



## Carter's Launches Otter Avenue™, a New Toddler-Friendly Brand Designed to Inspire Confidence and Creativity

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*New brand offers trend-forward, affordable style with a fresh approach to kids' dressing*

ATLANTA--(BUSINESS WIRE)--Jul. 22, 2025-- The new age of kids' fashion is here. Today, Carter's, Inc. (NYSE: CRI), the leading company in North America focused exclusively on apparel for babies and young children, introduces Otter Avenue™—a new, toddler-centric brand that empowers little ones to dress themselves with confidence, style, and ease.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20250721996973/en/>



Carter's debuts Otter Avenue™, a new toddler-first brand empowering little ones to dress with confidence, comfort, and style. Pictured here: kids sporting Otter Avenue's signature trend-forward looks—designed with intuitive details like oversized buttons, front-back labels, and twirl-worthy skirts.

Otter Avenue is Carter's first brand created specifically with toddlers in mind and inspired by the real-life needs of parents. It combines modern, trend-forward silhouettes with soft, comfy fabrics and smart design details, all at an attainable price. With elevated fabrics and intuitive features, each piece is thoughtfully designed for all-day play and everyday style—making dressing easier for kids and parents while giving little ones the

independence to express themselves through what they wear.

Launching with five signature styles and a larger, complementary collection, Otter Avenue reimagines adult-inspired looks for little ones with features like oversized buttons for small hands, front-back labels to avoid mix-ups, twirl-worthy skirts, and pockets perfect for collecting treasures. The collection is built for everyday adventures, from daycare to playdates—and with prices starting at just \$10, Otter Avenue delivers premium style at an accessible value.

"The Otter Avenue brand brings to life our belief that style, comfort, and confidence should go hand in hand, and that self-expression can start at any age," said Kendra Krugman, Chief Product Officer. "At Carter's we aim to support families through every stage of childhood development. The moment kids begin to dress themselves is a milestone worth celebrating and one we are excited to be a part of with the launch of our first-ever toddler focused brand."

To celebrate the debut, Carter's is hosting the first-ever Otter Avenue pop-up experience in Williamsburg, Brooklyn. The Otter Avenue™ School Bus will be stationed on Grand Street between Kent Ave and Wythe Ave near Domino Park from 10 a.m. to 4 p.m. on Tuesday, July 22. Families are invited to experience a first look at the collection, enjoy interactive games, giveaways, kid-friendly entertainment, and plenty of TikTok-worthy moments.

The first Otter Avenue collection is available to shop at [www.otteravenue.com](http://www.otteravenue.com) and in select Carter's stores.

Follow [@otter\\_avenue](https://twitter.com/otter_avenue) on social for the latest product drops, styling tips and outfit inspiration.

### 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. In addition to *Otter Avenue*, 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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