

Year in the Life of Tangerine Sky



Fiesta Girl Collection

Those of you who attended ENK Children's Club in August witnessed a rare and exciting event: the premiere season of a new brand - Tangerine Sky™.

With not just one, but six unique lines of sportswear and dresses for girls ages two through 10, the Tangerine Sky Spring/Summer 2010 collection includes woven and knit tops, dresses, skirts, tunics, leggings, shorts, jackets, sweaters and Capri pants embellished with embroidery, appliqués, screened prints and trims.

"The reaction to the product has been absolutely fantastic!" exclaims Jeff Dodge, director of sales for Globaltex LLC, the company behind Tangerine Sky. "Retailers need something new to invigorate the look of their stores, something positive to talk about. We know Tangerine Sky is addressing both of those needs."

For Jeff and his parents, John and Judy Dodge, who together own the Taunton, MA-based company, their inspiration for Tangerine Sky came as a result of the new global economy. "The recession is not the end of the American consumer, it just signifies their return to sensibility,"

Jeff says. "Retailers understand that while consumers may be cutting back, they are still spending money, and retailers have to be sure they are offering something special."

Indeed. Not only is Globaltex bringing to market a brand they consider to be neither too juvenile nor too sophisticated for discerning girls, but they offer it at attractive prices for smart-spending parents. For upscale children's specialty stores and boutiques and their customers, Tangerine Sky may be just a few months old, but her life starts about one year ago.

She's like a little girl, herself.

WHAT IT TAKES TO LAUNCH A BRAND

"There are a million things that go into a comprehensive launch of a major brand like Tangerine Sky," Jeff says. Deciding on the target market, coming up with a brand name and logo, designing the lines, sourcing, working on trade and consumer marketing plans, direct mail campaigns, public relations, collateral material such as hang tags, launching a website, scheduling trade show exhibits, traveling to markets around the country. "The truth is, none of this matters at all if you don't have great product. You have to know what your brand is and what it represents before you finalize your product and bring it to market."

During Tangerine Sky's first year, Globaltex conducts extensive retailer and consumer polling and finds that girls are developing a sense of their own unique style at a younger and younger age, becoming more discerning in making choices about what they want to wear. "Our research shows that there is a need in the marketplace for fun, colorful clothes that are age-appropriate," Jeff says.

To address this sensibility, the company creates a new division, adding a new lead designer in-house to head the department. From prints to fabrications, the design is exclusive to Tangerine Sky and she features unusual textured



Bright Ideas Collection

fabrics, surface treatments such as colored foil printing, and crinkled cotton with dots of glitter as well as carefully considered details – smocking, ruffles, ribbon ties, custom buttons, ribbons printed with butterflies as zipper pulls, butterfly-shaped metallic studs and flower shaped beads.

"Parents want to help their girls develop as individuals - without having to overspend," Jeff finds. "They must feel sure that purchases are a wise expenditure, given other priorities like saving for education."

To keep pricing under control, virtually all of Tangerine Sky is manufactured in India, where Globaltex has access to

almost any fabric and embellishment imaginable. "I personally traveled to India with the designer and took up residence there for many weeks to oversee the production of prototypes and samples of each garment," Jeff says. "Keeping production in just a couple of factories that work closely together in one country makes it possible to keep a really good handle on all production and development issues."

Six months before bringing her to market, Tangerine Sky is fully developed. "We put a tremendous effort into the collection to get the look, the quality and the pricing just right – it has been a labor of love."



Watercolors Collection



Shore Thing Collection



Marguerite Collection

and **Bright Ideas**, a flower-powerful group mixing denim, printed cotton/spandex and geometric prints boasting bright, high-energy colors.

CONTINUING THE GLOBALTEX STORY

Other Globaltex brands such as CR Kids, CR Sport, Plaid Moose and Plaid Fish are somewhat interrelated. "Tangerine Sky is a different girl entirely," Jeff says. "It allows us as a company to offer something really special at intelligent prices that make sense for these times."

With her own division and online presence, TangerineSkyCollection.com, Tangerine Sky stands on her own – in front of a parent company long known for high quality product offered at an affordable price point. "Retail customers are rightly hesitant to try a new line from a new company. You never know if you are actually going to get delivery and what the quality will be like," Jeff says. "Since customers know that Globaltex is behind the Tangerine Sky brand, they know they will get great product and great delivery. They also know they get a company that has been in this business for over 20 years and will work with them in every way to make sure they are successful."

-written by Janet Muniz 

SHINING IN THE TANGERINE SKY™

Nowadays, children delight in all manner of influences, from global travel, learning about other cultures, Mother Nature, visual arts and more. Jeff and his team want Tangerine Sky to reflect this. "We want to be sure that there is something for everyone in our brand."

Right now, six stars shine in the Tangerine Sky:

Marguerite, a garden of dots and daisies in crinkled cotton with a shimmery overprint;

Fiesta, smocked and ruffled separates and dresses in vibrant prints and solids, reminiscent of the sun-drenched skies of far-away places;

Shore Thing, a whimsical group of smart nautical styles in navy, white and coral;

Lil' Butterfly, dip-dyed, pleated and special hand-smocked woven and knit

foil-printed pieces detailed enough to satisfy even the most discerning young collector;

Watercolors, screen-printed works of art in pastel shades with striking beading;



THE TANGERINE SKY™ BUTTERFLY

Jeff Dodge, first father to his little girl and co-creator of Tangerine Sky, tells us that conceptualizing her logo and brand philosophy took longer than any other aspect of her launch. "My parents and I spent many hours going over design concepts with people at our graphics design firm, our market research firm and other business associates, all of whom also contributed greatly to the final outcome." For the team, it is critical that the Tangerine

Sky name and logo of a butterfly taking flight represent all that the brand stands for – the limitless possibilities - for little girls exploring their dreams, for parents who have high hopes for those girls and want to give them the best life has to offer and for retailers who want something fresh and different to drive sales and success. "Our customer is someone who goes after her dreams ... the sky is the limit," Jeff says. "We feel the butterfly best represents that theme."

-JGM