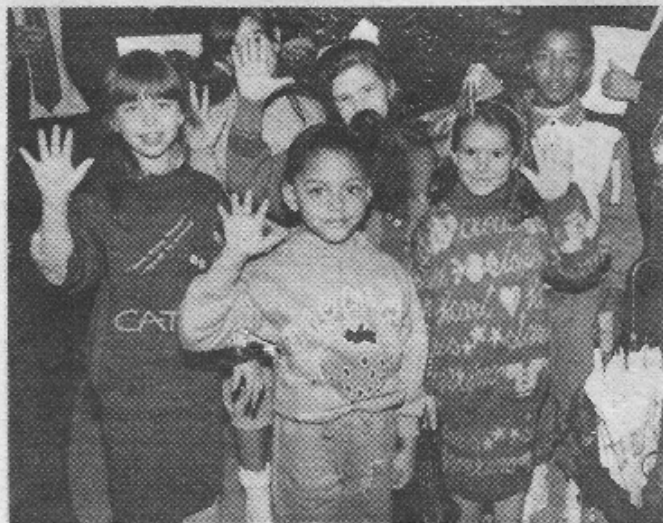


CHILDREN'S EYE *Italian accents*



The festive faces and outfits of Pepperino

NEW YORK — The vivacious children parading around the room in their brightly accented Pepperino outfits were not in the least bothered by the cold and rainy opening night at Pepperino's first children's store in the U.S., located on the city's Upper East Side.

For this Italian manufacturer of higher-price sportswear for adults and children, this was a landmark event that will "launch a nationwide chain of Pepperino stores," says Imo Erickson, president and chief executive officer of the company.

The Pepperino line of clothing is made primarily of knits and heavy cotton fabrics in bright solids and prints. All the children at the event had fun showing off their outfits to guests.

— ANDREA THOMPSON

Photos by THOMAS IANNACCONE



Imo Erickson