

Estella Announces Charity Partnership With Action Against Hunger Donating Proceeds from Retail Transactions to Support Hunger Fighting Cause



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Press Release Summary: Proceeds from Back to School Clothes, Fall & Winter Designer Children's Clothes & Baby Clothes Help Fight Hunger in Starving Children from Over 40 Countries Worldwide



Press Release Body: New York, NY – CA August 20, 2008 – Estella, a leading retailer of [Baby Clothes](#), [Designer Children's Clothes](#) &

Unique Kids Clothes, today announced the debut of their back to school clothes and partnership with Action Against Hunger, a charity devoted to fighting hunger in more than 40 countries. For every purchase made from Estella this Fall and Winter, the retailer of contemporary fashions designed for children, will donate one Plumpy'Nut to a child in need. Featured on CBS's 60 minutes and other prominent media, Plumpy'nut is a prepackaged, easy to administer peanut butter based concoction that helps severely malnourished children (6 months to 5 years old) recover from starvation.

Estella kicks off this charitable campaign with the arrival of its back to school collection of designer children's clothes and fall apparel including kids shirts, shorts, dresses, coats, outerwear, trousers and pants for boys and girls, unisex baby clothes, baby boy and baby girl clothes.

"This charitable campaign is designed to raise awareness of a little known breakthrough cure for a big disease afflicting less fortunate babies and kids, the same age as the children our store caters to," said Estella co-founder Chike Chukwulozie. "As an African-born American, I have witnessed childhood starvation and am excited to be doing something about it. While Estella's campaign will not eradicate childhood starvation, we can help raise awareness and save a few lives," added Mr. Chukwulozie.

One of the first lines to arrive that will benefit this hunger fighting program is European designer Album di Famiglia. Estella introduced this European designer to New York and online in 2003 and has now collaborated with Album di Famiglia to launch a line of baby onesie rompers. Exclusive to Estella, these striped one-piece rompers are modern, stylish, cashmere soft, yet practical and easy to care for. Made with machine washable cotton, these one-piece bodysuits make great baby gifts or baby shower gifts.

With the launch of its back to school season, Estella is also proud to debut European designer, Mormor. This Danish designer makes its US debut at Estella with hand knit baby sweaters, baby knits, kids sweaters and kids knits. In addition, Estella will be making other prominent designer debuts later this fall with the inclusion of Add; Belgian artisans Max & Lola and Simple Kids; French designers Hartford Kids & Bon Bon; British designer Caramel Baby & Child; American designers Kit+Lili, Kingsley and One Kid (luxury, yet affordable Baby coats, girls coats and boys coats); and many other high end brands perfect for Fall apparel and back to school attire.

With an appearance in September's Cookie Magazine, Estella's Back to School and Fall Season is already making a splash with significant contributions going towards the Action Against Hunger campaign. "Our goal at Estella is to provide customers with unique fashions that are distinctive yet practical, comfortable, yet contemporary and to do so with civic responsibility. With our collaboration with Action Against Hunger and prominent designer collections, we have squarely met this goal this season." stated Mr. Chukwulozie.

With appearances in The New York Times, Elle Magazine, Dailycandy.com, CNN.com, Vogue, InStyle, NBC's Today Show, Town & Country, US Weekly and numerous other publications, blogs and web sites, Estella is the leader in [baby clothes](#) and designer [kids clothes](#). For more information on Estella or to start shopping for unique **baby clothes** and kids clothes, please visit <http://www.estella-nyc.com>.

About

Estella

Renowned as the source for cutting-edge kids clothes, Estella has quietly established itself as the [designer infant clothing](#) shop that celebrities, stylists, royalty and those in the know look to when they want something fresh. Featuring distinctive and [unique baby clothes](#) and kids' clothes that are brought to life with modern designs, incredible detail, unusual colors and sumptuous fabrics, Estella's innovative approach offers gorgeous items selected for beauty and character. Founded in 2002, Estella is privately held and headquartered in New York, NY. For more information about Estella, please visit the company's web site at <http://www.estella-nyc.com>.

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