

Popopieshop Aims To Make Kids' Fashion More Affordable With Its 2021 Fall Collection Of Cheap Fashion Clothes

The online store launched its latest collection at a fashion show held in the USA.

Hong Kong S.A.R., Hong Kong, Aug 23, 2021 ([IssueWire.com](https://www.issuewire.com)) - Popopieshop, a fashion clothing store that has been around for quite a few years now, now aims to make kids' fashion more affordable for dotting parents. The company's Fall Collection of [cheap baby clothes](#), which was launched at a fashion event in the USA, comes with heavily marked down price tags. The owners of the e-store maintained that they have tried to simplify the task for the dotting parents, not just in terms of pricing, but also in terms of design options.

At a recent press conference, one of the top executives of Popopieshop said that during Fall 2021, kids can become the smart copies of their dotting parents. The designers of the company have experimented a lot with fabric and designs.

"Denim, perforated fabrics, leather – we have tried out all sorts of colors, prints, and textures this year. Baby girls, for example, need not stick to tender pink and blue tones, as they have plenty of doll shorts and skirts to choose from this Fall. Our designers have always put the highest emphasis on children's clothing and have unveiled a large collection of grunge and casual clothing for kids this year. These angular grunge clothes are designed to coexist with vintage classics. We are conditionally dividing the kids' wardrobes into two groups, high-street style and classic. Both these styles can be found aplenty in our new collection", he told the press.

"Both high-street fashion clothing and classic clothing have their own purposes. These [cheap kids' clothes](#) are ideal for a variety of special occasions. We also have outdoor activity clothing for kids. The specialty of these clothing items is that they don't hinder movements. The look of these outdoor activity outfits might be a bit sloppy, but these are actually ideal for kids who spend a lot of time outdoors, whether in the park or at the backyard garden", he added.

The CEO of the company, who was also attending the press conference, said that the company's aim now is to make high-street fashion clothing and classic clothing more affordable for their buyers. He added that the online store has introduced free shipping and free returns, among many other offers.

About the Company

Popopieshop is a leading online kids' fashion clothing store.

For more information, visit <https://www.popopieshop.com/>

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