




WHAT'S HOT?

Progressive Preschool spoke to a number of **independent retailers**, to find out what's been **selling well** across the preschool market.


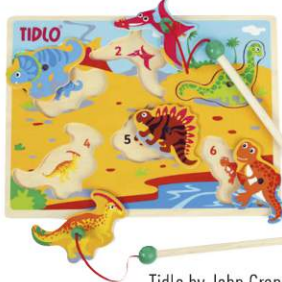
Dan Lovett, assistant manager, Halesworth Toys, Suffolk

A well-known traditional toy shop with a loyal customer base

▼ CATEGORY	▼ SUPPLIERS/RANGES	▼ COMMENT	
Licensed products	Peppa Pig	Peppa Pig takes the number spot in character toys for boys and girls. The theme park range has been moving well, particularly the Helter Skelter.	 Falk Toys
Outdoor toys	Falk Toys	As we're a rural town, we sell a lot of the Falk ride-on tractors. But it's got to be the right brand! If Dad or Grandad has a Claas, that's what the kids want as well.	 WOW Toys
Construction toys	Lego	Lego is our number one selling product. The standard buckets of blocks sell better than any of the themed tubs.	
Push alongs	WOW Toys	The big selling point on this range is that it comes with a ten-year guarantee. That's almost unheard of in toys. They're robust, bright and good looking.	
Wooden toys	Bigjigs Toys	The wooden railway sets do well for us and there's such a good range at different price points and for different ages.	 Bigjigs




Tammy Wright, owner, Boutini, Hertford

Boutique baby and children's gift and clothing shop

▼ CATEGORY	▼ SUPPLIERS/RANGES	▼ COMMENT	
Baby clothing	No Added Sugar	This is a lovely gift brand, ideal for newborns. The little playsuits are very sweet and come in a gift box.	 No Added Sugar
Toddler clothing	Billieblush	Billieblush is a new French brand that's been selling very well for us. Our customers like the cool, funky designs.	
Soft toys	Jellycat	This is such a popular brand for gifts. We stock a wide range of Jellycat, but the bashful bunny line is our best seller.	
Wooden toys	Tidlo by John Crane	The magnetic puzzles from Tidlo are colourful, fun and educational and something a little different.	 Tidlo by John Crane
Shoes	Mini Melissa	Little girls love the mini Melissa shoes. They come in all sorts of designs and have a sweet bubblegum scent.	



Amy Naughton, owner, It's a Baby, Lancashire

Popular independent retailer currently expanding the showroom to triple the existing size

▼ CATEGORY	▼ SUPPLIERS/RANGES	▼ COMMENT	
Travel systems	Easywalker MINI Stroller	This is a really stylish buggy with eye catching designs, including a Union Jack and racing stripes in red, blue or black. The big selling point is that it fits into the boot of a Mini Cooper (and other small cars).	Easy-walker 
Baby bouncer	4moms mamaRoo	The mamaRoo has been selling very well for us. It is designed to mimic mum's natural rocking motion and also plays soothing nature sounds.	mamaRoo 
Cribs	Little Green Sheep Snuz Pod	The Snuz Pod is a very popular crib, fitting to the side of a bed for parents who want to co-sleep, but it can also be used as a standalone crib. It's bigger than a Moses basket, so baby is in it longer.	Snuz Pod 
Car seat	Cybox	We're very keen on promoting the safety aspects of keeping a child rearward facing as long as possible. The Cybox Sirona is one of our best-selling rearward facing car seats.	
Highchair	Mima Moon	This brand new highchair from Mima is very stylish but also very practical; it can be used as a highchair, or lowered right to ground as a chair for a baby.	

Christine Asher, owner, Stella & Herbert, Ilkley

A children's clothing and gift boutique that has been trading for 18 months

▼ CATEGORY	▼ SUPPLIERS/RANGES	▼ COMMENT	
Clothing	Frugi	This brand has a big following around here. Customers like the fact it is organic. The quality is amazing and it washes really well.	Maileg 
Shoes	Poco Nido	These gorgeous baby shoes are made from 100% cotton with a suede sole and do really well for us. They make great gifts to send in the mail.	Poco Nido 
Soft toys	Maileg	The fairytale rattle series is one of our best sellers. It makes a lovely gift.	
Wooden toys	Djeco	We stock a range of Djeco products, the blocks, pull-alongs and puzzles. The puzzles perform the best for us.	
Gifts	Moulin Roty	We adore Moulin Roty here! Ever since we first saw it we were impressed with the design and quality. The comforters and soft toys all make beautiful newborn gifts.	Moulin Roty 