

shop

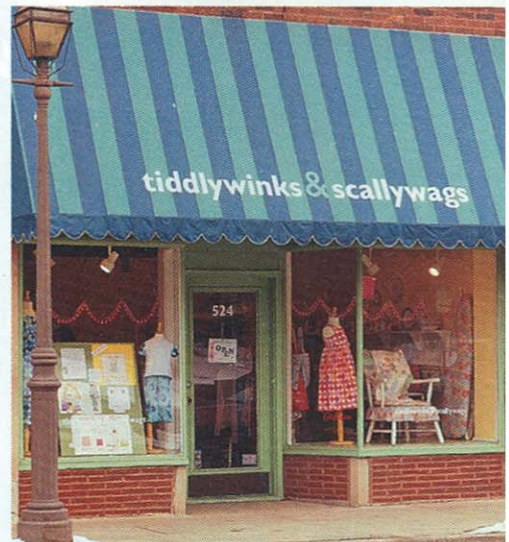
Clockwise from top left: Jane Zaccaria had dreamed of opening her own shop since she was in elementary school. Whimsical trims, like pom-pom fringe, are signature accents. The storefront in downtown Glen Ellyn, Ill. "My shop is a really happy place," says Jane.



TIDDLYWINKS & SCALLYWAGS BRINGS A WEE BIT OF ENGLAND TO THE MIDWEST. BY AMY FLURRY

a british import near chicago

Both the name Tiddlywinks & Scallywags—which means small, cute, and a wee bit mischievous—and its dresses were inspired by Jane Zaccaria's seven-year-old, Anna. "Clothes seem too grown-up for little girls these days," says the Surrey, England, native, who snubbed the trend and began designing her own line of sweet, colorful dresses. "My clothes are wholesome but they have a European flair. It's a look mothers and daughters can both love."



store info

Tiddlywinks & Scallywags is located at 524 Duane St., in Glen Ellyn, just west of Chicago; britkid.com, (630) 545-2715, or (877) BRITKID.



“The patterns look best when mixed and matched.”

punchy patterns

retro magic Inspired by the faded florals in English chintz and wallpapers as well as the exuberant colors of the 1950s, Cath Kidston creates prints that have a vintage tone but a contemporary appeal.

mix and match “The colors are vibrant, never primary. Instead of red, Kidston uses raspberry, and rather than blue you’ll find periwinkle,” says Jane. “The patterns really look best when combined.”

looks that last Licensed to sell Kidston’s wallpaper and fabric lines as well as the designer’s accessories, Tiddlywinks & Scallywags also fashions custom bedding and furnishings for customers. New moms can create nurseries with heirloom-quality bumpers and duvets. Or if you’re scouting for a look that will carry your toddler well into her teens, Kidston’s line is a refreshing alternative to short-lived themes.



A British Import

Until Jane Zaccaria opened Tiddlywinks & Scallywags two years ago, products and fabrics by London designer Cath Kidston were available only in the United Kingdom. *Clockwise from top left:* Perky felt flowers frequently embellish Kidston’s sweaters, aprons, and patchwork pillows. Rolls of wallpaper, fabric, and oilcloth create a colorful still life. “We leave them out so customers can touch them and see how they look together,” says Jane. Practical and pretty, fabric-covered hangers will brighten any girl’s closet. “Moms can shop for themselves here, too,” says Jane, who stocks Cath Kidston totes, make-up bags, and coin purses. Rickrack lends a one-of-a-kind quality to simple pillows.

