

Kids Fashion Brand Troy James Boys Inks Exclusive Deal With Walmart for The Genevieve Goings Collection

Disney Junior star and host of "Choo Choo Soul" Genevieve Goings clothing line "The Genevieve Goings Collection" is exclusively available now at Walmart.com

NEW YORK, NY, USA, November 23, 2016 /EINPresswire.com/ -- There's no doubt at all, the interest in high fashion premium quality clothing for kids is on the rise. Leading the drive is the more popular by the day boys fashion brand [Troy James Boys](#), widely praised for making hip boys apparel that not only looks amazing, but is also functional and fun. Moving from success to success, Troy James Boys recently announced the company launched the Genevieve Goings collection exclusively at [Walmart.com](#). The [Genevieve Goings Collection](#) launched November 15th 2016 and is sure to be a holiday favorite. Both Troy James Boys customers and Genevieve Goings fans of all ages have greeted the news with enthusiasm.

"We are the fastest growing kids apparel company in the world," commented a spokesperson from Troy James Boys. "Partnering with Walmart allows one of



The Genevieve Goings Collection

our brand extensions to reach a much larger audience at very competitive price point."

Genevieve Goings may have the most recognizable voices and faces at Disney, for kids in the 0 to 6 age range but Troy James Boys specialize in exactly that. She's the stylish and fun host of the wildly popular Disney Junior music video show "Choo Choo Soul", in addition to singing the network's theme song herself and being featured in 23 Choo Choo Soul videos and counting. Beloved by her little fans and their parents alike, her collection of favorites for ages 0-10 years are sure to top many wish lists for Christmas 2016, who will certainly appreciate the convenience of the exclusive collection being available at [Walmart.com](#) and shipped to your door nationwide.

According to Troy James Boys, in addition to the new The Genevieve Goings Collection, the brand's hip and cool The Boys Collection and jaw dropping high quality material focused Premium Collection continue going strong. Fashionable and fun, Troy James Boys continues to pave the way and open new doors for what's possible for kids 0 to 6 in the best of ways.

Feedback for recent Troy James Boys releases continues to be positive across the board.

Melissa J., from Boston, recently said, "I love this brand. So soft my kids never want to change! Five stars and fully recommended."

For more information be sure to visit <http://www.troyjamesboys.com>.

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