

BALOU Me&You Apparel

Autumn/Winter 23/24 MOTHERLAND

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BALOU is a premium fashion brand for baby, kids and matching styles for adults. The brand identity depicts classic, timeless and understated simplicity; fashion-forward and chic but reflects comfort and family values.

The company was founded by fashion designer Miss Banayioda
Theodorou and was inspired by her love for her daughter to create a
brand that celebrates motherhood and the special bond between a child
and parent.

Compared to 50 years ago, being a mother today is not easy. Many competing factors such as economic, social pressures, and family demands all present challenges in motherhood. Daily, many mothers are meeting these challenges. However, finding the right balance without compromising on their health is essential in meeting these challenges. It's no wonder that motherhood is associated with being a superwoman. We are a brand that is a voice for all Mothers, for them to know that they don't have to feel like superwoman, they are regardless of their situation.

A mother is a powerful force for social cohesion and integration and the mother-child relationship is vital for the healthy development of children.

We understand the importance of motherhood, our message is to inspire all women to celebrate their strengths as protectors. Balou champions all women that hold an emotional connection to the young generation across all family setups, no matter how 'together' or not they have it.

Along with the beautiful products we offer of superior quality and style; we want to provide a space online and on social media where people can come together and talk about all things parenthood. A brand that represents all Mothers, showing the reality, the highs, and the lows.

The go to brand for premium staple clothing for the whole family offering matching parent/child Me&You Collections.





Olive Plaid

Olive Plaid Knit Shirt 100% Cotton Sizes Available UK 8 | 10 | 12 | 14 | 16

Olive Plaid Pinafore Dress 100% Cotton Sizes Available UK 8 | 10 | 12 | 14 | 16







Olive Plaid Romper 100% Cotton Sizes Available 0-3M | 3-6M | 6-12M | 12-18M

Olive Plaid Jumper 100% Cotton Sizes Available 18-24M | 2-3Y | 3-4Y | 4-5Y | 5-6Y | 7-8Y | 9-10Y | 11-12Y | 13-14Y



Greek Key

Greek Key T-shirt 100% Cotton Sizes Available 18-24M | 2-3Y | 3-4Y | 4-5Y | 5-6Y | 7-8Y | 9-10Y | 11-12Y | 13-14Y



Greek Key Vest
100% Cotton
Sizes Available



Greek Key Wrap Dress 100% Cotton Sizes Available UK 8 | 10 | 12 | 14 | 16





Greek Key Romper 100% Cotton Sizes Available 0-3M | 3-6M | 6-12M | 12-18M

Greek Key Vest 100% Cotton Sizes Available 18-24M | 2-3Y | 3-4Y | 4-5Y | 5-6Y | 7-8Y | 9-10Y | 11-12Y | 13-14Y







Greek Key Vest 100& Cotton Sizes Available 18-24M | 2-3Y | 3-4Y | 4-5Y | 5-6V | 7-8V | 9-10V | 11-12V | 13-14V

Greek Key Dress 100% Cotton Sizes Available 0-3M | 3-6M | 6-12M | 12-18M | 18-24M | 2-3Y | 3-4Y | 4-5Y





Mediterranean Flower

Pleated Skirt 100% Cotton Sizes Available UK 8 | 10 | 12 | 14 | 16



Flower Cardigan

100% Cotton Sizes Available UK 8 | 10 | 12 | 14 | 16

Flower Mini Skirt

100% Cotton Sizes Available UK 8 | 10 | 12 | 14 | 16

Flower Cropped Top

100% Cotton Sizes Available UK 8 | 10 | 12 | 14 | 16



Flower Cardigan
100% Cotton
Sizes Available
18-24M | 2-3Y | 3-4Y | 4-5Y |
5-6Y | 7-8Y | 9-10Y | 11-12Y | 12-13Y

Flower Romper 100% Cotton Sizes Available 0-3M | 3-6M | 6-12M | 12-18M



Dressy Knits



Flared Sleeve Dress

100% Cotton
Sizes Available
UK 8 | 10 | 12 | 14 | 16
0-3M | 3-6M | 6-12M | 12-18M | 18-24M | 2-3Y | 3-4Y
4-5Y | 5-6Y | 7-8Y | 9-10Y | 11-12Y | 13-14Y



Polo Knit

Cropped Knit Polo Top
100% Cotton
Sizes Available







Wide Leg Trousers 100% Cotton Sizes Available UK 8 | 10 | 12 | 14 | 16

Pleated Skirt 100% Cotton Sizes Available 18-24M | 2-3Y | 3-4Y | 4-5Y | 5-6Y | 7-8Y | 9-10Y | 11-12Y | 13-14Y

Knit Polo Top

100% Cotton Sizes Available 8-24M | 2-3Y | 3-4Y | 4-5Y 5-6Y | 7-8Y | 9-10Y | **Knit Joggers**

100% Cotton Sizes Available 8-24M | 2-3Y | 3-4Y | 4-5Y | 5-6Y | 7-8Y | 9-10Y | 11-12Y | 13-14Y

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