

PLANEWEAR

PlaneWear's creator Jennifer Longley's passion for aviation is a family affair. Longley herself is a former flight attendant, her father is a retired airline captain, and her two brothers are both pilots. Three years ago, her enthusiasm for flight combined with fashion led to the creation of SkyBelts. She and her daughter Catherine designed a fun, collectable line of belts for tweens that incorporated actual airplane seat belt buckles. SkyBelts "took off," inspiring Longley to design a line of aviation related apparel for infants. Longley says, "As we developed PlaneWear, comfort and style were our first priorities. We wanted to keep the travel/aviation theme going." Drawing upon her experience both as a former flight attendant and as a mother traveling with her own twin babies, Longley's goal was to design the most comfortable clothes and accessories possible.

A key element to realizing this vision is the use of plush Peruvian Pima cotton. Longley says, "When I discovered how soft and luxurious the Pima cotton felt, I was so excited to use this for our line. I found the stitching quality and the care taken in each piece they produce to have very high standards. The Pima cotton is grown in Lima so it is available directly to the factory. There are also zero per cent customs fees as opposed to China's 8.25 %. "Overall, the quality, Pima cotton and care are what determined my decision to manufacture in Peru. I wanted PlaneWear to have First Class quality and comfort!" Longley elaborates on the PlaneWear launch, "Our first introduction will be a collection for infants and toddlers. We're planning to expand later into lines for kids and adults." For every category, the emphasis is on comfortable travel and leisure wear.

PlaneWear's debut collection will include a group of high-quality, lap-shoulder bodysuits embellished with fun wordplay such as, "Carry On," "First Class," "Airborne," "Turbulence," "Precious Cargo," and "Jet Setters." Bibs embroidered with cute chickens and cows will ask the whimsical question, "Chicken or beef?" There will be coordinated bubble hats, booties and a cozy travel blanket, all including a matching embroidered airplane logo. There's even a unique, comfortable infant coverall designed to mimic a vintage flight suit – perfect for putting on over a bodysuit and taking off!

For toddlers, a line of tee shirts feature graphics embellished with glitter and silver metallics. They include "Runway Model," "Love is in the Air," and "I'd Rather Be Flying." Longley's vision for PlaneWear is clear and enthusiastic. "We wanted designs that are lighthearted, that will make great gifts. We wanted to bring a little luxury back to flying and make it fun. We're not just another baby line – this is a unique concept collection. PlaneWear will always make you feel that you're in First Class."

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