

# Fille Garçon: A New Era of Gender-Neutral Kidswear with Wild West and Americana Roots

Fille Garçon, the Kidswear brand redefining fashion norms, proudly debuts its launch collection—a celebration of individuality, craftsmanship, and Wild West and Americana-inspired design. Born in London and lovingly crafted in India through ethical, slow-batch production, Fille Garçon offers timeless leather jackets that empower kids to express themselves freely and have fun doing it.



**A Brand with Purpose** The name Fille Garçon, meaning “Girl Boy,” encapsulates the brand’s dedication to creating stylish, gender-neutral overwear for children. With over 20 years of experience as a fashion buyer, the founder of Fille Garçon has blended expertise with a passion for breaking boundaries in Kidswear.

“Our mission is simple: to design pieces that kids love wearing and parents feel good about purchasing,” said Liz Dore, the brand’s founder. “Fille Garçon is about celebrating individuality and playfulness while staying true to ethical values.”

**Fille Garçon Partners with Old West to Offer the Ultimate Cowboy Wardrobe** Fille Garçon has teamed up with Old West to offer the perfect complement to every little cowboy’s wardrobe: the cowboy boot. This partnership combines Fille Garçon’s high-quality leather jackets with Old West’s iconic boots, creating a leather dream team designed to outfit young adventurers in style. From ranch days to city streets, these durable, well-crafted pieces are the perfect finishing touch for any little cowboy’s look.

**Craftsmanship Meets Creativity** Fille Garçon’s launch collection reflects a harmonious blend of bohemian, free-spirited, and laid-back leather jacket styles that pair with the Wild West’s rugged charm alongside Americana’s vintage allure. Signature designs, like their cowboy jackets in full nappa leather, feature intricate embroidery and fun detailing. Each piece is crafted to stand the test of time, ensuring comfort and durability for young adventurers.

**Ethical and Sustainable Practices** The brand’s commitment to sustainability is at the core of its ethos. Every garment is made using ethical processes in India, supporting skilled craftspeople and ensuring fair practices. By embracing slow fashion, Fille Garçon prioritises quality over quantity, offering limited-edition collections that reduce waste and enhance exclusivity.

**Join the Fille Garçon Movement** Fille Garçon invites parents and kids to explore their debut collection and join a growing community that values creativity, individuality, and ethical fashion. With pieces that inspire confidence and adventure, Fille Garçon is more than a brand—it’s a lifestyle.

For more information, high-resolution images, or interview requests, please contact:

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**About Fille Garçon** Fille Garçon is a London-based Kids leather brand inspired by Wild West and Americana roots and committed to ethical craftsmanship. Specialising in gender-neutral, slow-fashion apparel, the brand creates timeless designs that let kids express individuality and embrace joy. Launched this year, Fille Garçon blends style and sustainability to redefine Kidswear. Learn more at [www.fille-garcon.co.uk](http://www.fille-garcon.co.uk).

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Leatherwear and Coolwear. For the Kids of Today and Tomorrow.

The logo for Fille Garçon, featuring the brand name in a lowercase, serif font with a stylized 'f' and 'g'.