Carter's and Once Upon a Farm Launch Limited-Edition Apparel Collection Inspired by Farm-Fresh Ingredients That Fuel Childhood

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ATLANTA--(BUSINESS WIRE)--Jan. 20, 2026-- Carter's, Inc. (NYSE: CRI), North America's largest and most-enduring apparel company exclusively for babies and young children, and Once Upon a Farm, a next generation children's snack company, announce the launch of the Carter's x Once Upon a Farm limited-edition capsule collection featuring apparel and sleepwear made for playful days and snack time moments. Each piece in the collection combines Carter's stretchy and sustainably sourced PurelySoft™ essentials with farm-fresh prints inspired by Once Upon a Farm's nutritious snacks made with wholesome ingredients.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20260119053966/en/



Carter's and Once Upon a Farm launch limited-edition apparel collection.

"Our mission has always been to make food for kids that feels good in every way, and this collaboration extends that idea into what they wear," said Jennifer Garner, Co-founder of Once Upon a Farm. "These prints celebrate the vibrant, real ingredients we're proud to put into every product we make."

The Carter's x Once Upon a Farm collection features three fruity prints: strawberry, banana, and avocado. The collection is available now in baby and toddler sizes up to 5T across 12 styles, including Sleep & Play, two-piece pajamas, and rompers from $18 to $20. The collection is available exclusively online at Carters.com and in Carter's stores nationwide.

To mark the launch, Carter's Charitable Foundation and Once Upon a Farm will donate a total of $20,000 to Save the Children, to help children across rural America grow up healthy, educated, and safe. With this donation, Carter's Charitable Foundation and Once Upon a Farm are reinforcing their shared commitment to giving families a better start and building a healthier, happier tomorrow.

"We are proud to build on our partnership with Once Upon a Farm, welcoming a fresh batch of farm friendly prints that are hard to resist," said Sarah Crockett, Chief Marketing Officer at Carter's **.** "Parents are incredibly intentional. They want essentials that feel great, look joyful, and align with their personal interests and expressions. The PurelySoft™ collection by Carter's is a longstanding, trusted companion for our families, and this limited-edition collaboration brings that to life with playful prints inspired by real, farm-fresh ingredients families already know and love."

The partnership extends beyond the limited-edition capsule collection to include website-exclusive variety packs thoughtfully curated for Carter's and Once Upon a Farm families. Designed with parents in mind, these packs make it easier to discover nutritious snacks kids love, with offerings that include the Carter's Baby & Toddler Favorites Variety Pack , Carter's Big Kid Favorites Variety Pack , and the Carter's Baby & Toddler Snack Sampler Pack.

To learn more about the Carter's x Once Upon a Farm partnership and limited-edition capsule collection, visit the partnership page.

About Carter's, Inc.

Carter's, Inc. is North America's largest and most-enduring apparel company exclusively for babies and young children. The Company's core brands are *Carter's* and *OshKosh B'gosh* , iconic and among the sector's most trusted names. These brands are sold through more than 1,000 Company-owned 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 also is the largest supplier of baby and young children's apparel to North America's biggest retailers. The Company's *Child of Mine* brand is available exclusively at Walmart, its *Just One You* brand is available at Target, and its *Simple Joys* brand is available on Amazon.com. The Company's emerging brands include *Little Planet*, crafted with organic fabrics and sustainable materials, *Otter Avenue*, a toddler-focused apparel brand, and *Skip Hop*, baby essentials from tubs to toys. Carter's is headquartered in Atlanta, Georgia. Additional information may be found at www.carters.com.

About Once Upon a Farm

At Once Upon a Farm, Farm-Fresh Tastes Grow Here™. We're on a greater mission in providing organic, crave-worthy, snacks and meals for children of all ages. Our delicious and thoughtful recipes are crafted with only the best organic ingredients – whole fruits and veggies picked, then cold-pressure protected (our pouches), freshly frozen (our meals) to perfection, refrigerated oat bars, and our line of farm fresh tasting pantry snacks – to support growing kids at every stage and milestone. All products are organic, non-GMO project verified, contain no added sugar, and are free from artificial flavors, colors, and preservatives – just simple, real, nutritious food your entire family will love. For more information visit: www.onceuponafarmorganics.com

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