



Tea Collection Winner of 2012 Cribsie Award

Awarded "Best All Around Children's Wear for Stylish Tots" Distinction

SAN FRANCISCO, Calif. – April 2012 – The Cribsie Academy announced Tea Collection (www.teacollection.com) as the winner of the 2012 "Best All Around Children's Wear for Stylish Tots" award. In partnership with the Honest Company (<http://www.honest.com>) and Stroller Traffic (www.strollertraffic.com) voters were encouraged to choose their favorite brands across 6 key categories, including fashion, gear, and the web. As part of the "One Vote, One Diaper" campaign, the Honest Company also graciously donated thousands of diapers to Baby2Baby.

Tea was awarded this prestigious distinction after almost 82,000 votes were cast when the top finalists were announced a few months ago. Other finalists included Ralph Lauren Childrenswear, Stella McCartney Kids, Crewcuts by J Crew, Splendid Littles, and Appaman.

"We're honored to be awarded this distinction amongst such renowned brands," says co-founder and CCO Emily Meyer. "Tea is unique in this market as we actually travel to the destinations that inspire the designs and styles of each collection. It is wonderful to be recognized for this and it couldn't have come at a better time as we celebrate our 10th Anniversary this year."

The official winners site will be live throughout all of 2012 and can be viewed here: (<http://www.cribsieawards.com/winners2012/category/fashion/best-all-around-childrens-wear-for-stylish-tots>)

About Tea Collection:

Founded in 2002, Tea Collection designs distinctive [children's clothes](#) and women's apparel inspired by the beauty they discover in their travels around the world.

Tea offers a full collection of clothing for children ages newborn to 12 years that is made to love, and made to last. Based in San Francisco, Tea is available on the digital flagship website, in over 300 high-end boutiques, Nordstrom, Saks Fifth Avenue and Bloomingdale's.

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