



ONLY EXPANDS THEIR FASHIONABLE UNIVERSE

Over the years, ONLY has mastered the women's wear market, but now they are ready to take over the kids' wear market with a collection for boys.

ONLY has turned its success into know-how and in-depth experience and is able to create the perfect fit for everyone. Therefore, ONLY is now ready to include a collection for boys with sizes 116-176 in their denim universe containing different styles making sure there is something for everybody.

The collection is everything you love about ONLY scaled down to sizes 116-176. This collection is for the boy who wants to stand out from the crowd in his trendy outfit and rebellious cool-toned attitude. We make sure you have everything you need for your kids to rock the schoolyard, playground or streets. ONLY places a strong focus on affordable fashion centred around must-have items, adding a cool street style vibe to the little one's wardrobe.

As experts within denim, this versatile and durable fabric is key in the ONLY universe. Therefore, cool and trendy styles are also a barring part of the boy's collec-

tion so they can rock baggy, ripped jeans, classic jeans, raw shirts and shorts - the possibilities are endless and allow every boy to find a style matching his personal fashion style.

"We wanted to open up our fashionable universe for the boys making them have the same fashionable opportunities as the girls. Now, the boys can rock ONLY's styles in high quality with denim styles being the focus," says Søren, Brand Manager.

With ONLY's many styles to choose between, our little trendsetter can be sure of having an extremely trendy wardrobe where he can play with different combinations - and dress according to his mood. ONLY is always up to date with the latest trends making the boys' wardrobe a creative space.

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