Capabilities

Licensed and in-house children's apparel, designed in New York.

For over 20 years, E-Play Brands has been designing standout children's clothing that blends fashion and fun, giving each licensed brand the attention it deserves, from concept through delivery.

WHAT WE DO

Design

In-house design built around each license, retailer, and price point.

- Seasonal line development
- Licensed artwork and graphics
- Private label for retailers
- Packaging and header cards

Licensing

Every submission run from concept to production sample, approved and on brand.

- Licensor submissions and approvals
- Style guide compliance
- Royalty and forecast reporting
- New brand partnerships

Production

Long-term factory partners and strict quality control at every stage.

- Factory sourcing and costing
- Lab dips, fits and PP samples
- CPSIA and compliance testing
- Quality control

Logistics

Sourcing and shipping managed end to end, ticketed and floor-ready.

- Import and customs
- Warehouse and 3PL
- EDI and retailer routing
- On-time delivery

OUR BRANDS

Licensed: Hello Kitty, Strawberry Shortcake, Miffy, Peter Rabbit, Von Dutch, Sterling Baby, Vitamins. In-house: Mini Hop, Magical Kids.

WHAT WE MAKE

- Layette sets, bodysuits, and coverall sets
- Playwear, denim, faux fur, and outerwear
- Sleepwear and gift sets
- Accessories: gift sets, mittens, socks, bibs, blankets, and bath

SIZES

Newborn · Infant · Toddler · 4-6X · 7-12

Where you find us

Major mass and off-price retailers.

E-Play Brands, LLC
148 West 37th Street, Floor 2
New York, NY 10018 · Asia Office: Nanjing, China

info@eplaybrands.com
eplaybrands.com