

Beat: Vips

## **Mother-Daughter Duo Launch -SPENCER by JACLYN SMITH- Layette Collection**

**Online & in Select Kmart Stores in Sept.**

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**USPA NEWS** - Jaclyn Smith, a beloved Kmart Brand Partner for more than 32 years, is unveiling an Infant Wear Line Exclusive to Kmart - Spencer by Jaclyn Smith. Launching in Select Stores on September 17, 2017....

Jaclyn Smith, a beloved Kmart Brand Partner for more than 32 years, is unveiling an Infant Wear Line Exclusive to Kmart - Spencer by Jaclyn Smith. Launching in Select Stores on September 17, 2017. Jaclyn drew inspiration from her Granddaughter Bea, born last year, in designing a Collection with her Daughter Spencer Margaret. The New Line embodies Precious Childhood Moments with soft, classic Baby Pieces and Products. Spencer by Jaclyn Smith makes it easier than ever for New and Expecting Parents to get ready for their Baby's arrival by offering Comfortable yet Trendy Everyday Baby Essentials at an Affordable Kmart Price.

Inspired by the Unbreakable Bond between a Mother and Daughter, Spencer by Jaclyn Smith represents the Magical Connection a Newborn makes across Multiple Generations. Ranging in Sizes from Newborn to 12 months, all Items in the Collection are beautifully packaged in Gift Boxes with a to/from Hangtag and the Line's Signature Fox Ribbon, making it easy for Kmart Members to find the perfect gift for Baby Showers or to welcome a New Little Bundle.

Source : Kmart

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