

Press Release:

Introducing UPA's "Flower Power" Collection - A Poetic Celebration of Nature

Trim, Ireland – UPA, the high-end kidswear brand where fashion meets art, is excited to introduce *Flower Power*, a captivating collection inspired by the exquisite beauty of flowers. From resplendent peonies in full bloom to the allure of decaying blossoms, this collection embarks on a poetic journey through the world of flowers. Each design is meticulously handcrafted, incorporating the essence of blooming petals into everyday life and adding a touch of elegance and charm.

Founded by Creative Director Vaida Rasciute, UPA blends Irish craftsmanship with Lithuanian heritage to create timeless, artistic pieces that are more than just clothing—they are wearable art. The *Flower Power* collection embodies this spirit, offering handcrafted details like French seams and artisanal embellishments that weave storytelling into every garment. UPA invites you to delve into its world, where narratives and designs seamlessly intertwine. Stories often inspire the designs, creating a compelling connection between fashion and personal expression. UPA isn't just about clothing; it fosters a community that unites conscious parents and children through personalized style, all within the realm of visual arts. With the *Flower Power* collection, UPA extends an open invitation for children to embark on an immersive journey, where clothing becomes a medium for self-expression. Parents are also invited to embrace new outlooks, intelligent choices, and the camaraderie of kindred spirits who value quality, creativity, and sustainability.

Every UPA collection celebrates family, art, and mindful fashion, empowering children to become ambassadors of change and express their unique perspectives on the world. We invite esteemed kids' fashion buyers to explore this remarkable collection that seamlessly blends style, artistry, and purpose.

For more information:

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About UPA:

UPA is a high-end kidswear brand where fashion meets art. Each collection narrates a unique story through editorial imagery and film, creating garments that transcend fashion and become wearable art. UPA is rooted in family, crafted in Trim, and inspired by love.