

Introducing

T-shirts by fun, playful, tattoo designs

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Kids' t-shirts may never be the same thanks to Lyla Blu, creators of soft but edgy kids clothing with rock 'n roll accents. Just in time for summer and Father's Day, the Southern California based company is introducing little tees with big, playful attitude. Designed by Lisa Leija, these high quality 100% cotton shirts sport sassy, tattoo art and a true sense of cool.

"I think kids clothing should absolutely shout attitude," explains Lyla Blu President and Designer Lisa Leija. "These tiny tees are designed using tattoo art, and kids love them. They make a fashion statement and this June, they're the perfect complement to dad's favorite shirts.

"In fact, Lyla Blu tees come in a variety of colorful styles, each with a fun, playful tattoo design and message. For Father's Day, there's "My Dad Rocks" with a toy-like skull and heart-shaped nose, the winged heart "Wild Child," and the heart and cross that's "Blessed." Other styles include a vine of roses speaking of "Love," two roses with "Daddy/Mommy," and "Mom Rocks."

Lyla Blu tiny tees are available in infant and toddler sizes, long sleeve, raglan sleeve or black or white short sleeve; at the hippest kids' boutiques in Los Angeles.

Lyla Blu. Accents on style. Rock 'n roll ready. Fashionably fun. For kids only. Check out www.lylablu.com for boutique locations and size information, or call 818.974.9118.



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