, style stripes and knits with rash guards and trunks, simple sneakers and a bucket hat.*
- **90s Coded:** *Good news—that nostalgic 90s aesthetic is back with a modern twist. Picture wide-leg jeans, denim skirts, iconic overalls, and matching sets—just as chic but make it mini. From newborns to tweens, little fashion icons will be the best dressed at daycare, playdates and sleepovers.*
- **Totally Knit:** *Leave those chunky sweaters and cable knits in the winter and swap in new transitional knits made for spring. Think breathable and light—but always cozy—with open-knit patterns and colorful and delicate yarns.*
- **Boho Era:** *In case you missed it, boho chic is back—and it's all about dusty rose and desert hues. From blush crochet to chambray and terracotta tones, this line channels that carefree, festival-ready vibe. Add a touch of edge with faux-leather or pair with casual linen sets for a laid-back, stylish look.*

To learn more about Carter's newest additions and styling tips, visit [www.carters.com](http://www.carters.com) and follow Carter's on Instagram [@carters](https://www.instagram.com/carters).

### 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](http://www.carters.com), [www.oshkosh.com](http://www.oshkosh.com), [www.cartersoshkosh.ca](http://www.cartersoshkosh.ca), and [www.carters.com.mx](http://www.carters.com.mx). Carter's also 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](http://www.carters.com).

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