

Earnshaw's

INFANTS', GIRLS' AND BOYS' WEAR REVIEW

APRIL 2007 \$5.00

Grand Ideas

Fashioning Assortments
For Mema

Good Cheer

Team Spirit Peps Up Sales

Sweet Charity

Exploring Cause-Related
Marketing

Yakety Yak

Blogs Speak
Volumes

**Factory
girl** Infant and
Toddler Wear
Goes Pop

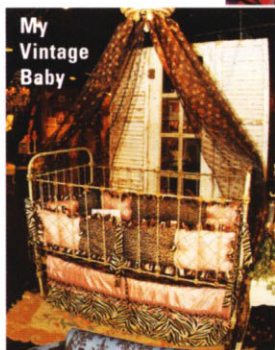


SMALL WORLD JOURNAL

The latest in juvenile products.



Baby Blossom Hats

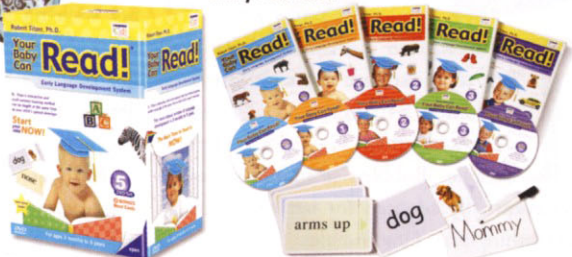


My Vintage Baby



Clairebella

Baby Can Read



Feel Good Frames

NEWS

• Santa Ana, Calif.-based **Bink Link** has launched a collection of fashionable pacifier clips, which can be attached to a child's shirt or bib to ensure pacifiers stay put. The clips are available in a variety of styles such as "Peas and Carrots" and "Quack," a duck motif. They cost \$7 wholesale. Call (714) 878-0345 or visit www.binklink.com. • Burlington, N.C.-based **Feel Good Frames** has released a series of customizable picture frames. The hand-painted frames come in a variety of color combinations such as soft sage, sand, sweet pink, sassy sky blue and chocolate dots. They are available in sizes 4 x 6 (\$24.75 wholesale) 3 x 3 (\$18.75) and mini (\$11.50). Call (336) 584-1259 or visit www.feelgoodframes.com. • **Babylicious** of Vancouver, Canada, has launched its popular bath mitts in the United States. They are made from 100-percent terrycloth and are machine washable. They come in five colors—groovy pink, groovy blue, islands, posie, and happy—and wholesales for \$2.40 each. Visit www.babylicious.ca. • **My Vintage Baby** of McKinney, Texas, has launched two new sets of luxury infant bedding. The "Lush" and "Vintage" sets will include a bumper pad, fitted crib sheet and dust ruffle and are made of velvet and silk fabrics. The wholesale price for each set is \$495. Call (972) 548-9850 or visit www.myvintagebaby.com. • **Snazzy Baby** of Middleton, Mass., has released Snazzy Baby knee pads that help toddlers and babies who are learning how to crawl protect their knees from scrapes, rug burn, bruises and cuts. The knee pads are made from medical grade Neoprene and stretch to help kids move



EuroTote

comfortably. They cost \$10.80 wholesale. Call (866) 418-3845 or visit www.snazzybaby.us. • Deerpark, N.Y.-based **Edushape** has introduced a new interactive toy to help kids ages 3 and up enjoy bath time. The new TubArt Finger Paint Stamp Set lets kids paint the tub and bath tiles using washable soap. Each set contains four stamps and four finger paints with My Garden, Transportation and Zoo Animal motifs. The wholesale price is \$7.50. Call (800) 404-4744 or visit www.edushape.com. • **Blossom Babies Hats** of Reno, Nev., has introduced a new collection of hand-made hats for babies. The hats fit newborns and babies up to 9 months old. Each hat features either a full rose, which is upright, or a flat rose, referred to as a Georgia rose. This season, the hats will be available in 14 styles, including a salmon-colored hat with full, white roses; a pink hat with full, pink roses; and a yellow hat with flat, yellow roses. The wholesale price is \$10. Call (775) 323-0555. • **Baby in a Blanket** of Suffern, N.Y., has introduced its new line of Mimis, lightweight blankets that come in a variety of funky patterns. Each Mimi is made from a 100-percent cotton blend. The lightweight blankets are ideal for traveling or changing diapers in the car and are available in color combinations such as Funky Retro Boy, Pumpkin, Olive and Ice Age. The wholesale price is \$20. Call (914) 527-9151 or visit www.babyinablanket.com. • Atlanta-based **Clairebella** has introduced new varieties of its diaper clutches. Each fully laminated di-