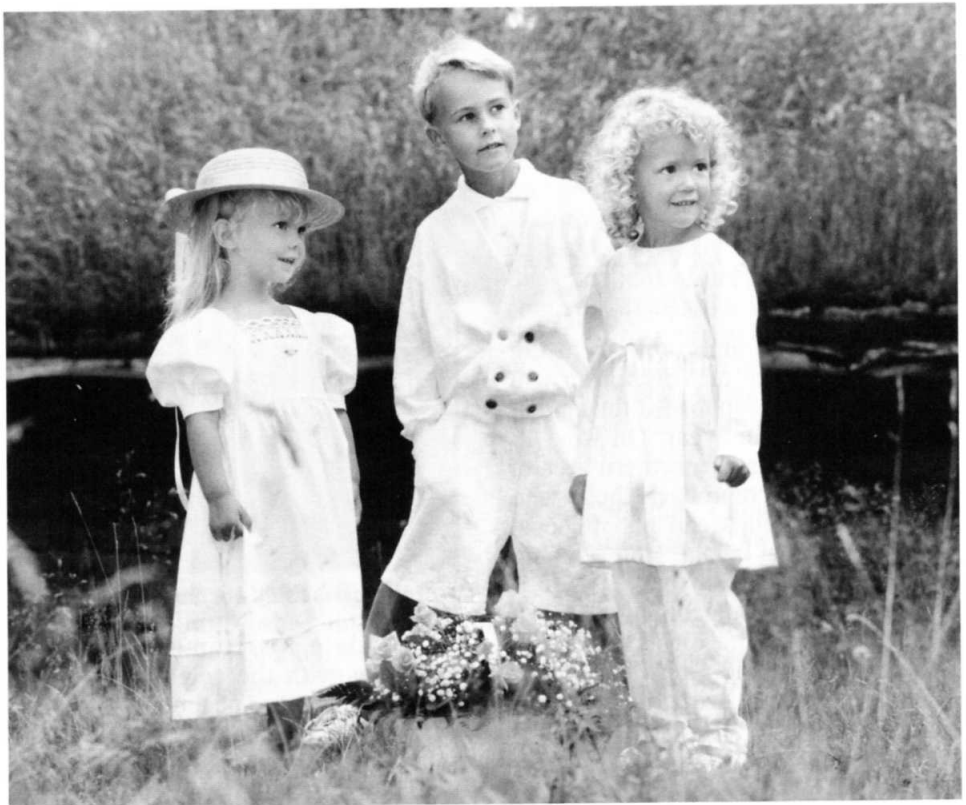


Children's Clothing From Sweden

There are a large number of manufacturers of children's clothes in Sweden, but most do not export to the American market. One that does is Elit



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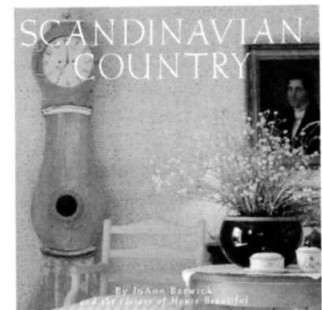
Trika of Borås, thanks to the entrepreneurial spirit of sisters Tracey Plaisted and Carin Thomas. These two Gustavus Adolphus College graduates discovered Elit Trika and other Swedish manufacturers of high quality, moderately-priced children's clothing while visiting relatives in Sweden two years ago. (Their mother was born in Askersund.) When they discovered that these items were not available back in Minnesota, they decided to open "Swedeheart", a children's clothing boutique in the Southdale Shopping Center, just south of Minneapolis, and import clothing items for children up to age 6 from Swedish manufacturers. To their knowledge, "Swedeheart" is the only retail outlet for Elit Trika in the United States.

Tracey and Carin were attracted to the Elit Trika line of clothing items because of the high quality of manufacture and their moderate price. The clothes are all of 100% cotton, in a wide selection of colors, and designed "with Scandinavian style."

"Swedeheart" has now added other brands of clothing from Sweden, including Topeco socks and OM clothing. The children's clothing boutique is located on the main floor of Southdale Center in Edina, Minnesota 55435. Telephone (612)922-0147.

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