



Babies“R”Us® Private Brands

Babies“R”Us® is the baby products authority and a trusted resource on the journey to and through parenthood. Leveraging its insights as the destination for new and expectant parents, the company offers many brands that are available exclusively at Babies“R”Us and Toys“R”Us® stores and online at Babiesrus.com and Toysrus.com. These unique brands are designed to provide parents and caregivers with the items they want and need most at prices they'll love.

About the KOALA BABY®, KOALA KIDS® and KOALA BABY BOUTIQUE™ Collections

The KOALA BABY®, KOALA KIDS® and KOALA BABY BOUTIQUE™ collections feature stylish, detailed attire, shoes and must-have accessories for newborns, infants and toddlers.



- The littlest fashionistas will dress to impress in KOALA BABY® apparel. Featuring trendy apparel for boys and girls at affordable prices, the collection (available in layette sizes 0-12 months) includes tops, bottoms, sets, dresses, sweaters, jackets, shoes and accessories.
- In addition to apparel, the KOALA BABY collection includes nursery items that allow parents to create a stylish and organized environment for little ones, such as storage, sheets, bumpers, changing pad covers, blankets, bibs, hooded towels, gifts and plush.
- Keeping children fashion savvy at every age is easy with the KOALA KIDS apparel collection. Available in playwear sizes 3-48 months, the collection includes tops, bottoms, one-pieces, dresses, sweaters, jackets, swimwear, shoes and accessories.
- The KOALA BABY BOUTIQUE collection (available in sizes 0-12 months) features giftable layette, such as bodysuits, one-pieces, sets, dresses, sweaters, jackets and accessories. The elegant styles, 3D appliqués and novelty lace in soft and luxurious fabrics make the items of the KOALA BABY BOUTIQUE collection perfect for celebrations or gifts.

About the Babies“R”Us Apparel Collection

Whether on a playdate or relaxing at home, the Babies“R”Us collection of apparel is perfect for everyday wardrobe needs and fashion forward looks for little ones.

- The Babies“R”Us collection features layette (sizes 0-12 months) and playwear (sizes 6-9 through 4T) in both separates and two-piece sets. Designed with trend-right styling and high quality details to appeal to every parents' tastes, the Babies“R”Us line of apparel is available at compelling prices.

About the Babies“R”Us Brand Collection

This exclusive line of baby essentials, marketed under the trusted Babies“R”Us brand name, offers parents and gift-givers a wide range of infant and toddler care products, gear and accessories for everyday needs at a great value.

- These exclusive products are easy to distinguish on store shelves as they are packaged in colors that are traditional to Babies“R”Us – eggplant purple, yellow or pastel boxes and cans – and feature the Babies“R”Us trademark.
- The brand offers a variety of powdered infant formulas, organic puffed grain snacks, purified water, diapers, wipes, laundry detergents, dryer sheets and stain remover, providing shoppers with a strong value proposition at national brand quality.



- Baby hygiene and quality healthcare essentials from Babies“R”Us including lotions, bath washes, shampoo, petroleum jelly, rash ointments, baby oil, gas relief drops, as well as deluxe grooming and healthcare kits are a lower-cost alternative.
- Child-proofing is easy and more cost-efficient with the Babies“R”Us collection of household safety products, including plug cover 2-packs, auto sensor night lights, drawer and refrigerator locks, bed rails and a home safety 36-piece value kit.
- In Spring 2011, Babies“R”Us introduced exclusive collections of fashion-forward and innovative at-home and on-the-go gear, giving parents affordable and reliable alternatives for strollers, car seats, high chairs and play yards.
- The Babies“R”Us private brand collection continues to expand with bedding and bath items, including bath towels and toys, washcloths, multi-pack bibs, waterproof mattress pad covers and much more to help mom and dad save on everyday, quality accessories for bed and bath time.