



Firebird Kids Expands Organic Cotton Collection With Durable Kids Pants for Everyday Wear

August 14, 2026

San Francisco, California - August 14, 2026 -

Firebird Kids, a children's clothing brand specializing in organic cotton apparel for ages two through thirteen, has introduced an expanded collection of kids pants designed to withstand the demands of active childhood. The range centers on high-quality organic cotton and includes organic denim, joggers, and other practical styles built for movement, repeated wear, and daily use.

The collection reflects the brand's focus on clothing intended for real childhood rather than occasional wear. Each style is constructed to move with children through school days, playground activities, family outings, and everyday routines. According to the company, the emphasis on high-quality organic cotton serves as the foundation for the comfort, quality, and long-lasting durability that define the range.

The expanded line offers several silhouettes across sizes for toddlers and older children. Organic cotton denim anchors the collection, joined by joggers and additional styles selected for their versatility and ability to hold up through active play. The company designs each piece with the understanding that children's clothing

must accommodate constant motion, frequent washing, and the wear that accompanies growing up.

Vasilisa Krivenko, founder of Firebird Kids, said the collection grew out of a straightforward observation about how children actually wear their clothes. "Children do not slow down, and their clothing should not hold them back," Krivenko said. "The pants in this collection are made from high-quality organic cotton because that material delivers the comfort and durability that daily play requires. The goal was to create pieces that look considered and last through the parts of childhood that are anything but tidy."

The pants collection sits within a broader assortment that includes sweaters, sweatshirts and hoodies, tees, tops, and pajamas, all produced with natural materials and a shared standard for construction. Firebird Kids organizes its offerings by product category and by age, with sizing that spans early toddler years through the pre-teen range, allowing families to identify appropriate fits as children grow.

Krivenko noted that the collection also connects to the company's wider approach to garment longevity. "Thoughtful construction and natural materials matter most when clothing is meant to be worn hard and worn often," she said. "A well-made pair of pants can move from one child to the next, and that possibility is part of how the brand thinks about value."

To that end, Firebird Kids operates a resale program that allows families to pass along outgrown items through the brand's platform, giving quality pieces a second life and extending the useful life of each garment. The program aligns with the company's stated commitment to sustainable practices and to serving families who prioritize natural materials in children's apparel.

Care guidance accompanies the collection, with recommendations that include washing in cold water, using a mild fragrance-free detergent, and air drying to preserve the fabric over time.

Firebird Kids designs and sells organic cotton clothing for children aged two through thirteen. The company focuses on thoughtfully made apparel that balances natural materials, practicality, and long-lasting wear, offering a range of categories organized by product type and by age to support eco-conscious families.

###

For more information about Firebird Kids, contact the company here: [Firebird KidsVasilisa Krivenko@firebirdkids.com](mailto:FirebirdKidsVasilisaKrivenko@firebirdkids.com) 1298 Sacramento St #10, San Francisco, CA 94108, United States

Firebird Kids

Firebird Kids makes organic children's clothing in the USA, with timeless, comfortable styles designed for everyday wear, play, and passing down.

Website: <https://firebirdkids.com/>

Email: hello@firebirdkids.com

