

We caught up with two fun Wisconsin boutiques.

## Capitol Kids

Saturday mornings at Capitol Kids in Madison, Wis., are “just crazy,” described Peg Scholtes, owner of the 2,400-square-foot store. Madison, with its college town reputation, has the No. 1 farmer’s market in the country, which attracts approximately 30,000 people to the downtown area on the weekends, and many walk by the boutique. “We certainly have moms as customers, but there are also lots of tourists looking to buy gifts here,” Scholtes said.

Scholtes, who has owned the store for more than seven years, said Capitol Kids is “for kids and other playful people.” The store carries toys and books in addition to clothing, and the huge assortment of wind-up toys is not just popular among kids, but also adults who want to keep a toy on their desk at work, Scholtes noted.

Capitol Kids, which is located right across from the state capitol building, offers up to size 7 for boys and size 10 for girls. The product mix also includes one-of-a-kind items from local companies.

Small Paul

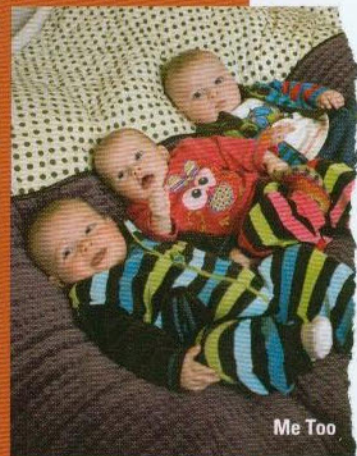


## Tadpoles

Kelli Stuckart and Donna Crump have been co-owners of Tadpoles for the past six years. The children’s store, located just 30 minutes west of Milwaukee in Delafield, Wis., is known for its friendly employees and excellent customer service. “We greet every single person that walks in that door,” said Stuckart of the 1,500-square-foot store’s repeat customers.

In addition, Stuckart noted special orders are done for any Tadpoles customer. “If we don’t have it, we will get it for you,” she said. It also helps that the employees are very familiar with the products, Stuckart noted.

Crump and Stuckart got into the children’s apparel business for a very simple reason: “It was just our love of shopping for kids’ clothes,” Stuckart said. Although their children were the reason the pair began the business, “It seems like our kids have started to outgrow the store,” Stuckart confessed.



Me Too

### Infants/Toddlers

- **Me Too:** “Kamo” sweaters with multicolored stars-and-stripes print; one-piece owl screenprinted tees in turquoise and green.
- **Outside Baby:** reversible, windproof jackets in a green grass print with Polartec lining.
- **Tea:** girls’ Daily Tea brown, pink, green and turquoise mix-and-match printed separates.
- **Cachcach:** corduroy sport-themed overalls in solid brown with printed patchwork.
- **Me Too:** floral fuchsia velour rompers.
- **Le Top:** long-sleeve dresses in green circle-print corduroy.

### Girls 4 to 6X

- **Deux par Deux:** pink and red long-sleeve knit dresses featuring a heart print and ruffled hem.
- **One Kid:** brown corduroy skirts with blue polka dots and matching tights.
- **Tea:** wrap sweaters in a brown, pink and gold print.
- **Oopsie Daisy Baby:** raspberry

and pink multilayer pettiskirts in soft tulle.

- **One Kid:** reversible winter jackets.
- **Plum Pudding:** ivory daisy-print long-sleeve, hooded dresses.
- **Charlie Rocket:** purple floral henley shirts with purple layered cotton skirts.
- **Anita G:** chocolate long-sleeve dresses with an aqua floral print.

### Boys 4 to 6

- **Spudz:** long-sleeve brown tees with gray elephant prints and elephant facts.
- **Small Paul:** two-toned zip-up hoodies with brown sleeves, a brown and rust argyle body, and Julius the monkey on the front.
- **Tea:** hooded pullover sweaters in brown with khaki, mustard and light blue stripes.
- **Life is Good:** pajama sets including a short-sleeve T-shirt and fleece pants in chocolate with printed sports players.
- **Wes and Willy:** putty-colored

long-sleeve tees with guitar appliqués.

### Girls 7 to 16

- **Mimi and Maggie:** brown cotton/spandex jogging suits with floral crocheted appliqués and stitching detail; multicolored full skirts with appliqués and embroidered details.
- **Charlie Rocket:** pink T-shirts with silver studded horse and double sleeves.
- **Deux par Deux:** green high-waisted skirts with floral embroidery and matching velvet tops with coordinating gray shrugs.
- **Studio 342:** brown, pink and ivory plaid skirts with brown short-sleeve cable-knit sweaters.
- **Lilly Pulitzer:** printed navy knit ribbed dresses.
- **Girl & Co:** red T-shirts with a horse outline in glitter.
- **Baby Lulu:** red, long-sleeve crossover dresses with a floral print on the bottom.

### Boys 7 to 10

- **Charlie Rocket:** pull-on, elastic-waist, distressed denim jeans.
- **Wes and Willy:** short-sleeve navy tees with a guitar print layered over navy, white and green flannel shirts.
- **T.F. Laurence:** blue, brown and off-white hooded sweatshirts with an embroidered airplane, paired with brown sweatpants.
- **Hartstrings:** white T-shirts with green raglan sleeves and a tractor screenprint.

### Accessories/Gifts

- **Fleurville:** “ReRun” diaper bags made from recycled water bottles.
- **Haba:** wooden doll strollers.
- **Beka:** wooden building blocks.
- **Flik Flak:** Swiss watches.
- **Robeez:** fire truck leather shoes with matching socks.
- **BabyLegs:** printed arm- and legwarmers.
- **Monkeybar Buddies:** Lycra shorts to wear under dresses.
- **Enchantments:** music and jewelry boxes.

● = Capitol Kids ● = Tadpoles