

## Fresh Direct



After happening upon the children's wear industry, Evan McCauley realized she had found her calling. A designer of clothes and patterns since age 12, she attended the Rhode Island School of Design, took a teaching gig and then moved to Italy, where she worked for Salvatore Ferragamo. When McCauley moved back to the States, she found herself working for a small beachwear brand and ended up creating a kids' division—and she was hooked. McCauley launched her own children's line, Taravat (named after her best friend, which means "fresh" in Persian) for Fall '10.

The girls' brand offers sporty, feminine looks for sizes 2 to 8. "It's colorful, playful and modern without being ostentatious," the designer noted. McCauley has a strong interest in sus-

tainability, so a portion of the line is made using PLA, a biodegradable corn fiber blend that acts as an alternative to polyester. In addition, Cincinnati-based Taravat utilizes cotton and bamboo blends that are Oeko-Tex certified, meaning they have been tested for low toxicity, and sources the fabrics in Europe because she believes the standards are higher there than in the United States. Key pieces include the color-blocked zip-up Felpa coat, the Princess tunic with an elasticized waistband and contrasting pink bands around each arm, a jersey tennis skirt with bias tape trim and side pockets, and a velour dress with bell sleeves and a circle skirt. In addition, the brand sells sweatshirts, wide-collar tees, ruched leggings, tights and more.

This season, Tavarat maintains a bold palette of aqua, hot pink, pistachio, blue, coral, raspberry and purple, balanced by softer colors like gray, peach and baby blue. Wholesale prices are \$20 to \$50 for apparel; legwear is \$12 to \$15. McCauley plans on increasing the sustainability of the line, as she is looking to add organic cottons and soy fibers. "I'm trying to offer a great value without sacrificing quality," she said. E-mail [taravat.kids@gmail.com](mailto:taravat.kids@gmail.com) or visit [www.taravatkids.com](http://www.taravatkids.com). —M.K.