



Carter's Shines a New Light on Childhood with Evolved Brand Promise, Refreshed Identity and "Watch Them Glow" Campaign

September 15, 2026

Building on 161 years of trust, Carter's deepens its commitment to children and the people raising them by celebrating the individuality, curiosity and possibility every child brings into the world.

Highlights

- Building on seven generations of trust, Carter's has one of the longest-standing relationships with American families.
- Carter's renewed brand promise, "Let every child's light shine," to serve as the brand's North Star and comes to life today with the debut of "Watch Them Glow," a new marketing campaign.
- From brand identity to brand action, Carter's evolution spans a refreshed visual system and new and expanded multi-year commitments to resources and experiences for children and families.
- The new identity will begin rolling out across all Carter's channels in 2026, with additional retail, product, and packaging elements to follow in 2027.

ATLANTA--(BUSINESS WIRE)--Sep. 15, 2026-- Carter's, Inc. (NYSE: CRI), North America's largest and most-enduring apparel company exclusively for babies and young children, today unveiled an evolution of its namesake Carter's brand anchored by a new brand promise, or North Star, to "Let every child's light shine."

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260915218747/en/>



The evolution of the Carter's logo reflects more than 160 years of growth, trust and connection with generations of families.

are intentionally raising their children differently than they were raised, with accepting children for who they are and encouraging them to follow their own path emerging as a leading theme.

These changing dynamics helped shape Carter's evolution, building on its 161-year heritage to expand how the brand supports children and the people raising them, from designing and creating the products families trust to resources, experiences and partnerships that give children more room to explore, grow and let their light shine.

"Carter's has had a front row seat to childhood for 161 years, and that has taught us something pretty simple: Kids arrive with a light and a uniqueness entirely their own," said Sarah Crockett, chief marketing officer at Carter's, Inc. "You see it in their curiosity, their imagination, their personalities and all the wonderfully unexpected ways they express themselves. Our role isn't to create that light for them. It's to recognize it, encourage it and give it room to shine. This evolution is about taking the trust we've earned through generations of helping families and putting it to work in new ways."

The New Brand Promise Takes Shape

Carter's evolution is anchored by a renewed promise to: "Let every child's light shine." This promise builds on the brand's longstanding celebration of children's individuality, curiosity and imagination, while expanding how Carter's supports children and the people raising them through products, experiences, resources and partnerships.

The promise is also reflected in Carter's refreshed identity. A new shooting star replaces the apostrophe in the Carter's logo, creating a visual expression of the light the brand believes every child brings into the world. Paired with a refreshed script inspired by earlier Carter's logos, the new mark connects the brand's 161-year heritage with where Carter's is headed next.

The renewed promise and identity will begin rolling out across Carter's channels in 2026, with additional retail, product and packaging elements following in 2027.

From Brand Promise to Brand Action

Carter's is pairing its renewed promise with tangible actions designed to expand how the brand supports children and the people raising them, while continuing to deliver the thoughtfully designed clothing, quality and value that families have relied on for generations.

This evolution comes as the experience of raising children continues to change. Parents and caregivers are navigating more information, advice and expectations, while placing greater emphasis on giving children the freedom to be themselves. According to Pew Research Center, nearly half (44 percent) of U.S. parents say they

- **Clothing designed for childhood.** Carter's will continue creating clothing and products that give children the comfort and confidence to explore, imagine, play and express who they are. Clothing is part of their everyday experience and one of the simplest ways they can show what they like, what captures their imagination and what makes them unique.
- **Partnerships that create more possibilities for children.** Carter's is expanding its investment in organizations and resources that help children explore their potential and thrive, including establishing a new partnership with Outward Bound and continued support for Boys & Girls Clubs of America through Carter's Charitable Foundation. These multi-year commitments are part of a broader effort to bring families greater access to experiences, expertise and resources that support children as they grow.
- **A social presence designed to help every child's light shine.** Carter's is evolving its social channels into a true expression of its new brand promise, with refreshed creative, tone of voice, content pillars, product storytelling, and community narratives that celebrate childhood as curious, imaginative, messy, joyful, and unapologetically individual. The brand is also introducing **Light Makers**, a first-of-its-kind creator program featuring voices from across North America who are dedicated to making childhood brighter through everyday moments and meaningful experiences.

"For generations, families have trusted Carter's during some of the most important years of their children's lives," said Sharon Price John, chief executive officer & president of Carter's, Inc. "That heritage and market leadership give us both an opportunity and a responsibility to keep growing with those we serve. We're preserving what has made Carter's essential while expanding how we put that trust to work, from the products families rely on every day to the experiences, resources and partnerships that support children and the community raising them."

"Watch Them Glow" Brings the Evolution to Life

The first major marketing expression of the evolved Carter's brand debuts today with "Watch Them Glow," a 60-second film that celebrates the individuality and natural brilliance children bring into the world.

While Carter's renewed brand promise is rooted in the belief that every child has a light uniquely their own, "Watch Them Glow" shows what becomes possible when those individual lights are encouraged to shine. The campaign builds from the impact of one child to the collective possibility of many: a single child's light can brighten a home, and millions shining together can create a brighter world. "Watch Them Glow" will debut across CTV now through December 2026 on Nexxen, Roku, Disney+, Hulu, and several other platforms, as well as Carter's digital and social channels.

Together, the renewed promise, refreshed identity, expanded brand actions and "Watch Them Glow" campaign are designed to build on the trust Carter's has earned across seven generations while making the brand increasingly relevant to the next generation of families.

About Carter's, Inc.

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.

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