



ONLY MINI: fashion for the little ones

ONLY has expanded its fashionable universe. Therefore, ONLY's trendy clothes are now available for the mini fashionistas – trend knows no age!

From the beginning, the vision was to dominate the women's wear market with amazing fits, affordable styles and simply great denim. More than 25 years later, ONLY is continuously growing while the cornerstones of the brand remain the same: to create and deliver fashion with a twist and focus on feminine strength, self-confidence and style.

ONLY has turned its success into know-how and in-depth experience and is able to create the perfect fit for everyone as ONLY has numerous styles to choose between.

ONLY has scaled down specially selected styles to sizes 80-110 making their trendy styles available for the little ones. The collection is for the power girls with a cool attitude who loves to stand out – exactly like their older sister. Also, the clothes are only made in the softest and most comfortable qualities.

As Søren Brændgaard, Brand Manager, says:
"We want to make trendy clothes available for everybody. Fashion

knows no age, and our mini fashionista should be able to dress just as fashionable as her older sister and mother in quality clothes."

Fashion wise the styles are alike the ones for the older girls. However, this range is all about comfort, and, therefore, alterations have been made to ensure easy dressing as an elastic waistline, thoughtfully placed poppers, simple fasteners, front openings and more. These alterations make the clothes easy to put on and take off, which is an essential element when dressing mini fashionistas.

Denim has and always will be the heart of ONLY, and during the years ONLY has become one of the leading denim brands in Europe. Hence, as experts within denim, denim is also a key element in their collection for mini fashionistas. However, ONLY is aware of only using the softest denim, making sure the clothes are comfortable to wear.

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