



## **Carter's Licenses Illustrations by Japanese Artist Emu Namae as part of its brand theme Celebrating Imagination**

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MORROW, Ga., – Carter's, the number-one brand for children's apparel from newborn through age six, has licensed Emu Namae's inspirational, color-saturated artwork as part of the brand's theme of Celebrating Imagination. Emu Namae's artwork is a continuation of the company's focus to offer clothing and products that inspire and celebrate the imagination and creativity in children. This is the first time his artwork will be used on clothing and lifestyle accessories. These products will be available in stores nationwide in June 2000.

Namae, a noted Japanese artist, wrote and illustrated 60 children's books before going blind at the age of 38 from diabetes. Despite his blindness, Namae continued his artistic work, writing and illustrating 20 more books. He has won several awards for excellence that include: Children's Literature Award, Handicapped Art Bank Award, Sanrio Art Award and The Association of Japan Regional Newspaper Bronze Grand Prix. The artwork will be a dominant feature on Carter's newest layette, sleepwear and coordinates programs for fall 2000.

"Namae's ability to overcome such a serious handicap and continue to create beautiful artwork is an inspiration to all of us at Carter's. We are proud to share this artwork with the American public," said Fred Rowan, chairman and chief executive officer of Carter's. "Our brand theme, Celebrating Imagination, is enhanced by innovative design. Namae's illustrations are the perfect way to continue to offer wonderfully creative children's apparel that will make an emotional connection with parents and children alike." The illustrations are saturated with rich colors. The fluid motion of Namae's subjects, which include angels, rooftops, stars, crocodiles, flowers, snow, evening townscapes and a host of magical animals, underscore the hope and love of life that distinguishes his work. Namae's artwork and poetry create the visual and verbal imagery that will spark children's imaginations. The clothing ranges in price from \$ -- to \$ --.

"As an artist I can communicate my view of the beauty and color of the world in spite of my blindness," said Emu Namae. "When asked how I am able to create such colorful images, I must say that it comes from my imagination. I am truly grateful for the chance to share my artistic gift with children."

Known to millions of mothers and grandmothers, Carter's is the number-one brand for children, newborn through age six. The company has long been recognized for its creativity and innovation in design and product introductions. Visit Carter's web site at [www.carters.com](http://www.carters.com) to learn more about Carter's products.

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