



OshKosh and Sergio Hudson Launch the Designer's First-Ever Children's Collection

October 14, 2026

Created in partnership with Harlem's Fashion Row, the collection blends OshKosh's enduring legacy with Hudson's distinctive design to inspire confidence in the next generation

Highlights

- OshKosh x Sergio Hudson is fashion designer Sergio Hudson's first-ever children's clothing collection.
- OshKosh B'gosh, a Carter's, Inc. brand, created the collection in partnership with Harlem's Fashion Row, a platform that supports designers of color.
- The limited-edition collection goes on sale October 22, 2026, at [carters.com](https://www.carters.com) and select retail stores.
- Sizes include baby (12M–24M), toddler (2T–5T) and kids (4–14), with prices from \$22–\$45.
- The collection reinterprets OshKosh classics, including the Vestbak[®], hickory stripe, coveralls and denim, with Sergio Hudson's signature bold color and tailoring.
- Sergio Hudson's designs have been worn by former First Lady Michelle Obama, Beyoncé and former Vice President Kamala Harris.

ATLANTA--(BUSINESS WIRE)--Oct. 14, 2026-- Classic American children's brand OshKosh B'gosh, announced the launch of OshKosh x Sergio Hudson, a first-of-its-kind collaboration created in partnership with Harlem's Fashion Row (HFR). Marking acclaimed American designer Sergio Hudson's first foray into children's clothing, the collection pairs his distinctive design sensibility with OshKosh's enduring legacy to create a bold new wardrobe for the next generation.

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Models wear pieces from the new OshKosh B'gosh x Sergio Hudson collection.

Known for commanding color and impeccable tailoring, Hudson has dressed some of the world's most recognizable women. Now, for his first children's collection, the designer brings his expertise to OshKosh, reinterpreting the brand's heritage through a fresh fashion lens while keeping movement and play at the center. Designed to be mixed and matched, the collection features statement pieces that encourage kids to explore their creativity and self-expression through style.

"I was inspired by the children in my life and the way they're already developing their own sense of style and individuality," said Sergio Hudson. "I wanted to create pieces that give kids the freedom to express themselves and feel confident in what they wear. Fashion is such a powerful form of self-expression, and I love the idea of giving children that same sense of ownership over their personal style."

The collaboration was developed in partnership with Harlem's Fashion Row, the influential platform creating opportunities and connections between world-class brands and designers of color. The partnership builds on HFR's work to bring distinct creative voices to new audiences and create meaningful opportunities for designers of color to expand their reach.

"Sergio Hudson is truly one of the most extraordinary designers in American fashion today. I've been a longtime admirer of his work, and as someone who personally wears his designs, I know just how special they are," said Brandice Daniel, Founder and CEO of Harlem's Fashion Row. "At HFR, we believe that exceptional design has no boundaries. This collaboration with OshKosh is such a beautiful example of what happens when creativity meets opportunity. I love that Sergio's incredible vision will now reach an entirely new generation, and that families everywhere will get to experience a little of his magic." Bringing his modern signature look to OshKosh staples, Hudson puts a fresh spin on iconic elements like the Vestbak[®] and hickory stripe along with signature silhouettes including coveralls and denim styles. Hudson's touches balance style with the durability and quality families have long relied on from OshKosh.

"For generations, OshKosh has embraced play as a form of freedom, encouraging exploration and taking on the world with confidence," said Sarah Crockett, Chief Marketing Officer of Carter's, Inc. "Sergio brings a fresh perspective to that legacy. Together, we've created a collection that celebrates individuality, encourages self-expression and gives kids the confidence to tackle the world in style."

Available exclusively for children, OshKosh x Sergio Hudson spans baby sizes 12M–24M, toddler sizes 2T–5T and kid sizes 4–14. The limited-edition collection will be available beginning October 22 at select retail stores and [carters.com](https://www.carters.com) with prices ranging from \$22–\$45.

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 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 SERGIO HUDSON

Sergio Hudson's passion for fashion took shape early, inspired by icons including Azzedine Alaïa, Gianni Versace, and Grace Jones. He went on to study design at Bauder College and, in 2016, launched his namesake ready-to-wear brand alongside business partner and co-founder Inga Beckham. Today, his signature combines immaculate tailoring, androgynous details, and unabashedly sensual silhouettes.

Hudson has built a devoted following among stars including Beyoncé, Blake Lively, Keke Palmer, Jennifer Lopez, and Tracee Ellis Ross. His designs are worn not only by celebrities but also by influential and powerful women across the globe, including Michelle Obama, Kamala Harris, and countless CEOs and changemakers. His work has also graced the covers of Essence and Time magazines.

ABOUT HARLEM'S FASHION ROW

Founded in 2007 by Brandice Daniel, Harlem's Fashion Row (HFR) is the leading platform dedicated to discovering, supporting, and showcasing multicultural designers while creating meaningful partnerships between brands, retailers, and the fashion industry's most influential leaders. Through its signature runway shows, educational initiatives, strategic collaborations, and nonprofit arm, ICON360, Harlem's Fashion Row continues to create opportunities that elevate diverse talent and transform the future of fashion.

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