PoshTots Goes Universal

In January, BabyUniverse acquired Richmond, Va.-based PoshTots, the luxury online retailer of baby and children's furnishings. PoshTots will continue to pursue its established business lines, in addition to a significant, development-stage "Branded Content" opportunity designed to capitalize on the company's affluent customer base. "We feel privileged to have attracted the PoshTots team into the BabyUniverse family," said John C. Textor, chairman and CEO of BabyUniverse. "They have developed a highly differentiated business model that has resulted in a remarkably strong luxury brand, a high-margin e-commerce business, an attractive content strategy and an efficiently balanced online and offline marketing model."

PoshTots

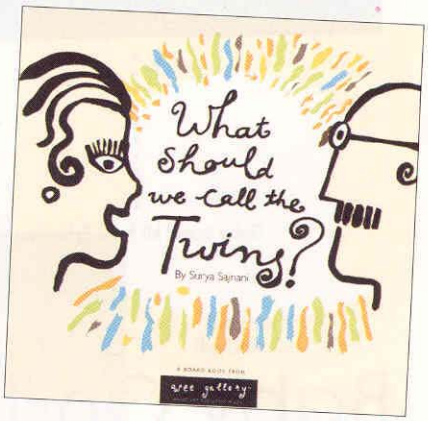
stitching and lined with a cotton/polyester fabric with enhanced breathability ideal for temperate weather. The wholesale price is $13 for the infant size and $17.50 for the toddler size. For more information, call (800) 987-6828 or visit *www.jjcoleusa.com.* • Coral Springs, Fla.-based **Grandma El's** introduces Diaper Rash Remedy & Prevention, an all-natural non-allergenic ointment developed by a skin care industry veteran. Pediatrician tested and recommended, the ointment forms a protective barrier on a baby's bottom to keep moisture out, and allows the skin to breathe to promote fast healing. For more information, call (800) 493-0223 or visit *www.grandmaels.com.* • **Nurseryworks** of Los Angeles introduces toddler furniture and bedding. The collection includes a twin bed with optional trundle or under-drawer, two types of storage and bedding as well new patterns for the crib, a box and storage box. The are available in dark or light ishes, cutout patterns and six colors. The cotton poplin twin bedding features patterns based on nature. For more information, visit *www.nurseryworks.net.* • **Kiwi Industries** of Albuquerque, NM launches a gardening tee gift set, which includes a cotton T-shirt embellished with a gardening image packaged in an enameled tin bucket with sunflower seeds, soil and instructions for planting a sunflower. The set uses natural, organic and recycled fibers; sizes range from 3 months to 6. Tees may also be purchased alone. Wholesale pricing is $10.50 for the T-shirt and $14.50 for the gift set. For more information, call (505) 332-9090 or visit *www.kiwiindustries.com.* ●

Halo

JJ Cole Collections

In Black and White

Studies have tested the theory that the first colors babies see are red, white and black, and that these colors may stimulate crucial eye and brain development. As an alternative to traditional pastels, manufacturers are expanding into the black and white market. St. Petersburg, Fla.-based artist Surya Sajnani introduces **Wee Gallery**, a line of sweet baby-friendly flash cards, mobiles, wall stickers, greeting cards and board books. The design aesthetic includes animal prints in black and white, a high-contrast combination that stimulates brain development. Several new designs will launch in 2006, including a Baby's First Year Calendar. For more information, visit *www.weegallery.com.* **Babies Love It** of Duluth, Ga. introduces a line of red, white and black tummy time quilts and burp cloths in a color palette of black, white and red with whimsical dot and butterfly patterns. The designs and colors catch a baby's attention, while the quilts fit easily into a diaper bag for playtime on the go. Call (770) 757-6777 or visit *www.babiesloveit.com.*



Babies Love It