



Valentine's Day Party  
featuring

## LITTLE MARC JACOBS

Tokyo, JAPAN, January 2010 – **Baby Loves Disco JAPAN** (BLDJ) is proud to announce that it will hold a Valentine's Day Party in conjunction with LITTLE MARC JACOBS.

The party will be composed of a VIP & Press Event followed by a BLDJ Member's Only Party.

[VIP / Press Event: Sunday, February 14<sup>th</sup>, 2010, 2PM~3:30PM at 57 in Roppongi](#)

### ☆"Who is Marc?"☆

[Marc Jacobs](#) is widely acknowledged as one of the most influential fashion designers in the world. Since being appointed as the Artistic Director of Louis Vuitton in 1996, the New York-born designer has won enormous acclaim for his fusion of art and luxury.

Since its launch in the summer of 2007, the children's line [LITTLE MARC JACOBS](#) has offered kids a range of casual yet luxurious clothes and accessories that draw inspiration from his collections for adults. Designed for kids from newborn to 14 years, LITTLE MARC JACOBS offers great splash of personality through catchy, fun styling and witty details.

Marc Jacobs is well known for his funky events. In 2008, LITTLE MARC JACOBS took part in an art installation featuring a disco for kids held two years ago at leading Paris contemporary art center Palais de Tokyo.

### ☆[Baby Loves Disco](#) (BLD)☆

BLD is a weekend afternoon dance party transforming the hippest venues around the world into child proof discos as toddlers, preschoolers and parents looking for a break from the routine playground circuit let loose for some post naptime, pre-dinner fun. It's an alternative to the pre-packaged world of entertainment for young kids. At it's core, BLD is a family event that brings kids together with kids and parents together with other parents; designed for kids 6 months through 7 years (this event up to 12 years.)

BLD has become an international phenomenon now in 20+ cities in the U.S. attended by celebrity parents like Madonna, Michael Jordan and Brad Pitt / Angelina Jolie; and taking off globally in the UK, Israel, Japan, Hong Kong, Dubai and Australia.

*Cool, culture, communication, curiosity, and change* are the keywords for [Baby Loves Disco JAPAN](#). BLDJ is building a fun sense of community among cool & savvy new generation of parents beyond borders united by the universal theme of love for their children.



☆BLDJ x LMJ☆

Guests are invited to come and find out more about LITTLE MARC JACOBS at Baby Loves Disco, filled with interactive entertainment for the entire family including LITTLE MARC JACOBS F/W 0910 collection photo board; signature LMJ Mouse stamped upon entry; and “Who is Marc, Anyway?” T-shirts (size 2~14yrs) and specially designed badges and balloons to take home in a gift box. Press will receive look books. Hula-hoop workshop and dance lessons add spice to usual BLDJ fun. Light snacks will be available, as well as a juice-bar for kids. Art works by supporters of Dancing4Kids will be on display at a separate bar area for non-driving adults.

Baby Loves Disco JAPAN x LITTLE MARC JACOBS will be hosted by Nana A. and Marina Kinno of Kinna Corporation, who will ensure that every kid is treated like a star.

BLDJ supports [Dancing4Kids](http://Dancing4Kids), a NPO that helps children in need around the world by raising funds through music/dance/art events and by promoting intercultural understanding. Part of the proceeds will go to their cause.

Check out [www.babylovesdisco.co.jp](http://www.babylovesdisco.co.jp) and [www.marcjacobs.com](http://www.marcjacobs.com) for more details.

