



Pricing Continued...

\$2-\$4

Discount Brands

Circo, Caranimals, Faded Glory..

\$3-\$5

Mid-Range Mall Brands

Gap, Old Navy, Carter, Lymboree...

\$4-\$10

Higher End Brands

Janie & Jack, Crewcuts, Tucker & Tate...

30%-45%
of retail

Boutique Brands

Matilda Jane, Tea, Mini Boden...

30%-45%
of retail

Toys & Baby Gear

\$1-\$2
Max 40% retail

Children's Books

These are recommendations, not requirements