



Carter's Introduces Not-So-Scary Monsters to Help Make Bedtime Easier and More Fun for Families

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New collection combines 161 years of Carter's sleepwear expertise with an interactive Monster Room Scanner and expert-backed sleep guidance

Key Facts

- Nearly 70% of parents of children ages 2–6 say their child's bedtime routine is at least somewhat stressful, according to new Carter's research.
- Carter's Not-So-Scary Monsters collection brings playful monster characters to sleepwear and playwear for babies through big kids, starting at \$7.
- A new Monster Room Scanner in the Carter's app turns the familiar "check for monsters" bedtime ritual into an interactive experience featuring the Not-So-Scary Monsters.
- Carter's Official Sleep Consultant Dr. Funke Afolabi-Brown, a triple board-certified sleep physician and pediatric sleep expert, is providing expert-backed guidance to help families navigate bedtime.
- The collection is available at Carter's stores and online.

ATLANTA--(BUSINESS WIRE)--Sep. 8, 2026-- Bedtime isn't always the peaceful wind-down parents hope for. Nearly 70% of parents of children 2 to 6 years old say their child's bedtime routine is at least somewhat stressful, according to new Carter's research. From getting ready for bed and turning out the lights to staying in bed and falling asleep, parents say challenges can show up throughout the nightly routine.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260908117365/en/>



A child laughs wearing the DreamPlush Footed Pajama from Carter's latest Not-So-Scary Monsters collection.

In their effort to "make bedtime the best time" Carter's is launching Not-So-Scary Monsters, a new sleepwear collection introducing families to some friendly helpers as they wind down for the night.

With the guidance of Carter's Official Sleep Consultant, Dr. Funke Afolabi-Brown, and a

cast of playful monster characters, the brand pairs trusted sleep expertise with imaginative play to help families navigate everything from brushing teeth to sweet dreams.

Each Not-So-Scary Monster has a job to do. Miss Squigz helps kids get out that last burst of energy before winding down, while six-legged Skooter knows a thing or two about getting wiggly kids into pajamas. Bartholomew Theodore Thornhill III is the resident hygiene hero, and twins Carrot and Cake help kids remember which bedtime steps come next.

The new pals even lend a hand with one of the most tried-and-true bedtime rituals: checking under the bed for monsters. A new Monster Room Scanner in the Carter's app lets kids, with a parent's permission, scan their bedroom for "scary monsters," only to discover their friendly Not-So-Scary Monster bedtime buddies instead.

"For generations, families have trusted Carter's to get their little ones cozy and ready for bed, but we know pajamas are just one part of the nightly routine," said Sarah Crockett, Chief Marketing Officer at Carter's. "Not-So-Scary Monsters lets us show up for more of those moments, giving kids something to look forward to at bedtime and parents a little more support along the way."

As Carter's Official Sleep Consultant for this campaign, Dr. Funke Afolabi-Brown, MD, a triple-board-certified sleep medicine physician and nationally recognized pediatric sleep expert, will provide practical guidance around children's sleep, bedtime routines, and nighttime anxiety.

"For young children, a predictable bedtime routine can provide important cues that it's time to slow down and prepare for sleep," said Dr. Brown. "The goal doesn't have to be a perfect bedtime routine. Simple, consistent steps, paired with a little play and imagination, can help kids feel more engaged in the process and make the transition to sleep feel more manageable for the whole family."

The Not-So-Scary Monsters collection features sleepwear and playwear in Carter's signature styles and fabrics, with looks for every stage from baby to big kid. Pricing starts at \$7 for baby and goes up to \$28 for kids.

The Not-So-Scary Monsters collection and the best of Carter's PJs are available starting September 10 at Carter's stores and online at [carters.com](https://www.carters.com).

Survey Methodology

The survey was conducted among 504 parents of children 2 to 6 years old.

About Carter's

Carter's, Inc. is North America's largest and most-enduring apparel company exclusively for babies and young children. The Company's core brands are Carter's and OshKosh B'gosh, iconic and among the sector's most trusted names. These brands are sold through more than 1,000 Company-operated stores in the United States, Canada, and Mexico, and online at www.carters.com, www.oshkosh.com, www.cartersoshkosh.ca, and www.carters.com.mx. Carter's also is the largest supplier of baby and young children's apparel to North America's biggest retailers. The Company's Child of Mine brand is available exclusively at Walmart, its Just One You brand is available at Target, and its Simple Joys brand is available on Amazon.com. The Company's emerging brands include Little Planet, crafted with organic fabrics and sustainable materials, Otter Avenue, a toddler-focused apparel brand, and Skip Hop, baby essentials from tubs to toys. Carter's is headquartered in Atlanta, Georgia. Additional information may be found at www.carters.com.

About Dr. Funke Afolabi-Brown

Dr. Funke Afolabi-Brown is a triple board-certified physician in Pediatrics, Pediatric Pulmonology, and Sleep Medicine and founder of [The Restful Sleep Place](#), a family-centered sleep practice providing evidence-based care for children and adults. She completed her sleep medicine training at the University of Pennsylvania and previously served as faculty at Children's Hospital of Philadelphia. A Fellow of the American Academy of Sleep Medicine, Dr. Brown is also the bestselling author of *Beyond Tired: A Sleep Physician's Guide to Solving Your Child's Sleep Problems for Good* and a nationally recognized speaker on pediatric sleep health as well as sleep for the entire family.

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Alana Gardner
alana.gardner@carter.com

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