

# Gwen Stefani

Mom to Kingston and Zuma, stylish mind behind Harajuku Mini for Target, sleep-deprived entrepreneur



## So what exactly is Harajuku Mini?

No Doubt's lead singer gave her first shout-out to Harajuku, a subset of fashion-forward Japanese youth, on her solo record Love. Angel. Music. Baby. ("You bring style and color all around the world," she sings on "Harajuku Girls.") And now Harajuku is the inspiration for her new line of children's clothes and accessories. Available exclusively at Target starting November 13, Harajuku Mini ranges from hoodies, jumpers, and jackets to luggage, purses, and cosmetic cases, all of them covered in Technicolor, Pop Art-inspired designs. And the best part: Nothing is more than \$30. [target.com](http://target.com)



**Do your kids have strong fashion opinions?** They do! It surprises me. Sometimes I'll dress them and they'll say, "Mom, I can't wear this in front of people!"

**Did you play dress-up as a kid?** I dressed up all the time. My big dream was to perform in a cabaret show at Disneyland.

**What regular, everyday job would best prepare a person for being a parent?** Nothing could ever prepare you.

**Craziest thing you've done while sleep-deprived.** Everything I've done for the past five years, I've done while sleep-deprived.

**Guilty pleasures.** Sleeping, eating pizza, and watching bad TV.

**First word that pops into your head when we say "mom."** Patti [Gwen's mother]. I think of my mom when I hear someone say "mom"!

**Parenting motto.** One day at a time.

**Favorite TV families.** The Brady Bunch, the Keatons on *Family Ties*, and the Ingalls family on *Little House on the Prairie*.

**Why a kids' clothing line?** I've always been attracted to Japanese kids' clothes, but they're so hard to

shop for—the websites are always in Japanese! I wanted to do something inspired by that look but that's easy to find and inexpensive so all moms could get their hands on it.

**How did motherhood influence Harajuku Mini?**

Everything is machine-washable, even the faux-leather jacket and the fancy dresses.

**Are you like us—do you ever run into Target for a toothbrush and end up spending \$157 on stuff?** It happens all the time.



### Celebu-Tweet

@brookeburke "Read this great quote. 'It is easier to build strong children than to repair broken men.' —Frederick Douglass. Wow, pretty powerful."

