

# MARGHERITA KIDS PARTNERS WITH BABY2BABY AND WILSHIRE + COOPER TO SUPPORT FAMILIES IN NEED

*~For Every Margherita Kids Item Sold, an Additional Item Will Be Donated To Charity~*

LOS ANGELES, USA, May 24, 2017

/EINPresswire.com/ -- Margherita Kids, the eclectic childrenswear brand designed by Margherita Maccapani Missoni Amos, is partnering with [Wilshire + Cooper](#), the new online shopping destination for beautifully-crafted kidswear labels, to create a program that will aid families in need across the country.

For every Margherita Kids item purchased online at Wilshire + Cooper between May 22nd and June 8th, an additional Margherita Kids item will be donated to the non-profit organization, Baby2Baby, serving low-income children with all the basic necessities every child deserves.

“I’m honored to be partnering with Wilshire + Cooper on this initiative supporting Baby2Baby, an organization I greatly admire and which has shown immense dedication to serving underprivileged children, in need of the simple necessities that no one should ever have to go without. As a mother of two, I’m particularly sensitive to these topics, as I believe that all children should be provided the basic comforts that they deserve, such as diapers, food, and clean clothing. I hope that this initiative might inspire others, so that in time, children worldwide, one by one, might have the opportunities and essentials that every child should have access to,” said Margherita Maccapani Missoni Amos.

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*Margherita Maccapani  
Missoni Amos*

Designed to encourage children to embrace their own artistic natures through clothing, Margherita Kids offers an assortment of charming and distinctive styles including dresses, tops, bottoms and outerwear that can be easily mixed and matched to create a wide range of playful outfits. Baby2Baby is a national non-profit organization with a mission to provide low-income children, ages 0-12 years, with diapers, clothing and all the basic necessities that every child deserves.



Margherita Kids

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To help give back, please visit [www.WilshireandCooper.com](http://www.WilshireandCooper.com) for more details.

#### ABOUT MARGHERITA KIDS:

Margherita Kids, the childrenswear collection designed by Margherita Maccapani Missoni Amos, offers an assortment of loveable, affordably priced styles with one-of-a-kind appeal for little girls size infant to age seven.

Mixing colors, textures and prints is the heart of this collection. That, and the idea that dressing children should be easy and fun – for everyone involved. With designs including an assortment of whimsical dresses, tops, bottoms and outerwear, the possibilities of mixing and matching are infinite, for both playtime and fancier occasions.

#### ABOUT MARGHERITA MACCAPANI MISSONI AMOS:

Born in Northern Italy, Margherita Maccapani Missoni Amos, is the eldest daughter of Angela Missoni, Creative Director of the renowned Missoni brand, and the granddaughter of the house's founders. Having grown up in the idyllic countryside of Sumirago, amidst a family of fashion designers, Amos developed a keen eye and a unique sense of personal style from at a very young age. She also dreamed of becoming a designer like the women in her family.

After University, Amos studied drama in New York, then moved to Paris and Rome to pursue a career in acting. During this time, Amos also functioned as Missoni Brand Ambassador. Amos eventually settled back in Sumirago and began consulting on important projects, such as the Missoni for Target collaboration, and eventually joined the Missoni creative team as the Designer of Accessories, Swim, and Missoni Girls.

Amos then met her husband, Eugenio, a race car driver, and shortly thereafter started a family of her own. Following the birth of her two sons, Margherita brought her innate sense of style, entrepreneurial spirit and personal experience as a mum to her distinguished kidswear collection, Margherita Kids, which launched in March 2015.

#### ABOUT WILSHIRE + COOPER:

Wilshire + Cooper launched in April 2017 to offer a curated one-stop shop for unique and beautifully crafted kidswear labels from around the world at the click of a button.



With an eclectic mix of product categories including playful statement pieces, eco-friendly brands, imaginative casualwear and luxe designs inspired by the runways of Paris, [Wilshire & Cooper](#) is the online shopping destination for exquisitely made contemporary brands designed for little boys and girls age newborn to 12 years.

**ABOUT BABY2BABY:**

Baby2Baby, a nonprofit organization led by Co-Presidents Kelly Sawyer Patricof and Norah Weinstein, provides low-income children, ages 0-12 years with diapers, clothing, and all the basic necessities that every child deserves. By distributing new and gently used items to over 130 nonprofit partner organizations including homeless and domestic violence shelters, Head Start programs and children's hospitals, Baby2Baby will serve more than 150,000 children this year and to date the organization has distributed 13 million diapers. To learn more about Baby2Baby, please visit [www.baby2baby.org](http://www.baby2baby.org).

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