

## Gilbert Family Welcomes "Mila & Emma" Fashion Line at Target

Written by Melissa Larsen

Tuesday, 26 February 2019 09:06 - Last Updated Tuesday, 26 February 2019 09:19

---



Gilbert's own Internet sweethearts Mila and Emma Stauffer have another sweet thing to share with their 9 million social media fans: their new "Mila & Emma" clothing line, now available at [Target](#). The line is reflective of the girls' sweet, feminine aesthetic, featuring dresses and two-piece sets across sizes 12M to 5T that are perfect for springtime. Prices range from \$12.99 to \$23.99, with most items selling under \$20; and three additional styles will be available exclusively on [Target.com](#).

Here, mom Katie Stauffer and the designer of the "Mila & Emma" discusses the line, how much input her 4-year-olds had in the making of the line and her favorite thing about life in Gilbert.

---



**Tell us about this new fashion line.** Making the "Mila & Emma" line was a dream come true for me and my girls. The most common comment we get on our Instagram account is, "I love the girls' clothes and how you dress them. Where did you buy their clothes?" So it's exciting for us to be able to create an original line that carries our signature style, which our followers can share with their own kids. The nine-piece line is feminine and beautiful, with lots of soft pastels. The fabrics and silhouettes look high-end but are sold at affordable Target prices.

**What was your favorite part in creating this line? What inspired the designs?** The most exciting part was doing it with the girls. I wasn't sure how involved they would want to be or how much they would understand, but they helped in every step. From fabrics to design to hemlines. The inspiration came from the girls personal style that everyone will recognize from our Instagram account. The fashion is really what they love to wear and what they feel good in.

**Have you always been interested in fashion?** Yes, I studied fashion design in college and have always loved design - whether it's designing our home or the outfits Mila and Emma wear day-to-day.

**What are your favorite pieces from the line?** My favorite pieces are the [two-piece tank and skirt sets](#) and all of the dresses.

**What do you love most about living in Gilbert?** The thing I love most about living in Gilbert is our neighborhood. It's close to everything, and it feels similar to where I grew up, Michigan.

**What can we expect from the swimwear line?** The swimwear line has super cute elevated designs and simple, cute fabric choices.

**What's next for Mila and Emma?** My gosh, they have a lot in the works. More collections, and more videos on our [YouTube](#) channel, and some other top-secret endeavors. Stay tuned on Instagram ([@KCStauffer](#)) for the latest updates!