

# Allu Active - kids trendy tees, tops, sweatpants and hoodies clothing

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The logo for Allu, featuring the word "ALLU" in a bold, black, sans-serif font. The letters are thick and blocky, with a modern, minimalist feel. The "U" has a small dot above it, resembling a stylized exclamation point or a drop.

Queensland  
Australia

Phone: 402355852

The Allu brand was born from the realisation of not being able to find practical, high-quality clothing that was suitable for busy children and their fashion-forward, active parents. We didn't want to dress our kids in stereotypical children's wear made from fabrics that didn't last, so we set out to change landscape of kids clothing.

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