



In an Age of Comparison, Carter's and Dr. Becky Kennedy Team Up to Help Kids Stay Confident

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The Childhood Confidence Project pairs original research with Good Inside's parenting expertise to give families real tools, not just advice

Key Facts:

- Carter's and Dr. Becky Kennedy's Good Inside are partnering to launch The Childhood Confidence Project, a new initiative focused on supporting children's confidence and emotional well-being.
- The project will examine the psychological factors that shape children's confidence as they grow, and provide expert-backed resources, educational content and practical tools for parents from Dr. Becky.
- As part of the initiative, Carter's is unlocking free access to Good Inside's "Confidence Program"—a curated collection of parenting resources on this specific topic, including new videos, articles and a live workshop hosted by Dr. Becky.
- Additionally, for a limited time, anyone who joins will also receive free three-month access to Good Inside's membership—normally a paywalled experience—which includes Dr. Becky's comprehensive suite of parenting support content, live community events, chat rooms with like-minded parents and so much more.
- The partnership puts Carter's renewed brand promise to "Let Every Child's Light Shine," into action, helping children hold onto the confidence, curiosity and individuality that make them who they are.

ATLANTA--(BUSINESS WIRE)--Sep. 24, 2026-- **Carter's, Inc. (NYSE: CRI)**, Carter's, Inc., North America's largest and most-enduring apparel company exclusively for babies and young children, today announced a partnership with clinical psychologist, parenting expert and Good Inside Founder and CEO Dr. Becky Kennedy to launch [The Childhood Confidence Project](#), a first-of-its-kind initiative giving parents research-backed tools to help their children build confidence and individuality as they grow.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260924978171/en/>



Carter's is teaming up with Dr. Becky Kennedy and Good Inside to launch The Childhood Confidence project, a new initiative that gives parents practical tools to help nurture confidence in children—bringing Carter's renewed brand promise, "Let every child's light shine," to life.

Carter's believes every child enters the world with a unique light, expressed through their curiosity and freedom to explore who they are. As children grow up, they encounter social, emotional and academic pressures that can make it harder to hold onto those qualities. In fact, it's widely understood that as children develop, their natural tendency to compare themselves to others increases.

According to Carter's research, nearly eight in 10 parents (78%) have noticed their child changing what they do, like or choose because they're worried about what others think, and nearly half (49%) say their child changed their appearance for the same reason. Together, these insights point to a growing need to better understand not only what can erode children's confidence, but what parents and caregivers can do to help protect and strengthen it.

A Shared Commitment to Protect Children's Confidence in the Age of Comparison

At the heart of the initiative is a belief shared by Carter's and Good Inside: in a world of constant comparison, kids and families need real skills to protect their relationship with themselves. Children are born with a natural curiosity and confidence in who they are, but without the tools to filter out comparison, that self-connection gets harder to hold onto as they grow.

For generations, Carter's has been part of childhood's biggest milestones and everyday moments. Through The Childhood Confidence Project, the brand, in partnership with Good Inside, is extending that legacy by helping protect what makes childhood so extraordinary and giving families the tools to help children carry that confidence, curiosity and individuality with them as they grow.

"Comparison is natural – the problem is when we use comparison to decide how we feel about ourselves. *'I get the highest score, so I'm a great, smart kid. I get the lowest, so I'm stupid and not good enough.'* Here's what's key: confident kids don't always feel like they're the best at something.

Confident kids feel like it's okay to be themselves even when they're not. They're less consumed by how they rank compared to others and more connected to what they like, what they want and what matters to them," said Dr. Becky Kennedy, Founder and CEO of Good Inside. "What I love about this partnership with Carter's is that we're helping parents understand confidence in a new way and giving them steps that are doable, practical and never require perfection – so we can raise a generation of kids who feel sturdier in who they are."

Over the next 16 months, Carter's and Good Inside will translate insights into action through a series of initiatives designed to help families nurture confidence at every stage of childhood, including:

- **Original research** examining the factors that strengthen or challenge children's confidence, resilience and sense of self over time
- **Expert insights from Dr. Becky and Good Inside** that translate the research into meaningful guidance for parents and caregivers
- **Practical parenting resources and tools** to help families navigate the everyday moments that can shape how children see themselves and the world around them
- **Seasonal educational content and programming** designed to shape confidence, including back-to-school, building friendships, embracing individuality and developing resilience
- **New initiatives inspired by research findings** to help children maintain the confidence, curiosity and authenticity that define childhood at its best

The first phase of The Childhood Confidence Project will launch in September with additional research, resources and programming rolling out throughout the partnership.

Building a Future Where Every Child Can Shine

The partnership marks the latest expression of Carter's renewed commitment to championing childhood and the individuality children bring into the world. As part of its recently announced brand evolution, Carter's is expanding how it supports families beyond its products, taking a broader role in helping parents create the conditions for children to explore, grow and become more fully themselves.

"At Carter's, we believe in helping children grow with confidence in who they are, and we want to support parents in creating environments where that confidence can flourish," said Sarah Crockett, Chief Marketing Officer at Carter's, Inc. "For 161 years, families have trusted Carter's to be part of childhood. Today, we have an opportunity to build on that trust in new ways. Partnering with Dr. Becky allows us to turn our brand promise into meaningful action by combining her expertise with research, resources and experiences that can help parents nurture what makes their children uniquely themselves."

Through its partnership with Dr. Becky's Good Inside, Carter's is helping families protect something precious: the confidence, curiosity and sense of possibility every child is born with. By bringing together research, expertise and action, the initiative represents a meaningful investment in the next generation and a powerful expression of Carter's commitment to championing childhood and helping more children grow up feeling confident. Learn more at www.goodinside.com/carters.

Survey Methodology

The Carter's confidence survey was conducted online by the Carter's consumer insights team among 419 parents with children between the ages of 2 and 10. The survey explored how and when children's confidence begins to diminish, the behaviors and situations where this is most evident and the guidance parents need to help their children develop confidence from within.

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, it's 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 Good Inside

Good Inside is the parenting method, membership platform and content ecosystem founded in 2020 by clinical psychologist Dr. Becky Kennedy, built on one core idea: kids are born good inside. The Good Inside Method takes a skills-based approach to parenting — kids are born with all the feelings and none of the skills, so a parent's job is to teach those skills, while learning right alongside them how to manage the feelings parenting itself brings up. Good Inside's app — with 100,000 paid members — houses clinically informed content tailored to a child's exact age and stage, spanning pregnancy through the teen years, and offers parenting support through live events, support groups, and more. Good Inside also offers a wealth of free support, reaching millions of parents through its social channels, podcasts and bestselling books.

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