



Charlie Banana® Unveils its Fashion Collection by Matthew Langille



THE FASHION COLLECTION by Matthew Langille



Matthew with his newborn son.

First Cloth Diaper Company to Partner with World Renowned Graphic Artist & Designer to Make Moms Swoon Over Stylish Cloth Diapers [HONG KONG, Sept. 8, 2011 /PRNewswire/ --](http://www.prnewswire.com)

This season, fashionable baby bottoms are stepping out in original high-end prints, brilliant colors, and eco-fabulous design with the introduction of the Charlie Banana® Fashion Collection by Matthew Langille. Moms are passionate about shoes, handbags and daily fashion and now they can obsess over their little one's fashionable bums with the Charlie Banana® Fashion Collection.

Matthew Langille, 29, has designed artwork for more than 100 fashion houses/design brands globally including previous collaborations and designs for Swatch, Marc Jacobs and Victoria's Secret. Langille approached Charlie Banana® to design a custom line of diapers, his inspiration stemming from his first son, due September 2011. "I couldn't resist my design on the modern, stylish

Charlie Banana® diapers – especially given fashion-savvy parents use Charlie Banana®. These cloth diapers are by far the most innovative, modern hybrid diapers on the market," said Matthew Langille. "Partnering with a company that allows my artistic ability to shine through and produces an eco-friendly product that will be a big part of my son's life is the perfect combination."

Six original designs will be available including BlackBeary, Lovey and Dovey, Handsome, Cutie, Robot Bleu/Robot Pink and Petit Coeur – all featuring punchy colors and an artistic retro feel. The Fashion Collection will be available as a Single Diaper in both Size and One Size and a Pack of 6 combination diapers.

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Matthew Langille + Baby On Board Apparel

Sep 07, 2011 Posted Under: BOBA, Bumpin' Style, Maternity Life

About a year ago I was sitting at a Promostyl presentation at the Toronto Fashion Incubator and one of the largest trends being spoken about was collaboration. This trend was coming into play through the music industry as well as big name fashion designers creating collections for companies like H&M. I loved this concept and as I began to pay more attention to the idea I saw it everywhere and growing in popularity.

In a hunt to introduce something different to the Baby On Board Apparel Collection, Matthew Langille presented himself to me along with an

idea...we collaborate. This was exciting for me because he had an amazing list of companies he had worked with, his designs are incredible and his wife was pregnant with their first child. We tossed around several ideas but the one thing that stayed consistent was that we wanted something that didn't present a maternity feel. BOBA uses high quality fabrics and it would be a waste to purchase this awesome shirt if you couldn't wear it after the little one was born. When Matthew presented one of his Monsters – a new creation he had been working on – I instantly fell in love. And so this led to the creation of Monster Mania; the fun, whimsical, doodle-like monsters that are part of the four t-shirt collection. Monster Mania officially launches at the ABC Kids Expo on September 23 but will be available for a pre-launch event with Zulily, the deal site for moms, kids and babies on September 13. Be sure to check out Matthew's other amazing work and don't forget to get your Monster Mania t-shirt!



Written by Ali McEwen of www.babyonboardapparel.com

Other products with Matthew's designs...



Bonds



Munster



Bonds



Neon eaters



Milkdot



Swatch

