



Moonstruck



Like the boys she designs for, Kimberly Owen of Moonfly has quite the imagination. Owen uses her Las Vegas-based clothing line for sizes 2T to 7 to tell the story of a young boy named Owen and his friend Chimley the Monkey. "Each season, they go on new adventures," said Owen, who previously designed women's clothing. "For Fall '08, the story is about how Owen and Chimley capture the moon and harness it into a Moon Balloon." Owen also creates a storybook to coincide with each collection and has plans to offer a gift set pairing the book with a tee.

The 100-percent cotton clothing subtly shares the duo's story with the logo (showing the Moon Balloon, Owen and Chimley) featured in unexpected places, like on the back of a sleeve. "My collection has a layered look; all the pieces can be mixed and matched," said Owen, noting functionality and comfort are key. "It has an adult design aesthetic—I take a lot of classic silhouettes and make them more casual."

The line comes in earth-tone hues; silhouettes include pullover tunics, button-up shirts, tuxedo shirts, tees, long-sleeve and sleeveless hoodies, drawstring pants and blazers (a bestseller, Owen said). The wholesale price range is \$12.50 to \$32.50. Call (702) 806-9350 or visit www.moonflykids.com. —NICOLE YEE