



UNLEASHING THE POWER OF TAG?  
(Designed by kidz 4 Kidz!)

**Whatsyatag** is an exciting new “Designer” brand sweeping the UK for the first time with a diverse and exciting virtual store offering exclusive garments made for Kidz.

The **Whatsyatag** brand includes a wide network of activity from designer fashion clothing, Kidz fragrance ranges, greeting cards and exciting game concepts, and the best bit? **Whatsyatag** is all about CODES.

The new alphabet created by **Whatsyatag** is incredibly flexible and diverse – fashion is just the start! The code could crop up anywhere, in any medium, at any time. And if you understand noughts and crosses, it doesn't matter if you're 4 or 40, you can decipher the code and play the game.

Kids will love **Whatsyatag** because it gives them a fun, unique way of communicating that becomes a network and also gets their brains working. Parents will love **Whatsyatag** for these same reasons plus the fact that the code is safe (parents can decipher it as easily as teenagers).

Each garment comes complete with a certificate outlining the “Secret” code and all items bear their own unique reference number – making a perfect individual gift. Not only that, but the original code program for specific garments will be destroyed! (You can download video clips of this online.) So once the current stock sells out, that particular code will never again be reproduced. Now that's limited edition.

The collection currently consists of hoodies (let's change that reputation!), beanies, baseball caps, t-shirts, fleeces and more. **Whatsyatag** is creative, fun, original and will test your brain power and your memory. It doesn't matter if you are young or old; **Whatsyatag** is about fashion and the youth – but if you're young at heart you'll love it too.

Ultimately **Whatsyatag** clothing is about making a statement, being bold, and being different. Why? Because you can!

Find details, games, codes and more at [www.whatsyatag.com](http://www.whatsyatag.com) and keep an eye out – a new denim and swimwear collection will be coming soon!



PR by DAPR.

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