

Children's Buzz: Ugg's Tiny Target... Babygags Gets Silly

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Acting Silly

San Francisco-based infant apparel brand Babygags, known for its humorous take on babies and parenting, has introduced a line of soft-soled shoes called Silly Souls. Styles include slip-ons and booties, embellished with playful phrases such as "Milk Junkie," "The King" and "Dancing Queen." The shoes, available in sizes 0 to 24 months, come packaged in a collectible tin lunchbox that doubles as a coin bank. They retail for \$20 a pair at boutiques across the U.S. and Canada, including Kitson in Los Angeles and Hip Baby in Vancouver. A percentage of the proceeds from the shoes will be donated to Feed the Children, a nonprofit relief organization that delivers food, clothing, medicine and other necessities to children in need around the world.